FAQ on Campus Labs

**Make it better?**
Campus Labs will help Dan to elevate our assessment projects. They are a resource for assessment tools and can help with our administration. The ability to use their tools for national & self benchmarks is also appealing. In addition, our membership gives us access to their professional development webinars and the ability to schedule custom webinars for specialized trainings. Using Campus Labs can also help Dan to meet your needs in a timely manner and also attend to some other areas of his position that are not assessment oriented.

**Connect with Dan’s role?**
Dan Bureau ([dabureau@memphis.edu](mailto:dabureau@memphis.edu)) is still the Director of Student Affairs Learning and Assessment. He serves, as always, as a consultant, project developer, assessment data collector, etc. His role isn’t changing. He will help with projects and provide advice as always. He will work with Campus Labs to centralize and prioritize projects and requests. You should still go to Dan for help. He may propose working with Campus Labs rather than him supporting your project. Our assessment consultant, Vennessa Walker, can assist on a number of different assessment-related topics that can help us improve the overall quality of our assessments. Dan and Vennessa will work together to make sure that you receive the support you need. You can contact Vennessa at [VWalker@CampusLabs.com](mailto:VWalker@CampusLabs.com).

**Influence our current efforts?**
The decision to go with Campus Labs was to increase our competence and confidence in assessment and allow us to have access to tools that will make assessment easier. Some of us need to do more/better/different assessment. Each of us has an idea of how much is enough and how far from this level we’re currently doing. Viewing Campus Labs as “more work” is easy at first because it requires a level of preparation for projects, including reaching out to our Campus Labs contacts; however, they’re going to make things easier in terms of developing and managing projects.

**Influence our use of TracDat?**
The tools through Campus Labs that serve similar functions to TracDat will not be used by us. Therefore, what TracDat does, TracDat shall do! TracDat is NOT an assessment tool. It’s a vehicle to develop plans and store our documentation of progress on the plans.

**Influence collaboration with other departments?**
There are so many ways to use Campus Labs to collaborate: look at provided Campus Labs resources/You might develop a rubric for a learning outcome to share with other departments or develop a survey to assess a shared goal, such as excellent customer service.

**Impact our existing assessment efforts with other companies such as EBI?**
You should continue to do the studies that make the most sense to you. We have access to some instruments as a result of our relationship with Campus Labs. If you’re in the market for launching a new nationally developed or locally developed survey to address your assessment questions, talk to Dan about how Campus Labs can be helpful. If you have an interest in using one of the nationally benchmarked studies provided as part of the NASPA Consortium ([www.naspaconsortium.org](http://www.naspaconsortium.org)) then let Dan know. The NASPA Consortium studies are included as part of our license at no additional cost.
What are expectations for using Campus Labs.....

What are divisional expectations of Campus Labs?
Each department should have a contact person who is trained in Campus Labs. Each department should do at least one assessment project per semester using Campus Labs. A department with multiple functions would benefit from using one per function. Play around with the aspects of Baseline and see what you find. Looking at instruments from other campuses alone could prove fruitful! It could be exciting to use the mobile device application provided by Campus Labs to conduct on the spot assessment (using short instruments). Finally, the data we have collected from past years can be stored in Baseline. We can take a paper survey, create it in Baseline, enter data, and have all kinds of reports.

How do I login to Campus Labs?
You may login to Campus Labs using your U of M username & password.

Should I participate in ongoing training for Campus Labs?
The easy answer is YES! You should participate as you see necessary and relevant. Increasing your assessment competence is one aspect of our use of Campus Labs. There are great resources including daily webinars on a range of topics (and they’re repeated often enough to address different needs at different times): http://www.campuslabs.com/support/training/. Dan Bureau plans to fit many of these into his schedule and will share with you when he plans to participate in a webinar or coordinate one for the collective division; however, do it on your own too! Nothing like some good (free) professional development from the comfort of your office.

Am I expected to use mobile devices for assessment now and are our students ready for this?
No, you do not HAVE TO use mobile devices, though it is becoming increasingly easy to conduct short surveys from an iPad or other tablet or mobile device. Using these tools can be a way to take assessment to where students are. It is estimated that 80 percent of students on our campus have access to a mobile device on which they can participate in online surveys. Currently the application from Campus Labs does not support Android products.

Am I supposed to develop population samples for surveys I’d like to conduct using Campus Labs?
Contact Dan Bureau about retrieving samples of populations for whom your survey is intended. If you have a population you already track and have access to their contact information this will be super easy. If you have a population that you don’t track and want to work with Institutional Research to develop a sample, this is very doable! Surveys can be sent via a generic link (same link to ALL students) or through a specific link to each student.

What if I forget how to use Campus Labs?
An overview of Campus Labs can be found here. Vennessa Walker is our Assessment Consultant, and Brooke Pericak is our Project Coordinator. They can be reached at: VWalker@CampusLabs.com or baseline1@CampusLabs.com. There is a short tutorial located here.

How can I stay on top of all we’re doing; new projects, new names and it’s an alphabet soup?
Yes. There are lots of things we’re doing. Campus Labs is one of them. There is a guide of assessment terms to help you understand how they all differ/are similar. We’ll continue to evaluate how Campus Labs fits into our overall goals; there’s some overlap (including some overlap with the function of SurveyMonkey). We’ll address this overlap over time. We’re convinced that Campus Labs will HELP us better manage, not make it more difficult.