

Baseline User Guide

Surveys & Student Response System

This guide is for Gonzaga University department-level interaction with Baseline by CampusLabs for surveys (general assessment) and student response sessions (formative assessment). Instructions for creating survey and SRS projects, exporting data, and generating reports are included. For help at any time, please contact ATASupport@gonzaga.edu.

<https://gonzaga.campuslabs.com/baseline/>

Prepared by
Academic Technology Applications Support (ATAS)
Gonzaga University
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Baseline System Overview

Baseline provides the technology, resources, and expert consultation required to create an integrated, coordinated, and comprehensive assessment approach across the campus. The purpose of Baseline is to connect and translate assessment data in order to improve programs and services both inside and outside the classroom.

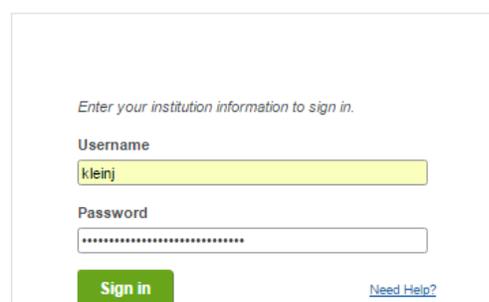
The following items are generally included in the Baseline license:

- **Unlimited use of features and support:** Our products are not based on a per-use fee; please use our resources and tools as much as needed in order to accomplish your assessment goals.
- **Technical support weekdays 5 a.m.–5 p.m. Pacific:** Questions can be answered anytime during these hours by calling 716-270-0000.
- **Consultation from an assessment team:** Each institution is assigned to a support team that can assist you with using our technology as well as enhancing your assessment efforts. If you are ever “stuck” with not knowing where to go next with assessment, contact us for support.
- **Training and professional development webinars:** Everyone is invited to attend our free on-line professional development and training webinars. Sign up at www.campuslabs.com/support/training
- **Access to assessment resources and template projects:** Never start from scratch with your assessment efforts. Check out our resources in the [Assessment Lab](#) as well as the Community site once you log into the Baseline system.
- **Open participation in all benchmarking studies:** Each year we offer a series of national benchmarking studies geared towards helping you collect national and peer comparison data for your area. You can find out more and sign up at www.naspaconsortium.org. These benchmarking are included in the Baseline license fee so you can participate at no additional charge.
- **Central location for all assessments with customized access:** The Baseline system provides a secure, central location to store your assessment data. Ask your assessment support team about various access levels if you are collaborating on projects.
- **Data collection tools:** We can assist you with collecting data via our online survey tools, mobile survey devices and online rubrics tools. In addition, if you have collected data in the past or are collecting data on paper surveys we can assist you in getting that information into our system.
- **Online reporting tools:** Baseline produces reports using descriptive statistics (e.g. counts, percentages and means) on any data in our system. You just need to focus on how to interpret and share that data with your various audiences.
- **Key performance indicators:** The Key Performance Indicator tool allows you to create dashboard of your assessment data for big-picture reporting and tracking progress towards goals.
- To learn more about Baseline, visit our [website](#) or sign up for an [Introduction to Baseline webinar](#).

Accessing Baseline

Once you have requested a Baseline by Campus Labs account through Gonzaga’s ATAS office, you can access your Baseline account via this link: <https://gonzaga.campuslabs.com/baseline/> using your **Gonzaga user name** and **password**. You will also find a log-in link on the [ATAS website](#). See screenshot below for visual.

Gonzaga University



Enter your institution information to sign in.

Username
kleinj

Password

[Sign in](#) [Need Help?](#)

If you have forgotten your Gonzaga username or password, please contact Gonzaga's IT Support Center at x5550, and they can tell you your Gonzaga user name and reset your Gonzaga password.

How to Navigate Baseline

Here are a few quick tips to help you get started using the **left menu** of the **main page** of Baseline's website:

<div style="background-color: #f0f0f0; padding: 10px;"> <h3>Welcome</h3> <h4>Data Collection Tools</h4> <div style="margin-top: 10px;"> <div style="background-color: #e0f0ff; padding: 5px; margin-bottom: 5px;"> Request a Project > <small>Assistance-based survey setup</small> </div> <div style="background-color: #e0f0ff; padding: 5px; margin-bottom: 5px;"> Manage Projects > <small>Web-based & mobile surveys</small> </div> <div style="background-color: #e0f0ff; padding: 5px; margin-bottom: 5px;"> Rubrics > <small>Rubric-based evaluations</small> </div> <div style="background-color: #e0f0ff; padding: 5px;"> Student Response > <small>Classroom formative assessments</small> </div> </div> <div style="margin-top: 20px; padding: 10px;"> <h4>Baseline Contact</h4> <p>Campus Labs support@campuslabs.com T: 716-270-0000 F: 716-652-2689</p> <p><small>Campus Labs staff members are available to address your assessment and technical questions Monday through Friday from 8 a.m. to 8 p.m., EST.</small></p> </div> </div>	<div style="margin-top: 20px;"> <p>Request a Project: You can have Campus Labs build a survey for you (indicate the questions and answer choices, and any skip logic, in a Word document)</p> <hr/> <p>Manage Projects: Create your own surveys and/or access existing survey projects</p> <hr/> <p>Rubrics: Create custom or use existing templates to grade student work</p> <hr/> <p>Student Response: Use this tool for presentations, trainings, classroom instruction, formative assessment (great alternative to clickers)</p> <hr/> <p>Get Assistance! Baseline has good customer service and the support staff are able to assist you in the development of your survey and can assist throughout the process. You can call them with any questions, including to request guidance on getting started.</p> </div>
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How to Request a Survey Project in Baseline

1. Use a Word document to develop your questions and answer choices, and include survey instructions, question format, and skip logic where needed.
2. Using your Gonzaga user name and password, log-in to Baseline: <https://gonzaga.campuslabs.com/baseline>.
3. Click the "Request a Project" button located on the left-hand side of the home page.
4. Complete the form asking for the following information (use your mouse to hover over the black question marks for additional clarification):
 - **Project Title:** Make sure that this is specific. For example, "Orientation Survey" might be too vague, especially if you plan on administering more than one of these surveys. Adding in the date, "Orientation Survey 2017" will give you a clearer idea of what the project is in the future.

- **Department:** The department the survey should be housed in. You will only see the departments to which you have access.
- **Open/Close Date:** The dates you want the project active and collecting data in the system. They can be adjusted as needed by Campus Labs staff in the future. Remember, a minimum of **four** business days is required to process and build your project
- **Project Source:** Indicate if this is a New Project or if you are Copying over a previously administered Baseline project. If it is a copy, you will be able to request any changes to the project that are necessary.
- **Administration Type:** Indicate if you will be administering the survey through the web, Campus Labs mobile app, or both. If you will be using the mobile app, please provide the names of the individual devices you will be using in the text box, so we can properly assign the survey.
- **Web Survey Administration Method:** If you are administering the survey via the web, indicate if you will be using our Mass Mailing system or Generic Link. If you are unsure or unfamiliar, please review the [Survey Administration Options](#). If you are only using the mobile app, select "Not applicable". Also note that you can always change your mind about the web administration method at a later date.
- **Additional Assistance:** Review the options and select the level of assistance you would like.
 - a. Click "Next", and if you requested a copy, you will be able to choose the past project you would like copied, as well as the specific questions to copy over.
 - b. Click "Next" to provide some additional notes to your project. In this space give us any information you think is necessary to know while building or editing your project.
 - c. Click "Submit" and you will be taken to your Project Dashboard.
 - d. Upload your survey document in the Project Files box on the right-hand side of the dashboard. We will use this document to provide you feedback/build your survey depending on the level of assistance you requested.
 - e. You will notice your project has been tagged with relevant "Project Categories". We suggest these tags based on the keywords in your survey's title. You can manually adjust these by clicking the "Manage" button underneath the selected categories. Here you will have the ability to select any of our 75 pre-defined tags or remove a tag by clicking the "X" icon.
 - f. You will receive an automated email letting you know your project has been received, and we will process your project.

Survey Administration Options in Baseline

Generic Link option

- Each project has a unique, short URL, which you can send to or post for anyone whom you want to participate in a survey.
- Allows you to send messages from your GU email or any other email, and use a campus Listserv, if needed.
- Flexible link (e.g., send through your email, post on website or sign, send to Listserv).
- Inherently anonymous (e.g., identities are not collected).
- Respondents can complete more than once.
- Option to add a [validation screen](#) for identity collection.
- You can use email merge with Word and Excel to customize and tailor individual email messages.

Mass Mailing option

- Self-service mailing system on your project dashboard which sends a unique link to each email address.
- Allows you to send targeted reminders to **only** non-respondents.
- Respondents are identified and may **pick up where they left off** in the survey.
- Option for [identity collection](#) which can be useful if you wish to integrate your survey results with demographic or other respondent data.
- Prevents respondents from taking the survey more than once.
- Cannot be used with a Listserv like the Generic Link option.

Collect App on iPod/iPad

- App available for campus-owned devices (or other devices that Gonzaga's ATAS office can register for you).

- Data appears in real-time with an internet connection.
- Data may be collected without an internet connection (offline responses are uploaded with internet later).

QR Code

- Using the generic link, you may create a QR code for your survey link.
- Respondents can scan the QR code with their device (i.e., iPhone, iPad, Android) and the survey will automatically format.
- Device must have an internet connection.

Paper and Pencil

- Can set up an online version in Baseline and manually enter data already collected on paper form.
- All questions in the online version can be set to optional.
- Finish link loops to the beginning of the survey for continual data entry.

How to Use Reporting Tools

There are many built-in tools available to “slice and dice” (filter) your data and/or visualize it (charts, graphs, etc.). Here is a PowerPoint tutorial created by Campus Labs outlining the many options: [ReportingTools.pptx](#) (9 MB)

You can create exports of either your data or the views that you have created with your filters. The data exports will include the raw data collected in the system unlike the aggregate view of data in the Reporting Site. The exported Views can be used for creating presentations or reports of focused interest.

You can export the **Raw Data** into three different detail formats:

- Microsoft Excel – used for basic to complex analysis.
- Microsoft Text – used for re-uploading raw data into the Baseline system.
- SPSS – maintains coding from Baseline system.

You can export the **Data Views** into three different report formats:

- Microsoft Excel
- Microsoft Word
- Adobe Acrobat Reader (PDF)

Baseline Student Response System (SRS)

The Student Response tool is a formative assessment tool that will allow you to embed quick, direct measures of learning into lectures, workshops, trainings, and other learning experiences. With the Student Response System, you can create a short quiz that students respond to on their mobile device, tablet, or laptop. Results are viewable instantly, allowing you to get a climate reading on how well students are learning, make adjustments to the content or teaching style of your lesson right away, provide students with feedback on their understanding, and offer an engaging opening for conversation. If you’ve ever led a learning experience and wondered if you’re getting through, the Student Response System is an opportunity to engage in formative assessment with easy-to-use technology.

Note: As outlined above, the SRS tool is intended for quick, on-the-spot data collection and review. For longer or more in-depth assessments, which may require more detailed analysis or comparison to past data, we recommend using our Baseline survey tools instead.

Here is a link the User Guide provided by Baseline: [Using the Student Response System How To Guide.pdf](#) (600 KB)

How to Use the Student Response System (SRS)

- A) Respondents can connect with your SRS session either by visiting the URL srs.campuslabs.com on their web browser of choice, or by downloading the free app **Campus Labs Respond** in the Apple App Store and

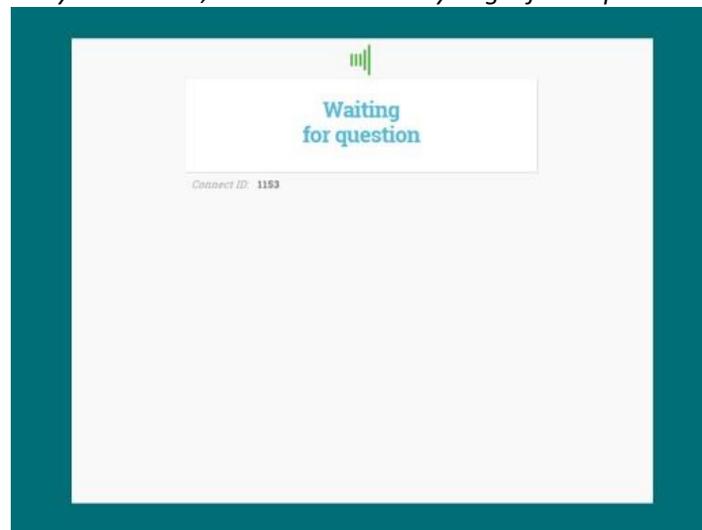
Google Play market. To connect, they'll need to enter their name (or a mock name) and your Connect ID number.

TIP: While the name fields are mandatory, they are not validated. If you would like student responses to remain anonymous, encourage students to enter a random letter in each field.

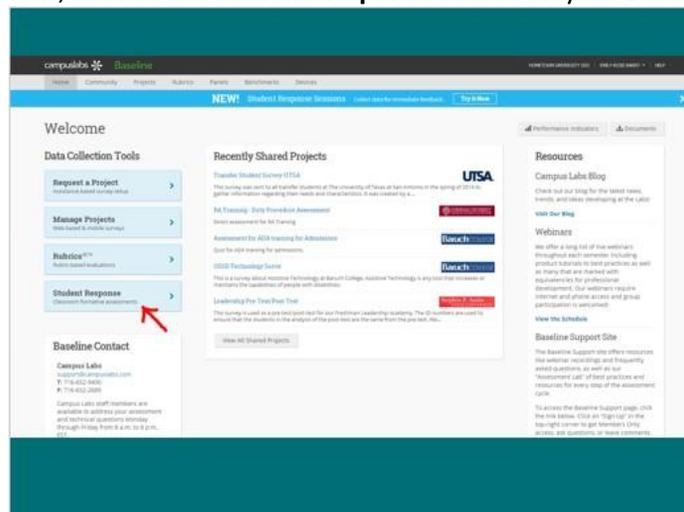


B) After they hit **Connect**, respondents will see a screen that says “Waiting for Question” until you start your quiz.

TIP: Have students connect with SRS at the beginning of the learning experience and leave the browser or app open. As soon as you start your session, it will automatically begin for respondents already connected.

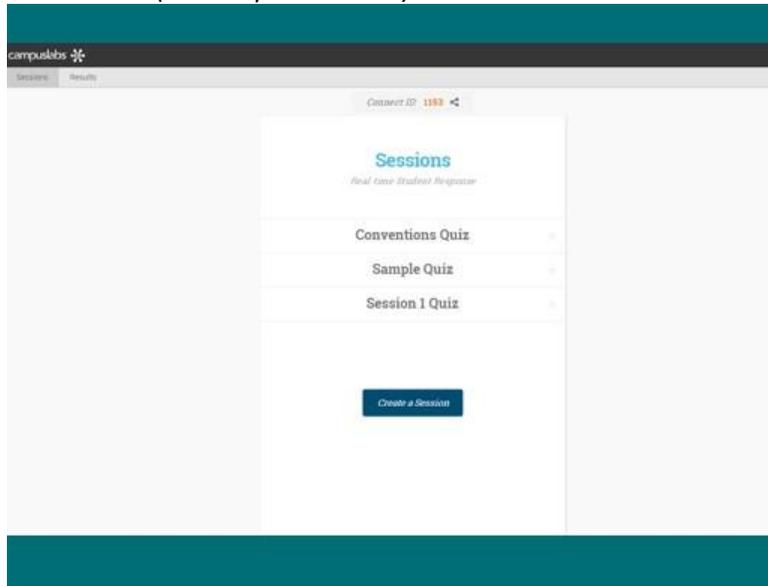


C) To access your SRS sessions, click on the **Student Response** button on your **Baseline** homepage.

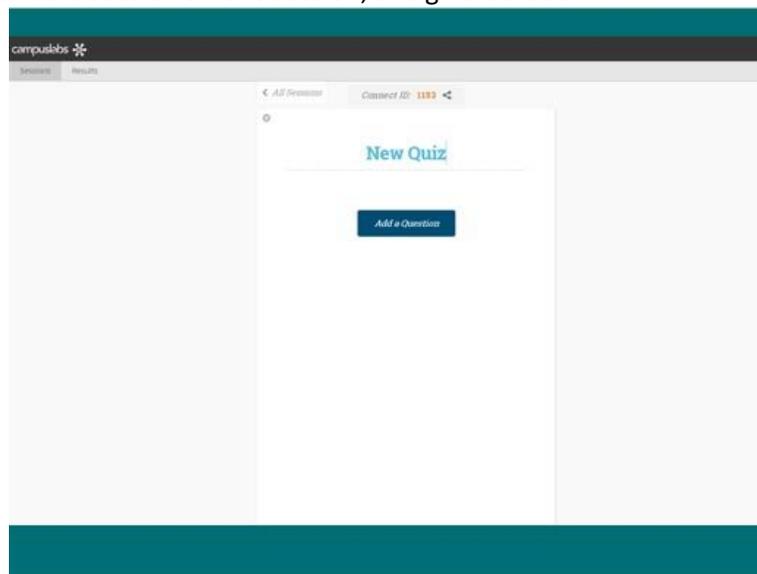


- D) Here, you'll find all your SRS Sessions stored for reference. You can also find your **Connect ID** at the top of the page. This four-digit number is unique to you as a Baseline user and will not change. You will share it with respondents in order to connect them with any of your sessions.

TIP: Clicking once on your connect ID will reveal the URL respondents can use to connect with your session if they don't have the app downloaded (srs.campuslabs.com)



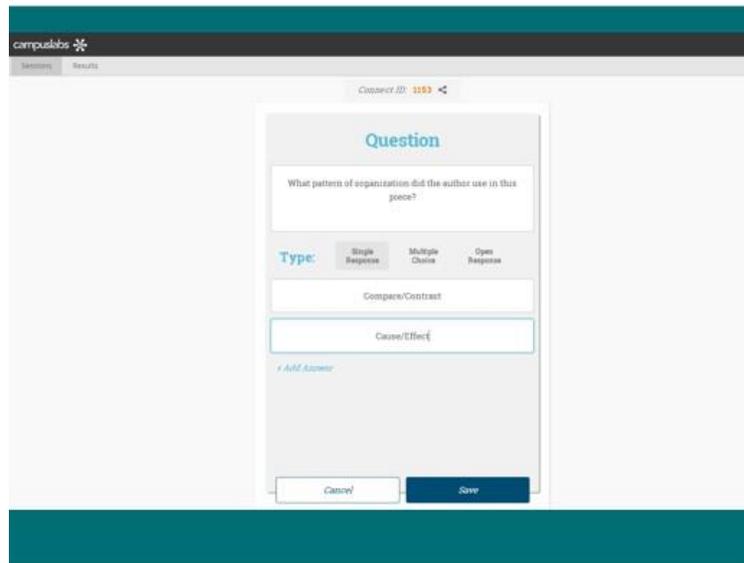
- E) Click **Create a Session** to create a new SRS session, and give it a title.



- F) Insert **single response** (respondents can only select one answer choice), **multiple select** (respondents can select multiple answer choices), and **open response** (respondents enter up to 140 characters of open-ended text) questions one at a time, clicking **Save** for each one.

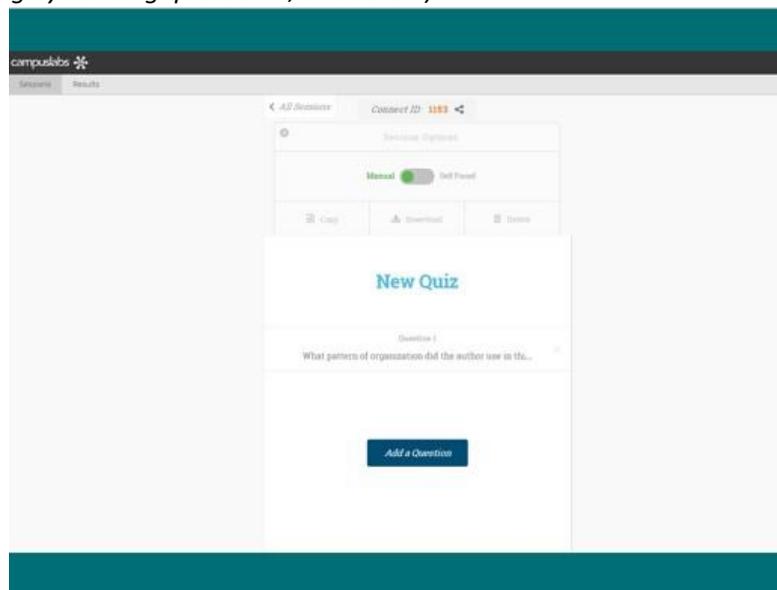
Note: Each SRS session can have a maximum of fifteen (15) questions, and each single response or multiple select question can have a maximum of five (5) answer choices.

BEST PRACTICE: For multiple choice questions, you can add an exclusive answer choice by clicking on "Add Exclusive Answer" on the lower right-hand side of the question. Respondents will not be able to select an exclusive answer choice along with any others. This is good practice for "opt out" answer choices such as "Not applicable," "Unsure," "None of the above," etc.

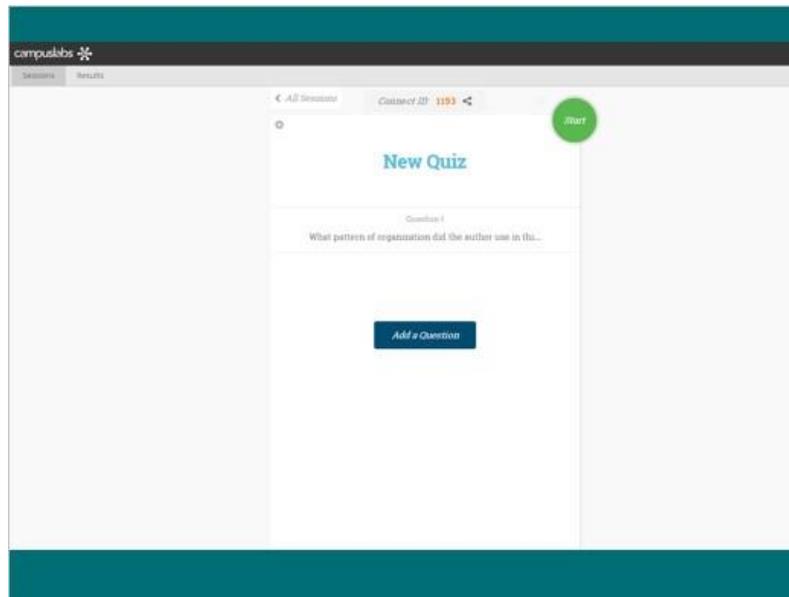


- G) Click on the **Settings** gear in the top right-hand corner of your session to access settings. Choose to set your session as **manual** or **self-paced** before starting it. You control the output of each question in a manual session, while a self-paced session will allow students to take each question at their own pace. Other settings available here: **Copy** your quiz (great for quickly designing pre- and post-tests), **Download** an Excel spreadsheet of the results after administering, and **Delete**.

BEST PRACTICE: Design a manual session to check in on understanding at pre-determined intervals in a learning experience. (Teach a chunk of material, check understanding by starting question 1, teach a chunk of material, check understanding by starting question 2, and so on.)

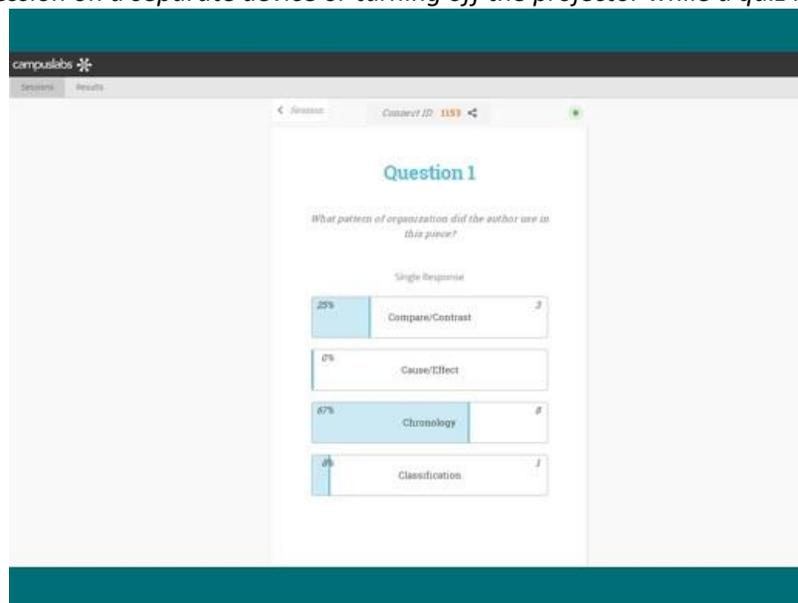


- H) Once you've selected manual or self-paced in the settings, start your session at any time by clicking on the green **Start** button on the top right. This will appear at the top of your quiz in a self-paced setting and at the top of individual questions in a manual setting.

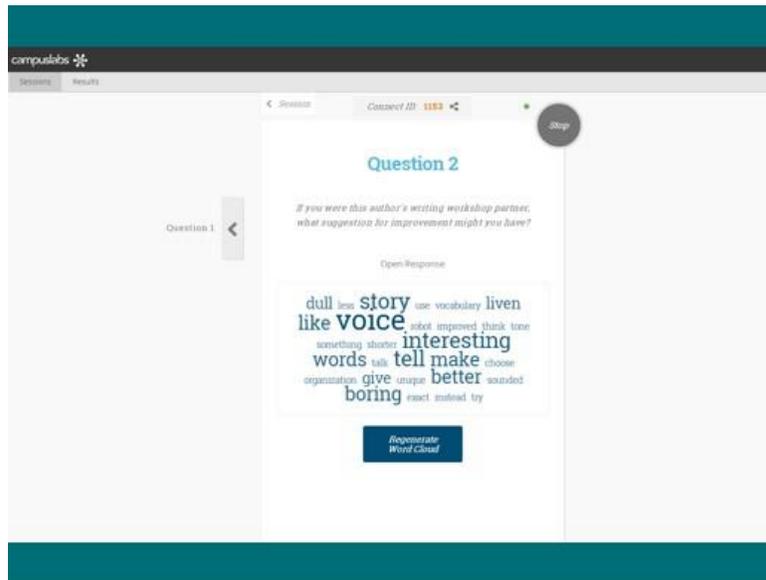


- I) Once responses start coming in, you'll be able to see answers live.

TIP: You control who can see the live data as it comes in. Sharing with students by displaying results on a projector can provide for an engaging dialogue opportunity. But you can also hide results from students by starting the SRS session on a separate device or turning off the projector while a quiz is in session.

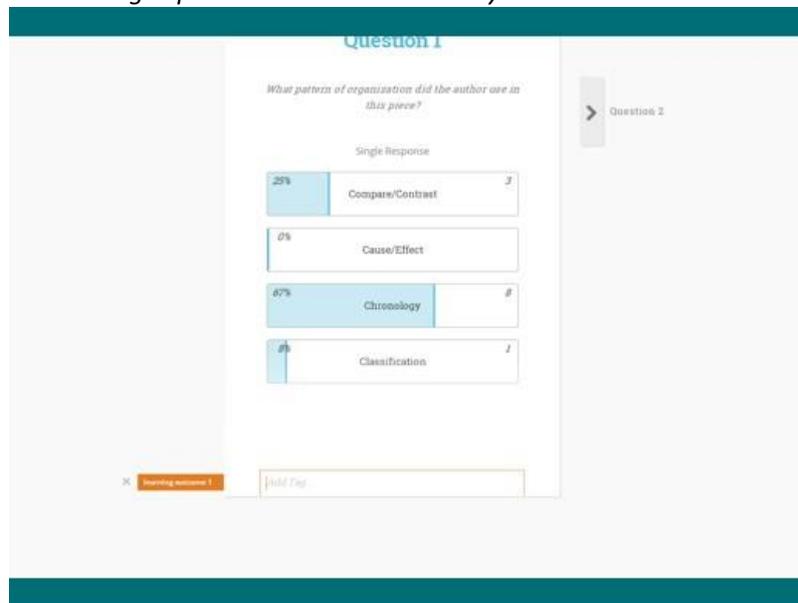


- J) Open-ended questions display as a word cloud. Keywords will be pulled from responses, with those words used most frequently displaying large and bold while those words used by fewer respondents show up small and lightly colored. Click on **Generate Word Cloud** as soon as a respondent has answered, and **regenerate** the word cloud as often as you would like.



- K) You can **tag** individual questions by learning outcome or content for quick reference later. Click on the gift tag icon on the bottom left-hand side of any question to add a tag.

***BEST PRACTICE:** Use formative assessment results in a summative way with tags. At the end of the academic semester or year, you can review all those SRS questions you asked referring to a specific learning outcome and consider your results. How well did students perform on that learning outcome over time? How would you evaluate the various teaching methods you used this semester in terms of student learning? Which learning outcomes or content came easily, and which required additional review? The answers to these questions can help you better design the learning experience next semester or year.*



Baseline Training through Online Help Center

Below is a link to the Baseline Support website where you will find user guides/resources and training videos:

<http://baselinesupport.campuslabs.com/hc/en-us>

Welcome to the Baseline Help Center

Getting Started

- Introduction to Baseline
- Assessment Planning & Coordination
- Building a Culture of Assessment
- Defining Goals & Outcomes
- Administrators & Primary Contacts

Using Baseline

- Analyzing Data & Reporting
- Benchmarking Studies
- Rubrics
- Surveys
- Student Response System
- ...more

Best Practices

- Assessment Structures
- Professional Development
- Reporting & Sharing Results
- Guest Webinars
- ...more

Find What You Need

Search Help Center

Chat with Us
between 9 am - 5 pm EST weekdays

Email Us
for assistance from the Campus Labs team

716-270-0000
between 8 am - 8 pm ET weekdays

Learn more about Baseline
with our collection of
recorded webinars

Webinar Archive

Campus Labs YouTube Channel

Video Guides

Features and support

- ✓ Unlimited use of features and support
- ✓ Technical support weekdays 8 am - 8 pm Eastern
- ✓ Contribution from our community
- ✓ Training and professional development, webinars
- ✓ Access to assessment and learning projects
- ✓ Open participation in all activities and address
- ✓ Central location for all assessment with automated access
- ✓ Survey data collection, reports, rubrics
- ✓ Rubrics
- ✓ Online reporting tools
- ✓ Key performance indicators

Introduction To Baseline

Use the Right Tool for the Job

Formative **Summative**

Student Response System

Formative Assessment and the Student Response System

Baseline Support

Gonzaga's contract with Baseline includes full support services. You are welcome to call or email Baseline Support. Questions can be answered anytime during the hours of 5 AM and 5 PM Pacific by calling (716) 270-0000. You may also email support@campuslabs.com.

Additionally, Gonzaga's ATAS office is here to help! Please do not hesitate to contact us for assistance or training as often as you need.

Academic Technology Applications Support (ATAS)

Foley Center Library, Suite #303
(509) 313-3972
atasupport@gonzaga.edu
www.gonzaga.edu/ATASupport

Jenn Klein & Brenda Warrington

