

#### cognia

# Cognia Improvement Platform: Surveys Training Guide



Cognia is a global nonprofit that has the knowledge to help schools improve outcomes for all learners.



#### Our Vision

To impact and inspire education providers to advance and enable pathways for success for all learners.

### Our Mission

To serve as a trusted partner in advancing learning.

#### We know schools because we're in schools









Accreditation & Certification

Assessment

Improvement Services

Professional Learning

Celebrating 125 years of excellence • 1895–2020

### Learning targets



Review using surveys to drive continuous improvement



**Engage** in an introduction to surveys



**Explore** surveys on Cognia Improvement Platform



**Discover** the reporting feature options





## Continuous improvement

#### Continuous Improvement System

#### Reflect, evaluate, and adjust

- Determine action effectiveness
- Hold collaborative discussions to discuss results
- Make decisions to continue or change action

#### Build momentum and capacity

- Implement the strategies
- Monitor and adjust action
- Ensure stakeholder participation

#### Imagine the possiblities

- Gather data to understand current reality
- Identify trends to imagine the future
- Determine the connections between current reality and future trends

#### Communicate with stakeholders

- Share what you've learned with your stakeholders
- Collaborate to determine priorities
- Ensure the vision aligns to priorities

#### **Initiate** the journey

- Engage in training
- Build acceptance and stakeholder buy-in
- Deploy the plan

#### Plot the journey

- Align priorities with goals
- Develop a plan to improve and sustain practices
- · Identify strategies to fulfill the priorities



#### Surveys and the continuous improvement process

 Survey results provide meaningful data from stakeholders in order to inform continuous improvement decisions. The results empower institutions to:

## Identify areas of strength and challenge

Support the improvement of teaching and learning

Elevate overall institutional quality and effectiveness

Monitor progress of improvement goals

Focus Improvement goals

Understand perceptions

## Key concept: Survey results

Survey results provide a critical data point throughout the continuous improvement process. These results are essential to inform every phase of the continuous improvement process

## myJourney

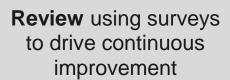


- oo eleot
- Surveys
- Diagnostics
- **≅** Workspace



### Learning targets







**Engage** in an introduction to surveys

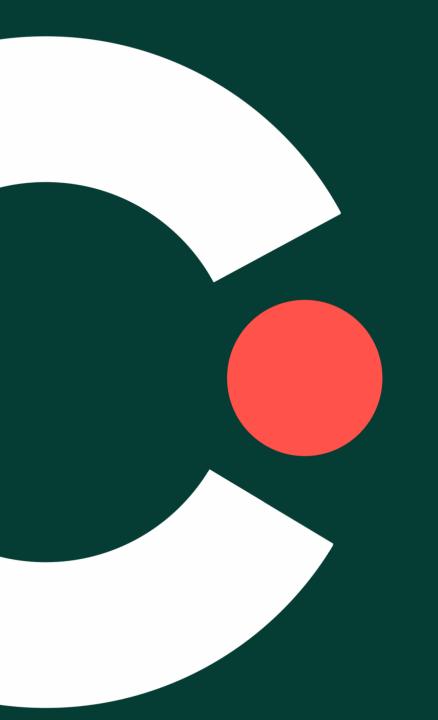


Explore surveys on Cognia Improvement Platform



**Discover** the reporting feature options





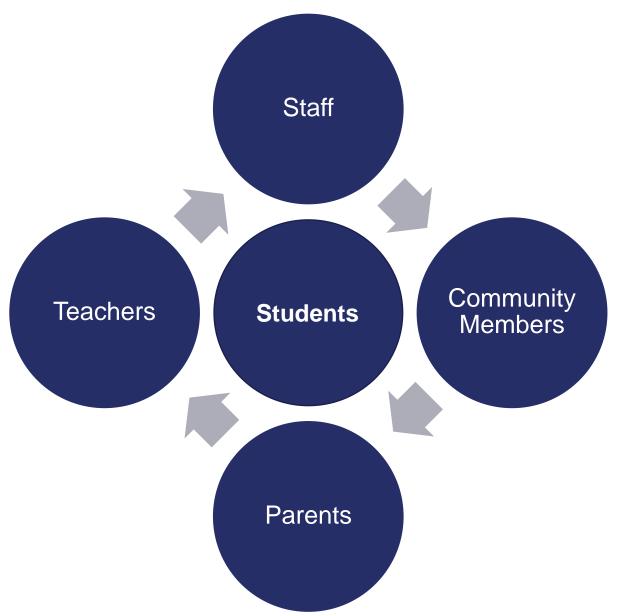
## Introduction to surveys

#### What is a survey?

 Surveys are designed for an educational institution to gather data on its stakeholders' perceptions, opinions, and overall knowledge of its various facets.



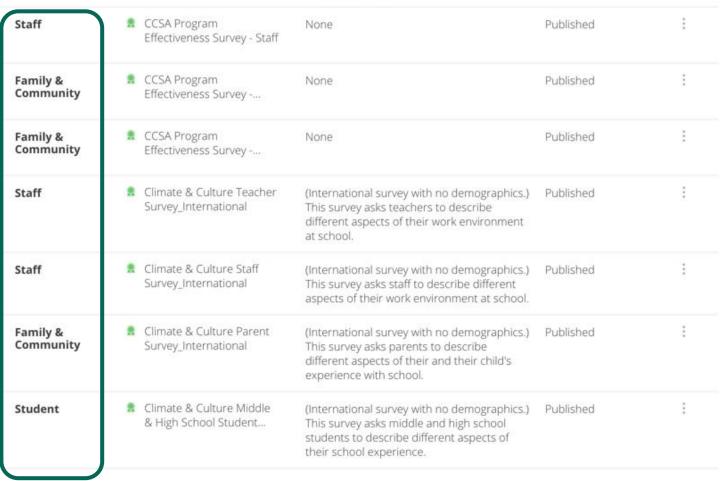
#### Who are the stakeholders?



#### Where are stakeholders found?

≡ surveys

Stakeholder groups are listed in the content library in the surveys tool.

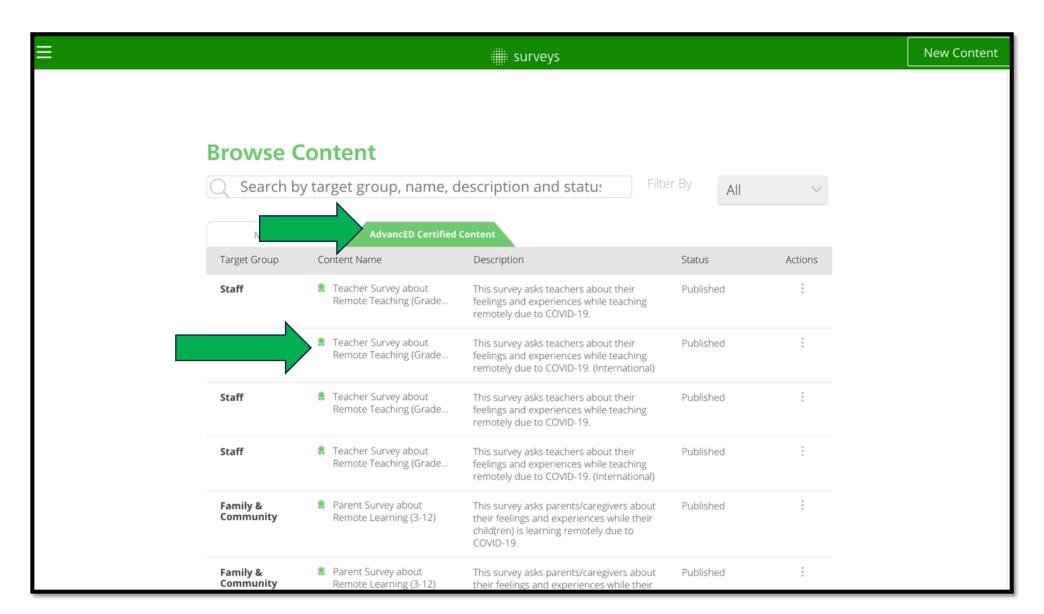




### What is Cognia Certified Content?

- A green badge denotes Certified Content. Certified Content provides validity and reliability.
- Certified Survey content cannot be changed, reordered, or modified in any way. This is done to protect the integrity of the certified content.

### Where is Cognia Certified Content?





### Why survey?

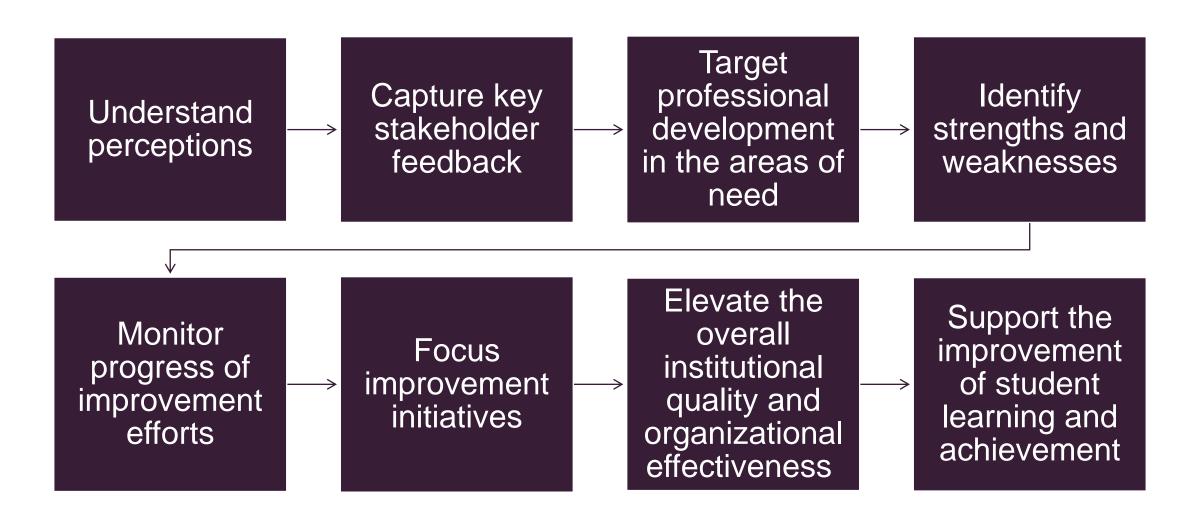
- Allows the Education Providers to "see" the institution through the eyes of its stakeholders in order to understand how it can improve leadership, governance, instructional programs, resources and support for students and staff, and stakeholder involvement.
- Provides information to inform decision-making for improvement planning
- Provides information to guide decisions made in preparation for the Engagement Review

#### Why is survey data needed?



- Provides the means to:
  - Initiate or sustain communication efforts
  - Become aware of the institution's perceptions from different viewpoints
  - Improve stakeholder relationships
  - Increase stakeholders' knowledge of the institution

#### Surveys empower institutions to:



## What is an inventory and how is it different from a survey?

Inventories are what stakeholders actually experience.

Surveys measure what stakeholders perceive, believe, or think.

Results on inventories may not align with perceptions measured by surveys.

## Does the perception match the experience?





On a **survey**, I may say I am bored at school (that is my **perception** or belief), but on an **inventory**, I say I actively participate in all of my classes.

On a **survey**, I may indicate I have too much homework. On an inventory, I mention I have homework in only one of my classes.

### What is tagging?



The tags identified for surveys are focused on factors key to driving improvement.



Cognia identifies 26 tags.



Examples include:

Assessment
Instructional Quality
Professional Learning
Student Engagement

#### Why is tagging important?







All Certified Content questions are already tagged.

When you add custom questions, you make the decision about which tag to use.

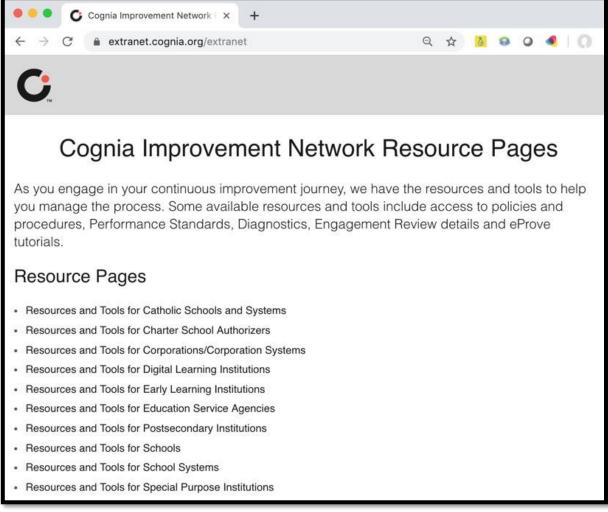
Selecting the proper tags maximizes future data analysis.



## Tagging example: Any School even

Survey Question	Possible Tags	
Which professional development offering related to student engagement would be the most helpful for you? Select one:  • Questioning Strategies  • Active Str	Possible Tags  Curriculum  Profession  Curriculum  Cerriculum  Cer	Jonal Learning

### Survey resources

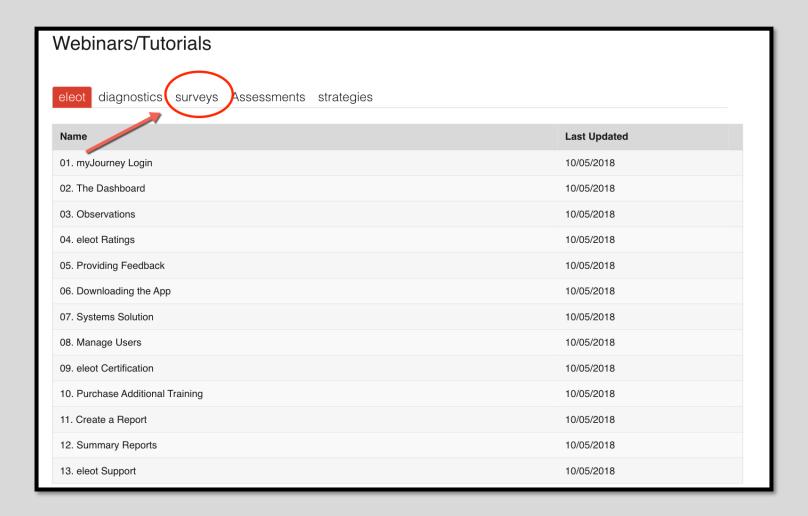


#### extranet.cognia.org/resources

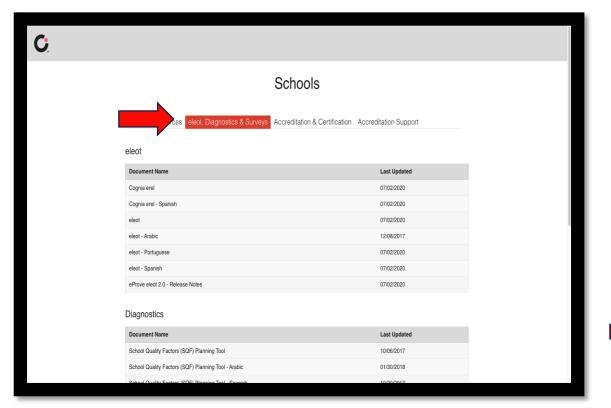
#### Support tabs for:

- General Topics
  - Glossary
- eleot<sup>®</sup>, diagnostics, and surveys
- Accreditation and Certification
- Accreditation Support
  - Standards & Key Concepts

### Survey tutorials







Document Name	Last Updated
School Quality Factors (SQF) Planning Tool	10/06/2017
School Quality Factors (SQF) Planning Tool - Arabic	01/30/2018
School Quality Factors (SQF) Planning Tool - Spanish	10/20/2017
School Quality Factors Diagnostic	12/10/2018
School Quality Factors Diagnostic - Arabic	10/20/2017
School Quality Factors Diagnostic - Spanish	10/12/2017
SQF (School Quality Factors) Description	08/24/2017
SQF (School Quality Factors) Description - Arabic	02/23/2018
SQF (School Quality Factors) Description - Spanish	02/23/2018

No

Document Name	Last Updated
Notification of Alternative Survey or Inventory	07/29/2020
Preview Surveys and Inventories	08/10/2018
Remote Learning Surveys Administration Suggestions	04/23/2020

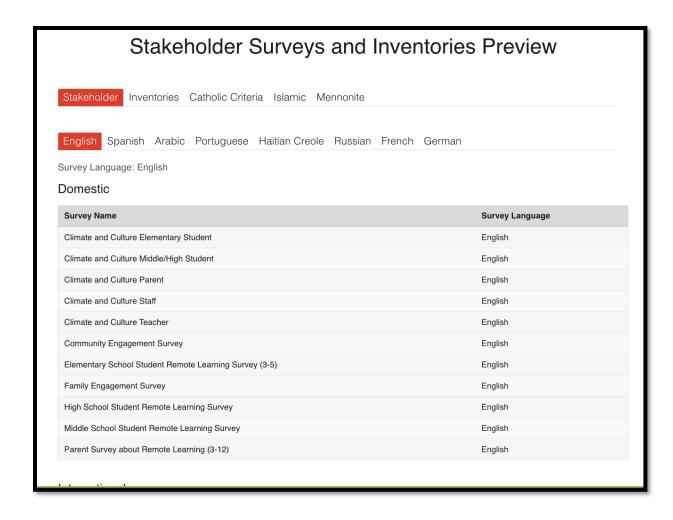
Click eleot, Diagnostics, & Surveys tab

Scroll to the **Surveys**Section (at the bottom of the page)

Select Preview Surveys and Inventories



#### Preview and print surveys and inventories



- Select the survey or inventory you wish to preview or print from the list shown on the extranet resource site. (PDF format)
- Most certified content surveys are located here for previewing and printing.



### Learning targets











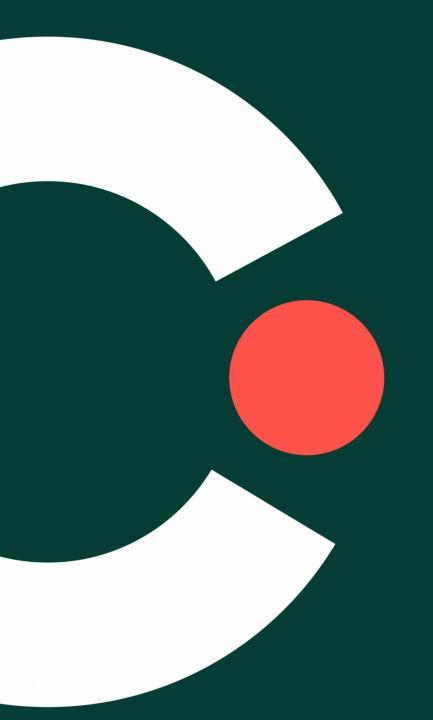
Review using surveys to drive continuous improvement

**Engage** in an introduction to surveys

Explore surveys on Cognia Improvement Platform

**Discover** the reporting feature options





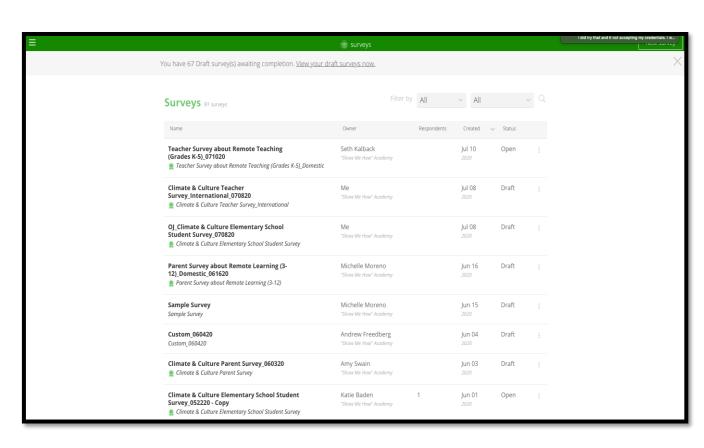
## Overview of surveys

Cognia Improvement Platform

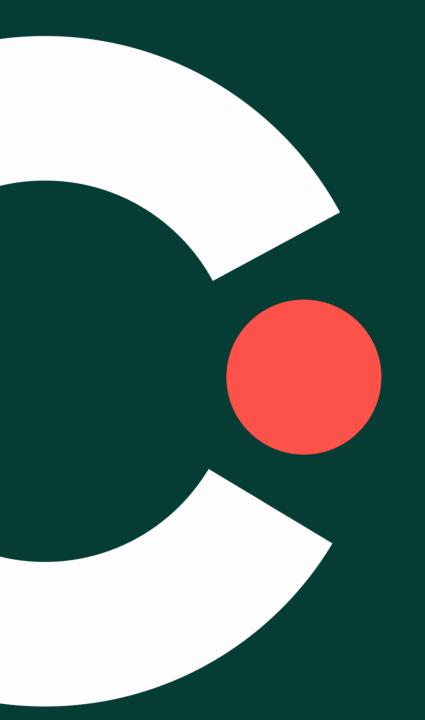
#### Key features

- Surveys landing page
- Cognia Certified Content
  - Adding questions to Certified Content
  - Climate and culture
  - Student engagement
  - Family/Community surveys
  - Inventories
- Creating custom surveys
- Online multi-language
- Sharing surveys
- Survey distribution codes
- Reporting features









## Accessing surveys Cognia Improvement Platform

#### Click Login to enter MyJourney



#### Login

#### Email Address

ojolayemi@advanc-ed.org

Password

.....

Login

Request Password

Contact us for login help





Enter your login credentials: Email address and password



#### Select the institution

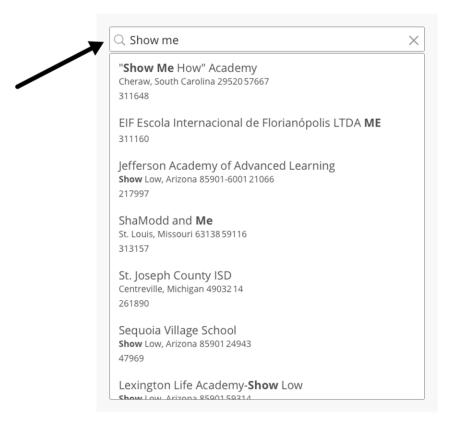
myJourney<sup>™</sup>

Select Institution

Welcome, OSIRIS ▼

#### Which institution would you like to view?

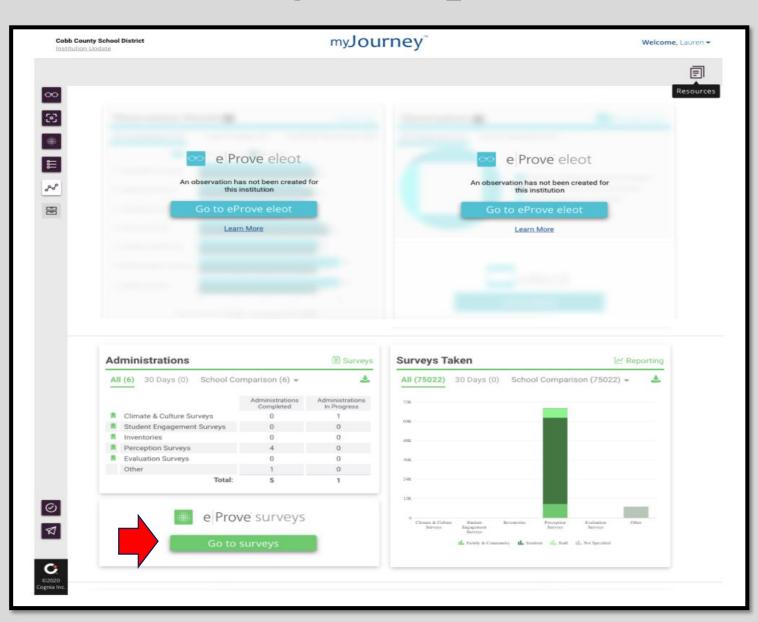
Search by Institution name, location or customer number





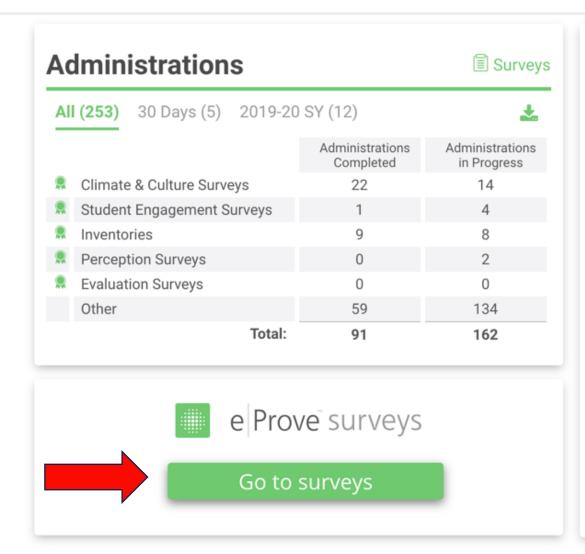
#### Surveys from the new navigation pane

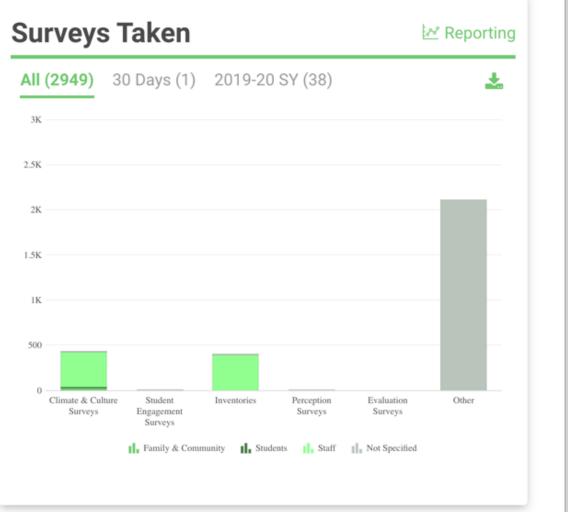




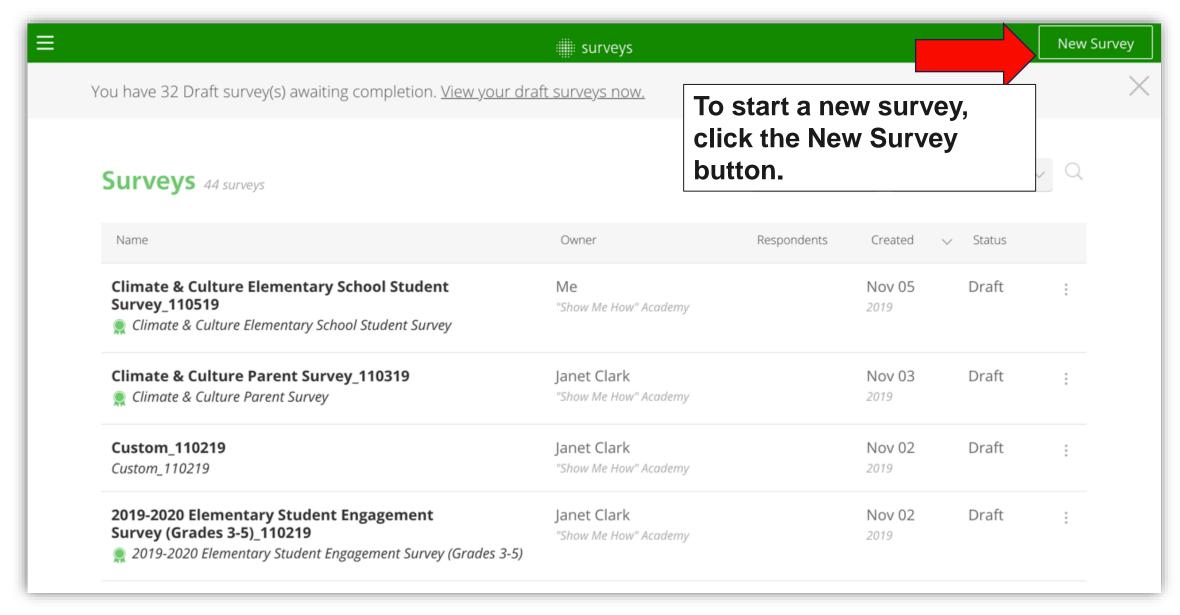


#### To access surveys



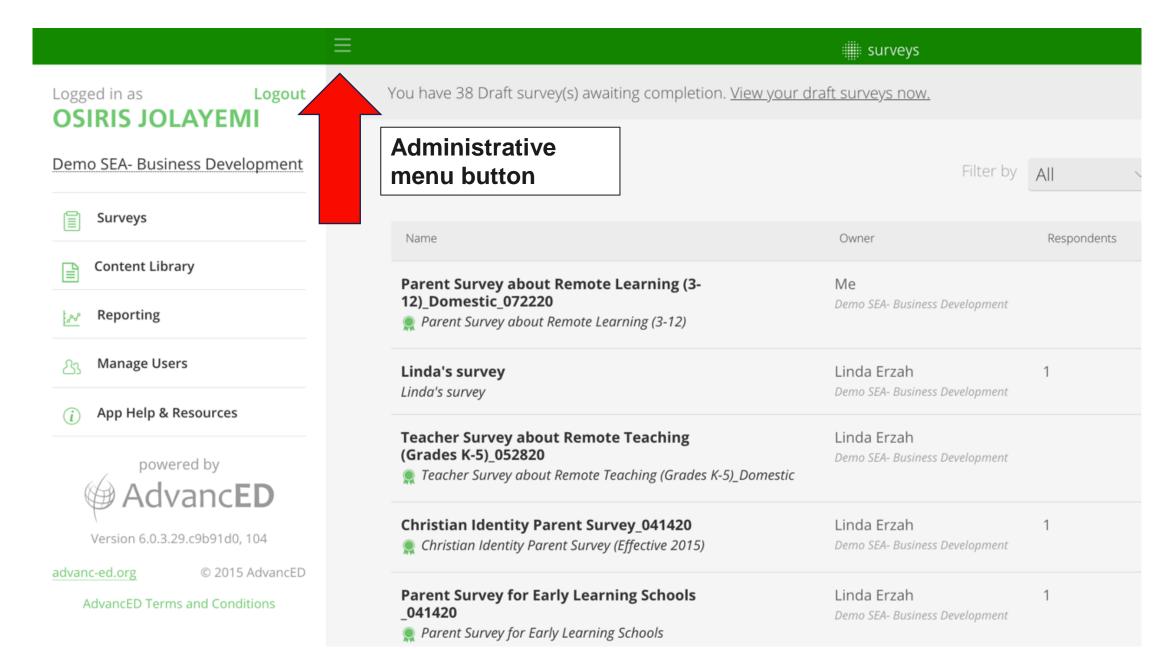


#### Surveys landing page





#### To access the administrative menu







#### Administrative menu

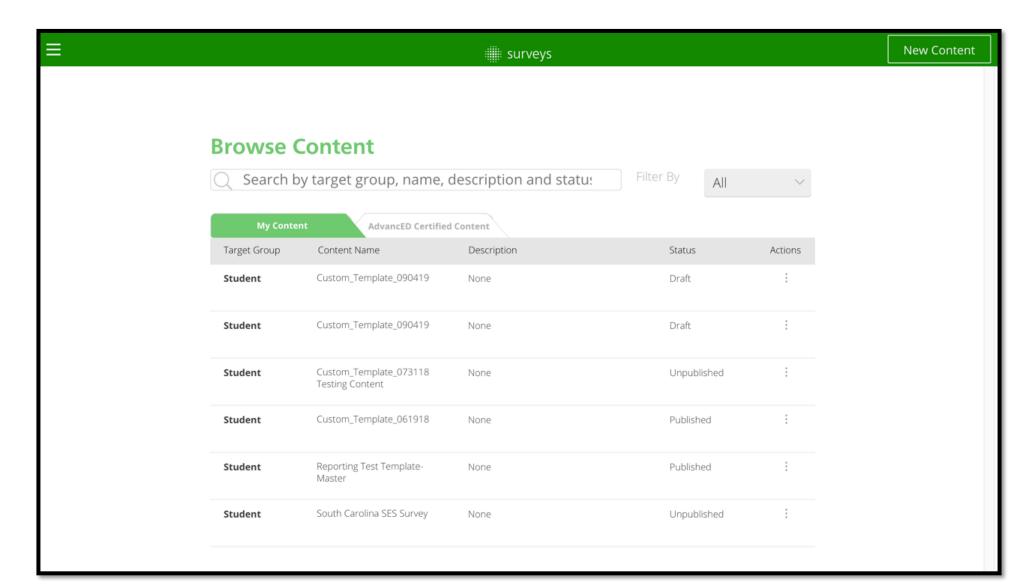


- Surveys automatically populates the created, distributed, or used surveys
- Content Library lists the full menu of certified content from which to choose what is appropriate or needed
- Reporting walks the user through creating survey reports by individual school, for select schools, or to review reports already created and stored
- Manage users allows administrators to add users and grant varying levels of permissions for use
- App Help & Resources provides details regarding "How Surveys Work"





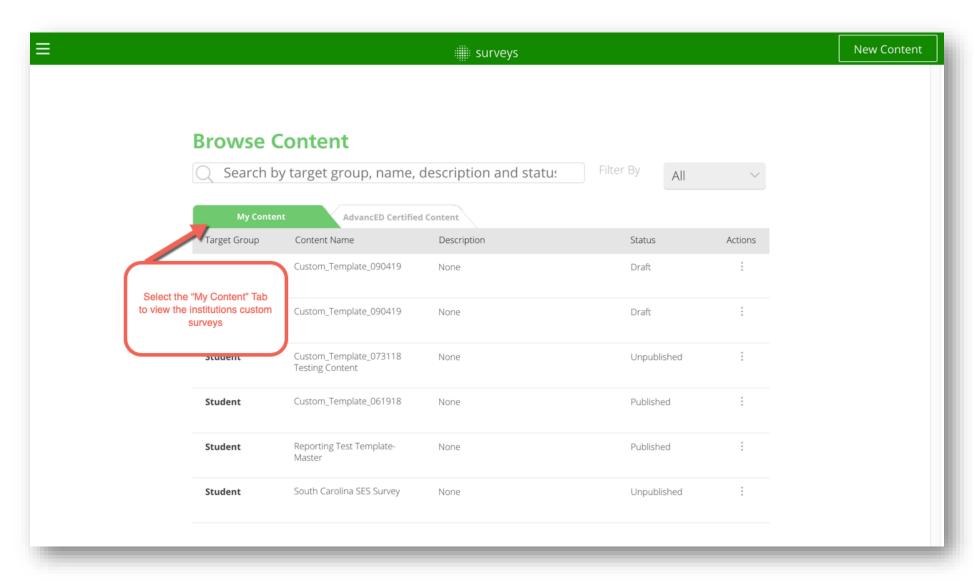
#### Surveys content library







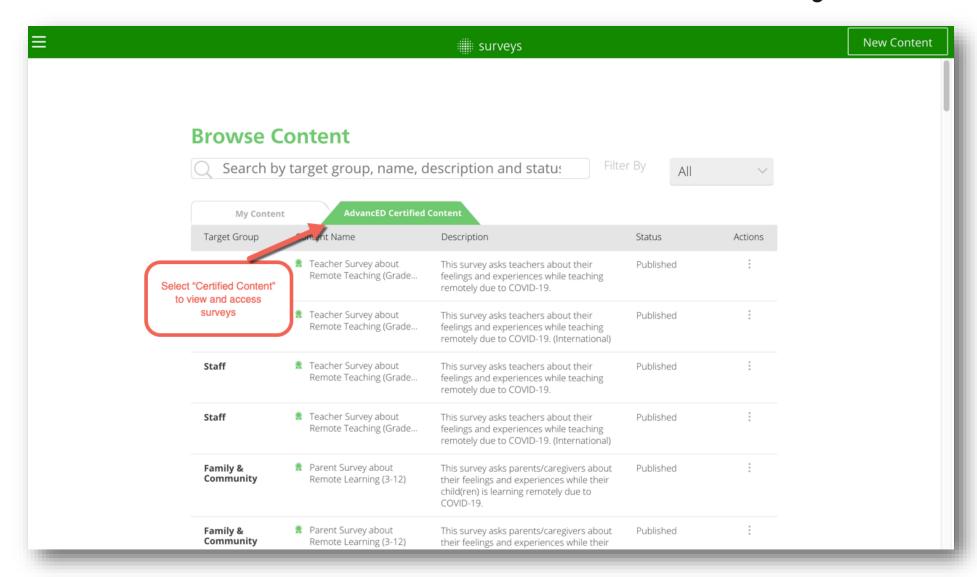
#### View My Content surveys





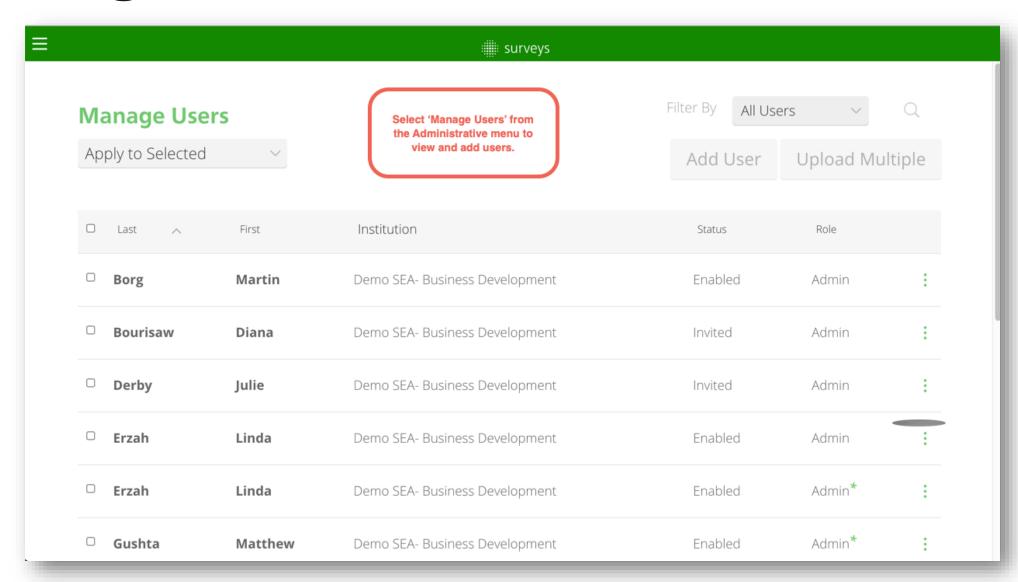


#### View Certified Content surveys



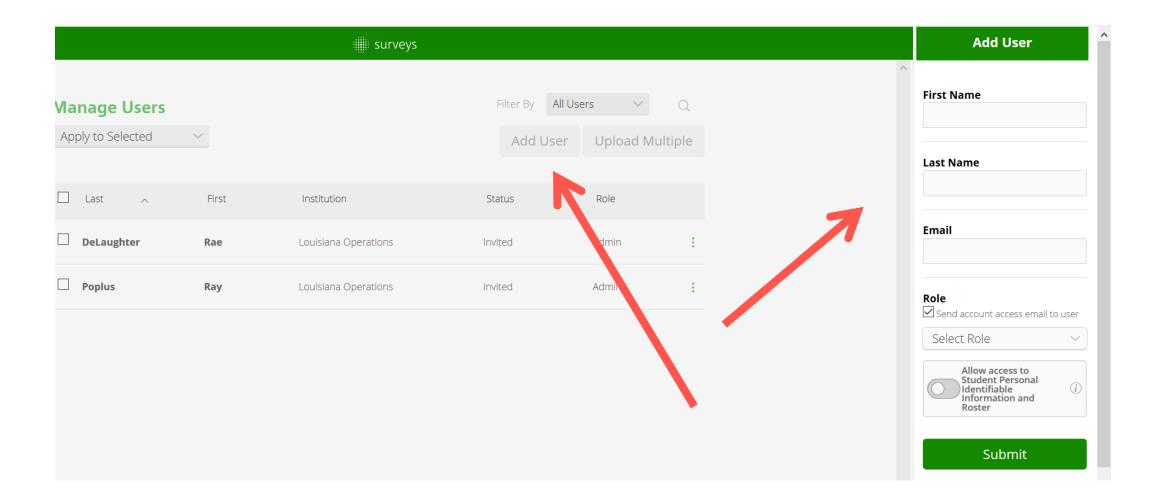


#### Manage users

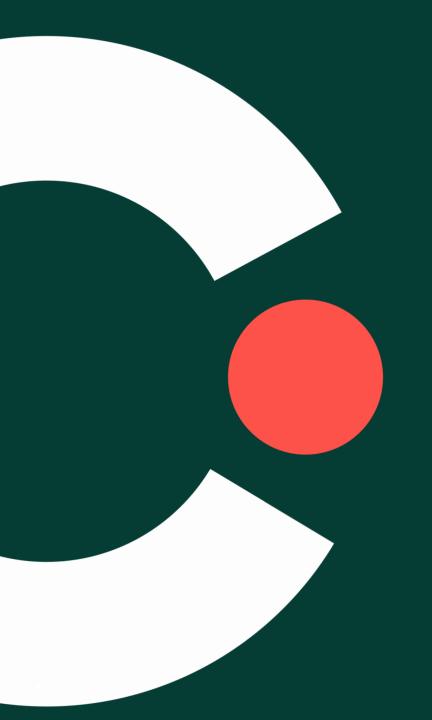




# Adding users







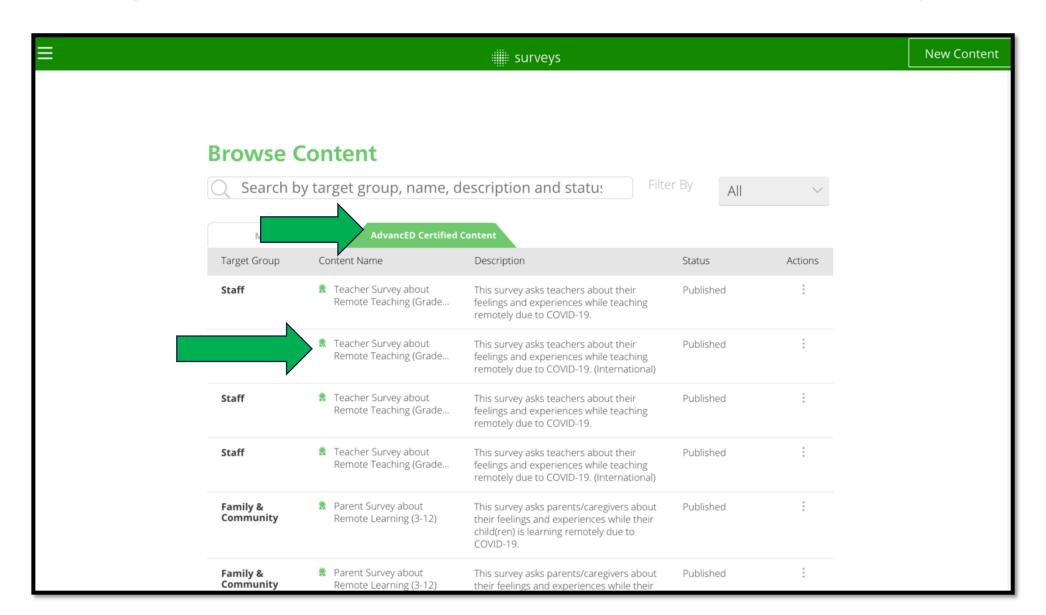
# Creating surveys

Cognia Certified Content and adding questions to Certified Content

# What is Cognia Certified Content?

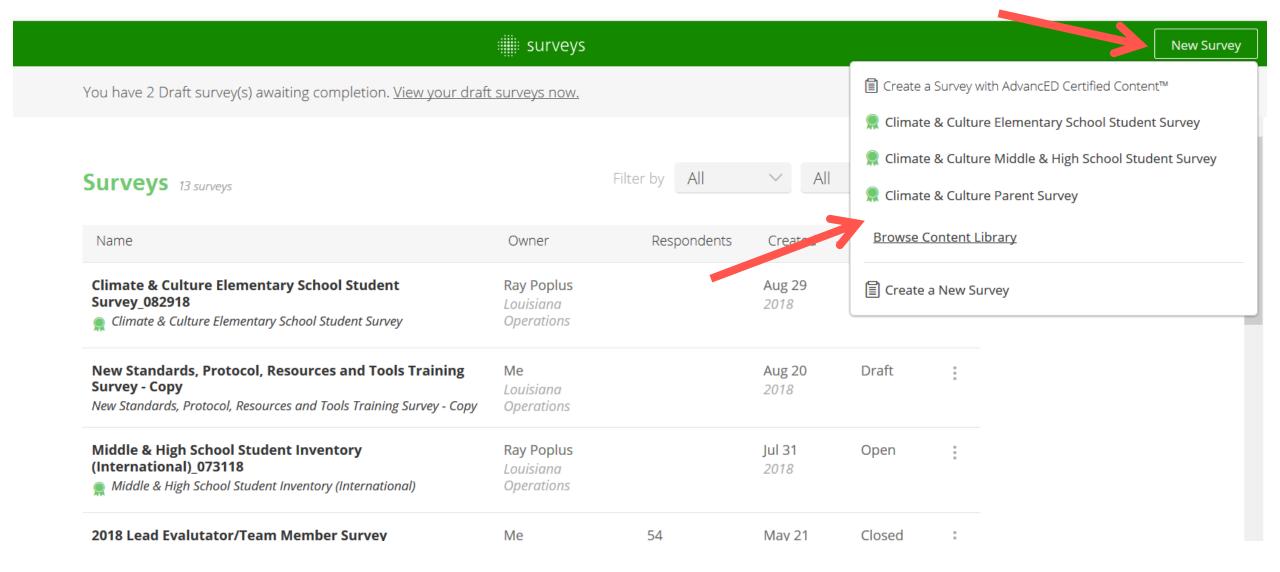
- A green badge denotes Certified Content. Certified Content provides validity and reliability.
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# Cognia Certified Content surveys



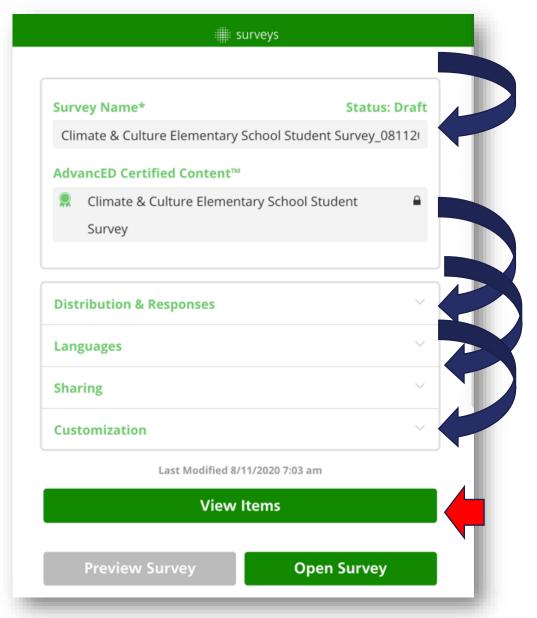


# Creating a survey: With Certified Content





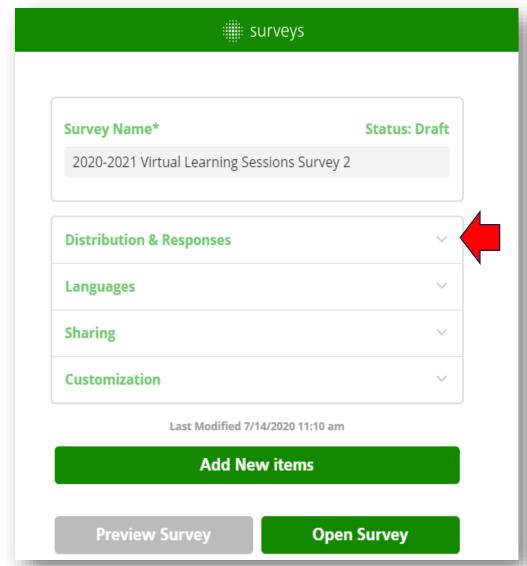
# Creating a survey

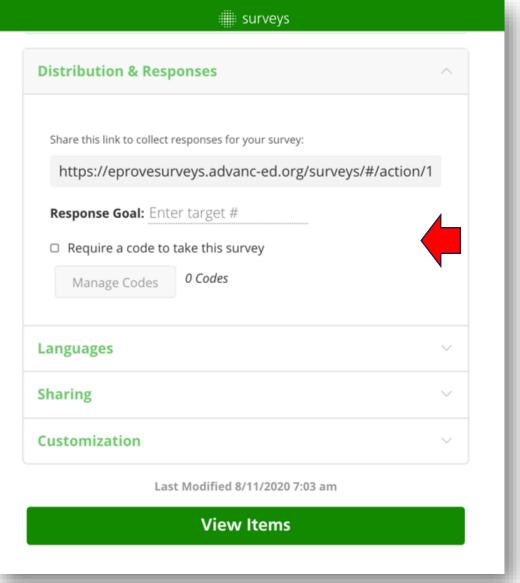


- Follow the prompts to create a survey.
  - Survey name
  - Distribution & responses
  - Languages
  - Sharing, and
  - Customization
- Click View Items to review the survey you wish to open.



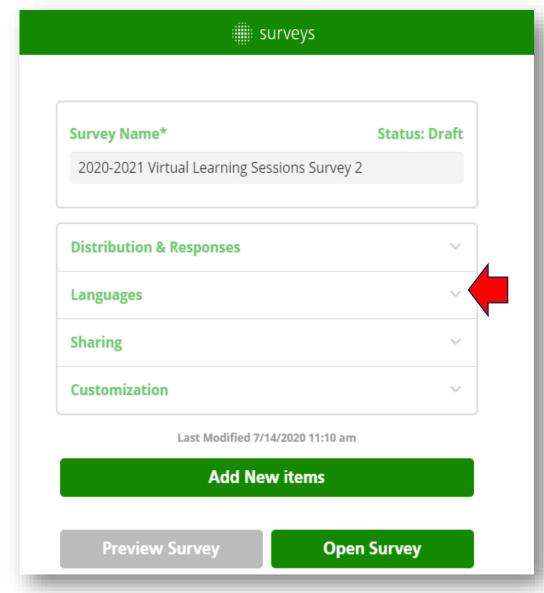
Creating a survey: Distribution & responses

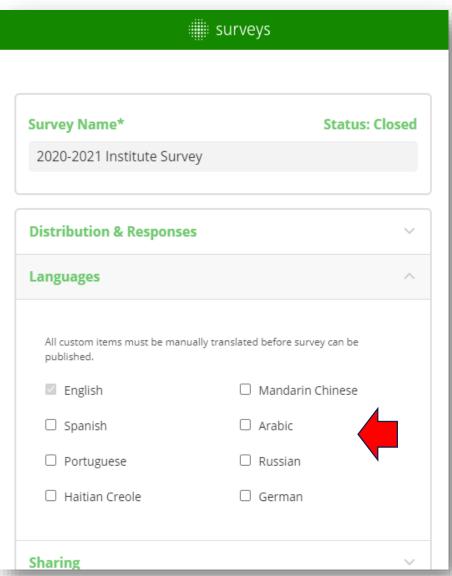






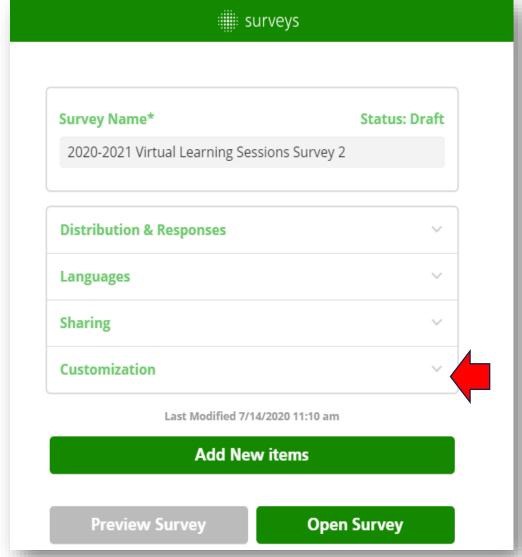
#### Creating a survey: Languages

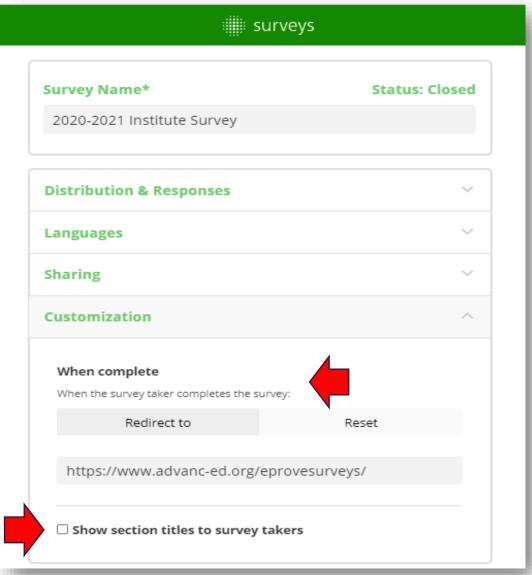






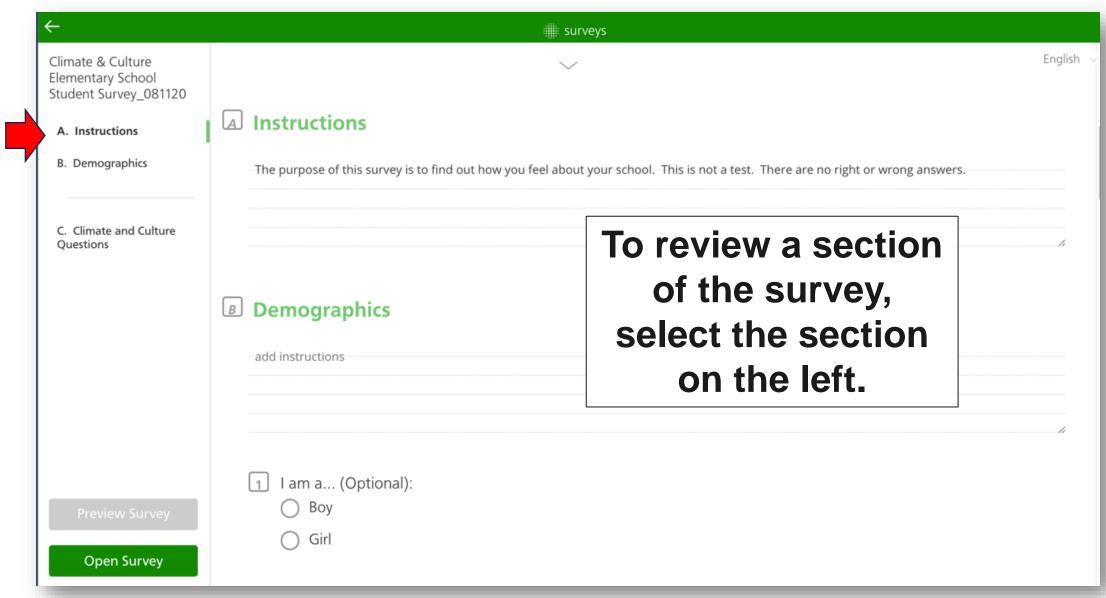
# Creating a survey: Sharing & customization





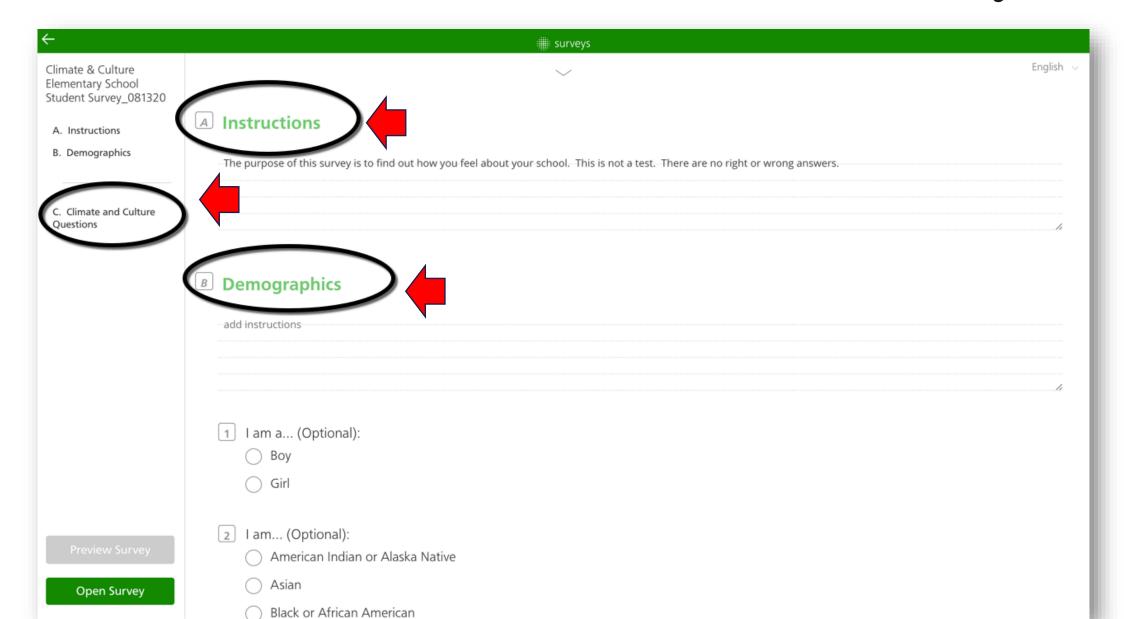


#### Creating a survey: View items



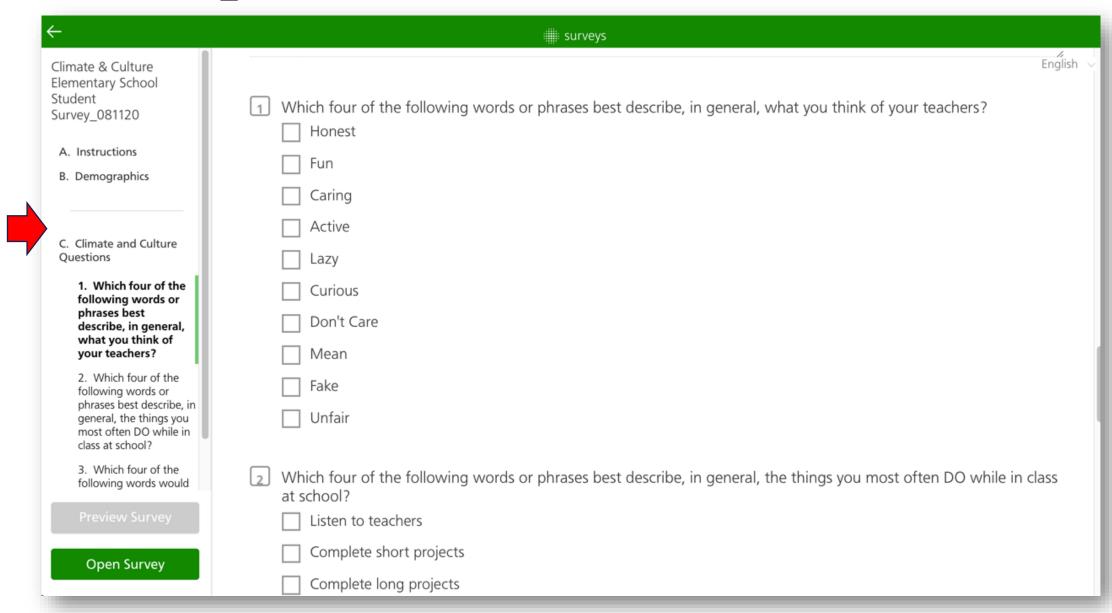


# Three default sections of the survey



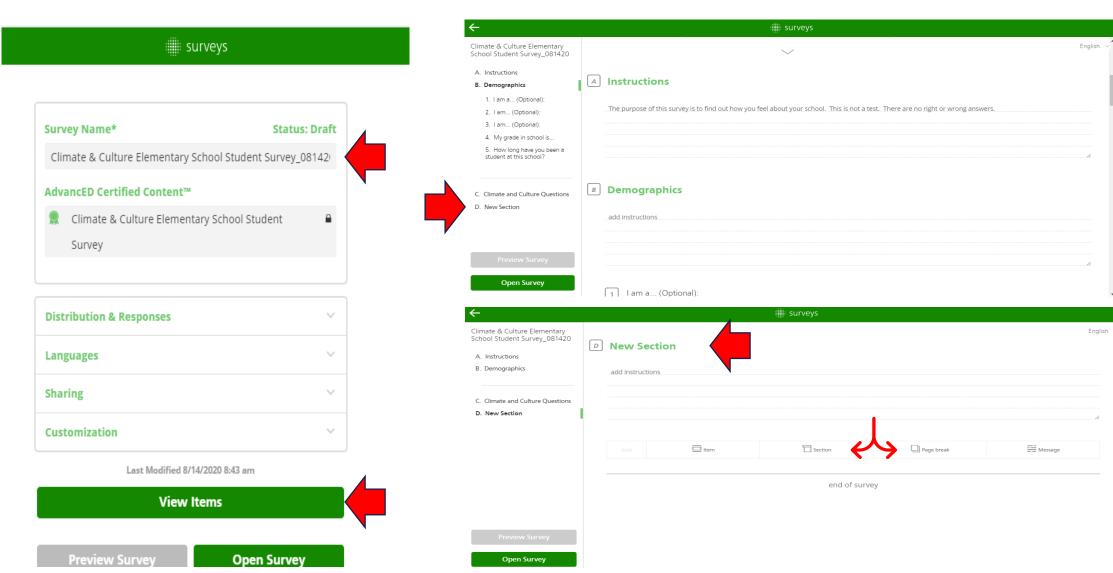


# Scroll up or down to view items



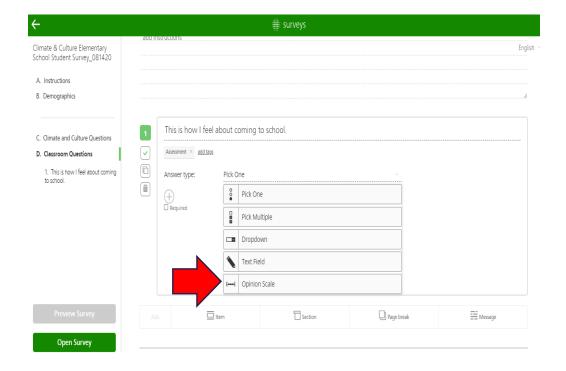


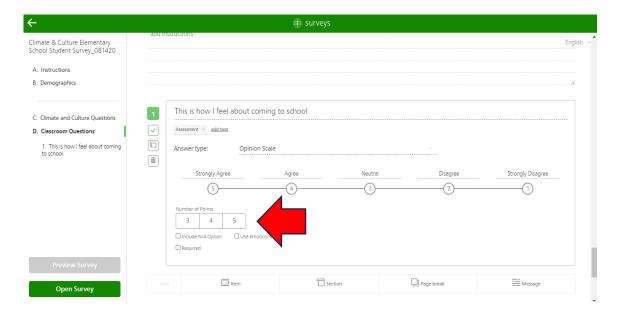
# Adding an item or section to a survey

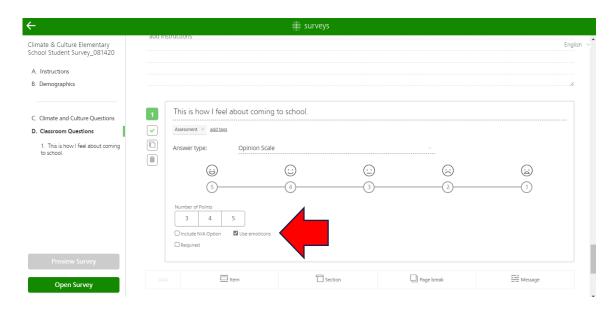




# Using emoticons



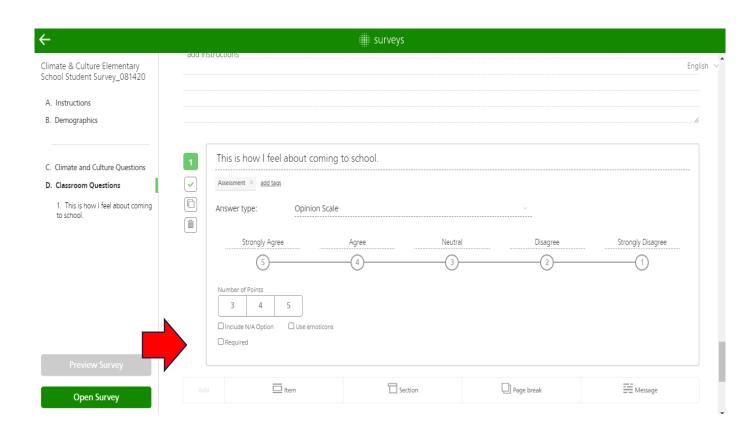




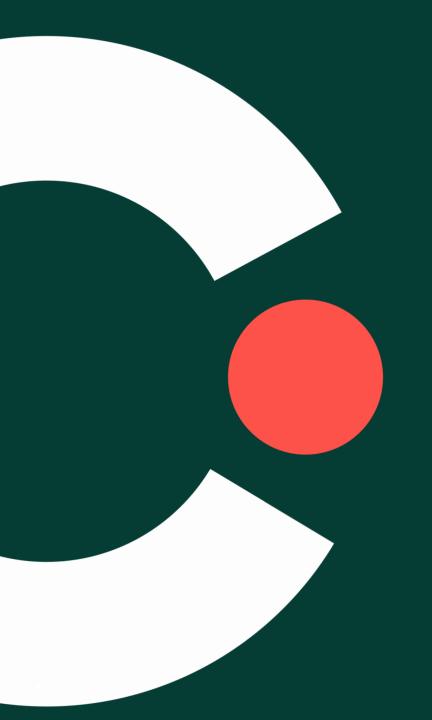


#### Additional answer choices

- ☐ Include N/A Option
- Required

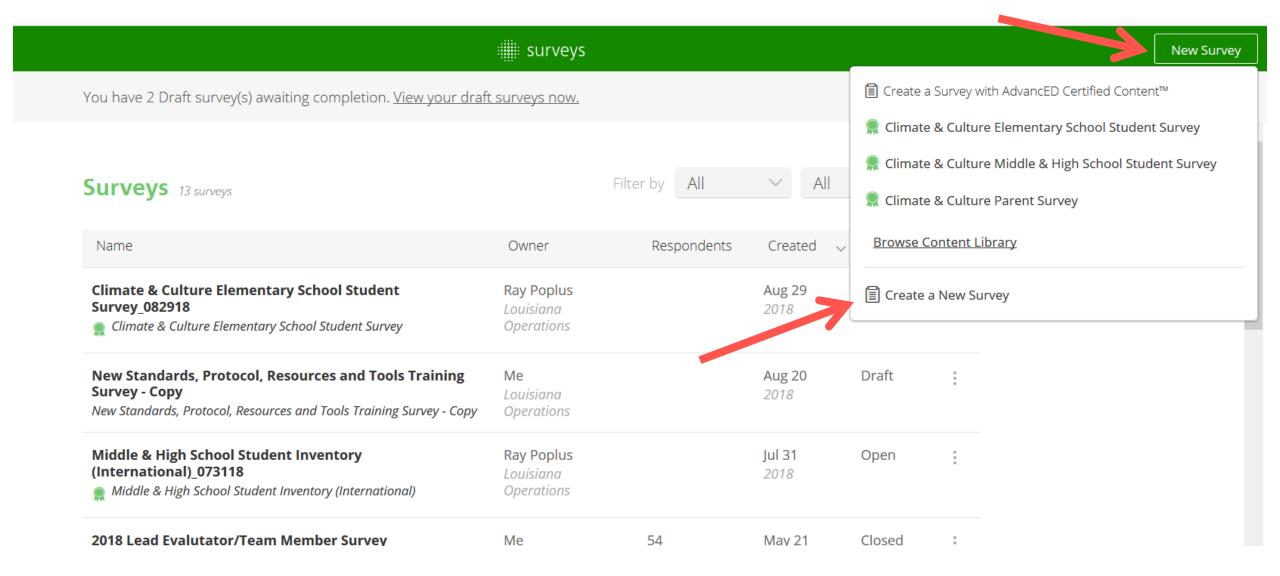






# Creating surveys Custom content

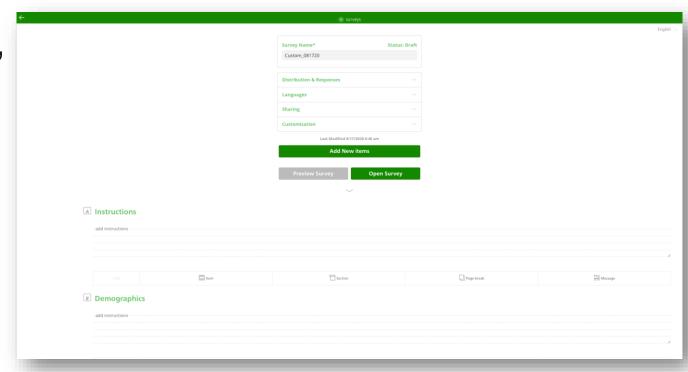
# Creating a survey: With custom content





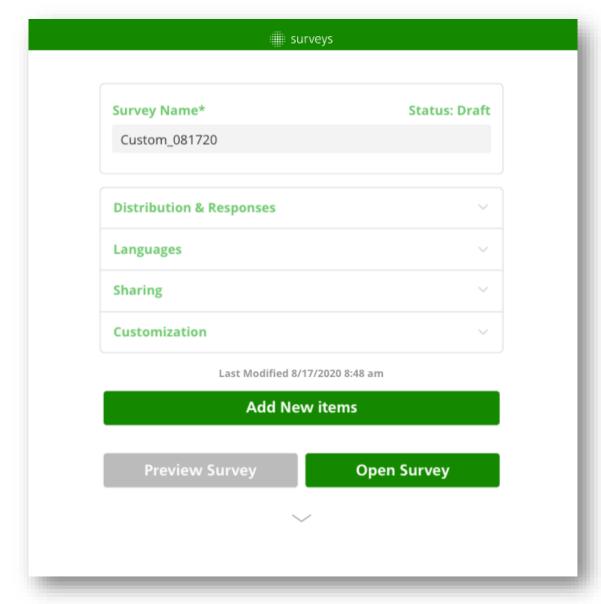
#### Creating a survey: With custom content

- When you select New Survey from the surveys landing page, you will be redirected to the survey set-up menu.
- You will be familiar with the prompts from previous slides where we created a survey from certified content.



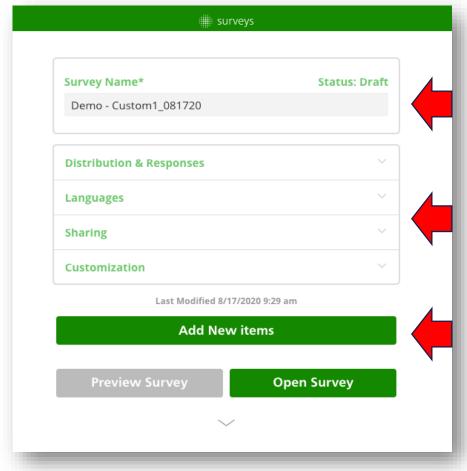
Start by renaming the survey.

# Creating a custom survey



- Follow the prompts to create the custom content survey.
  - Survey name or rename
  - Distribution & Responses
  - Languages
  - Sharing
  - Customization
- Click Add New Items to add custom content to the survey you wish to open.

# Creating a custom survey



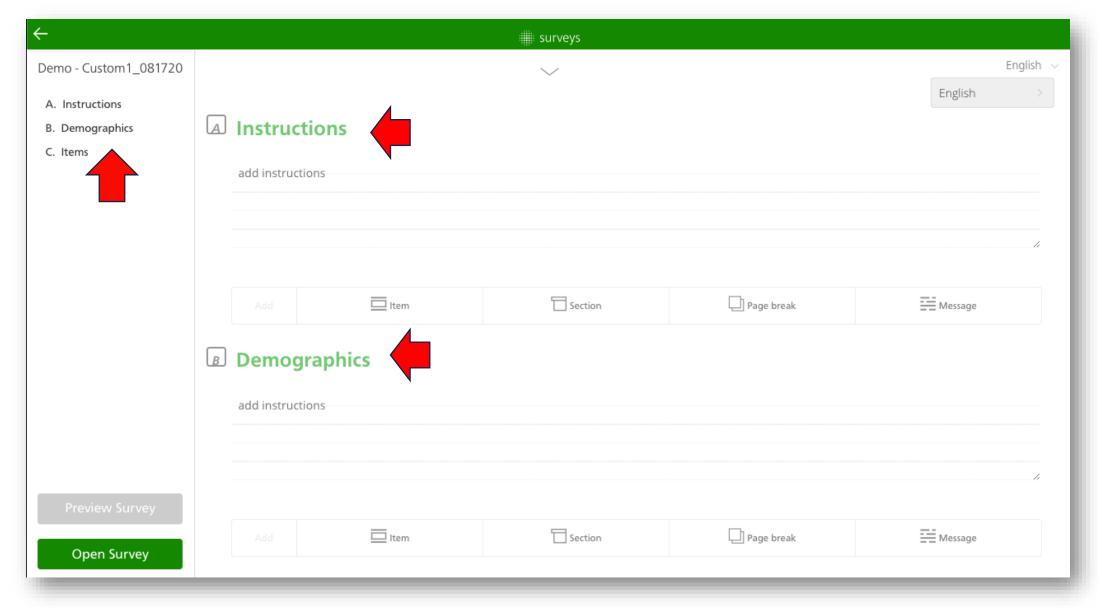
Rename the Custom Survey



Configure overall survey settings

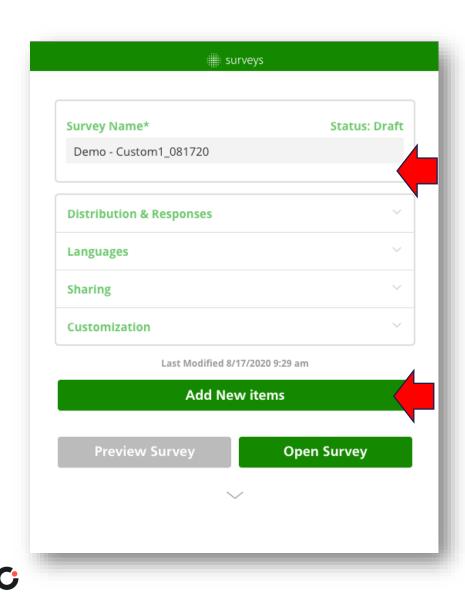


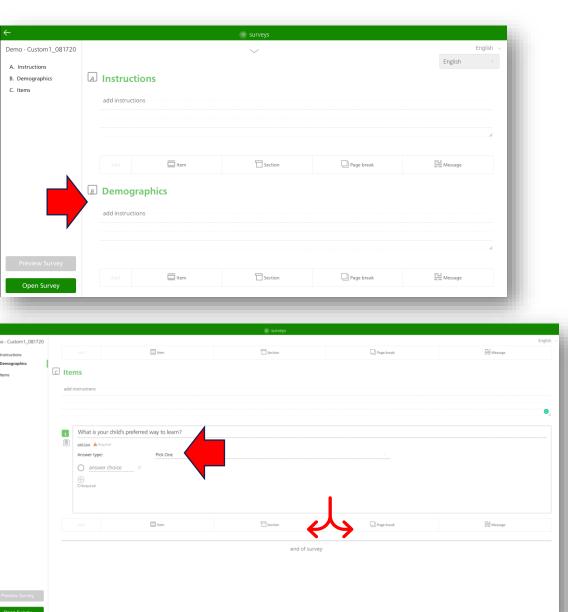
Click "Add New Items"



Scroll down to find the three default sections of your survey: Instructions, Demographics, and Items.

#### Adding an item or section to a custom survey

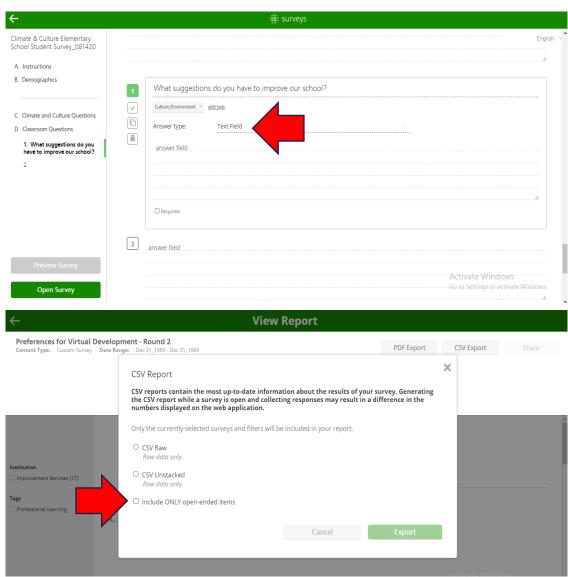


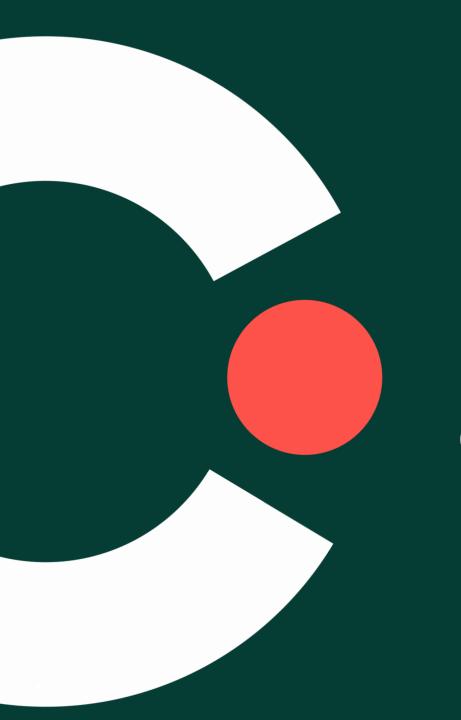


#### Open-ended questions:

 All open-ended questions must be downloaded and individually tallied

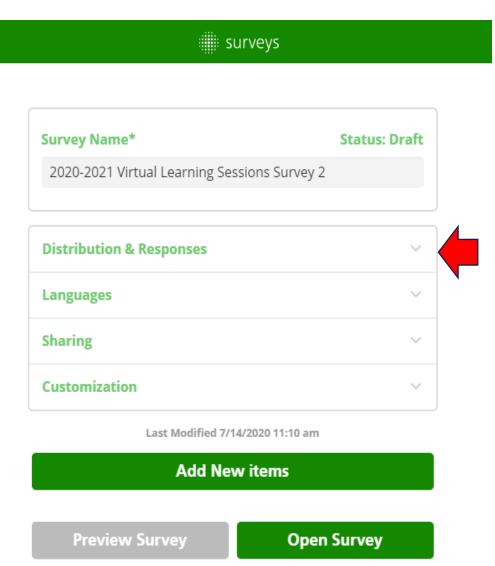


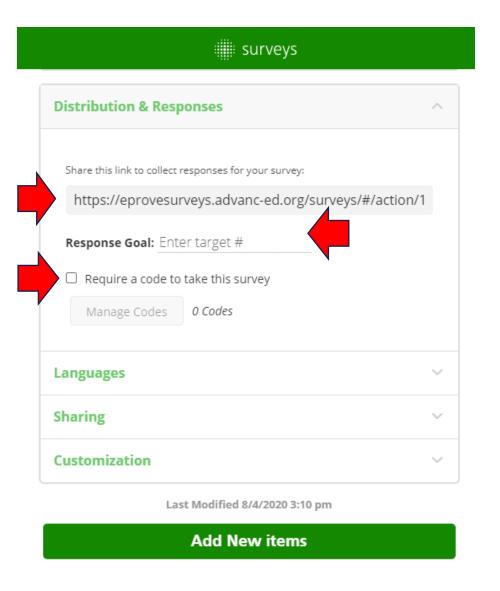




# Distributing and opening a survey

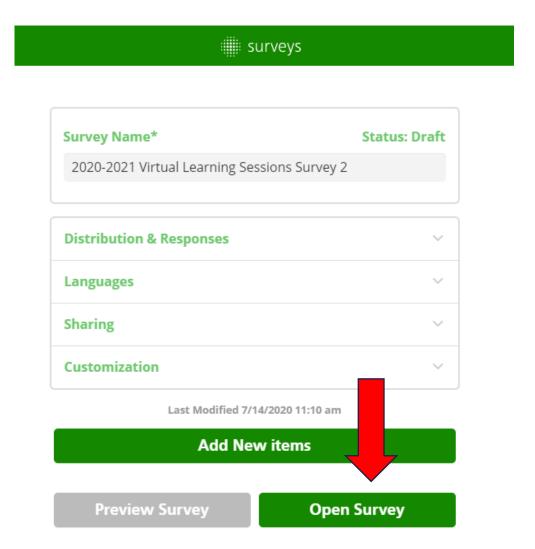
#### Distributing a survey

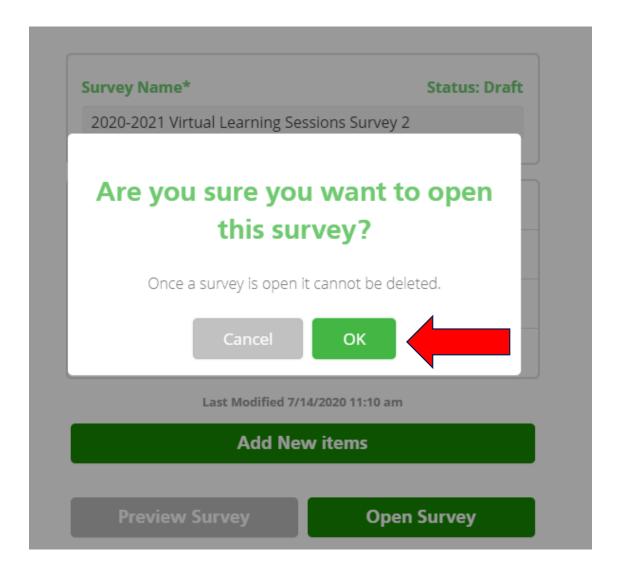






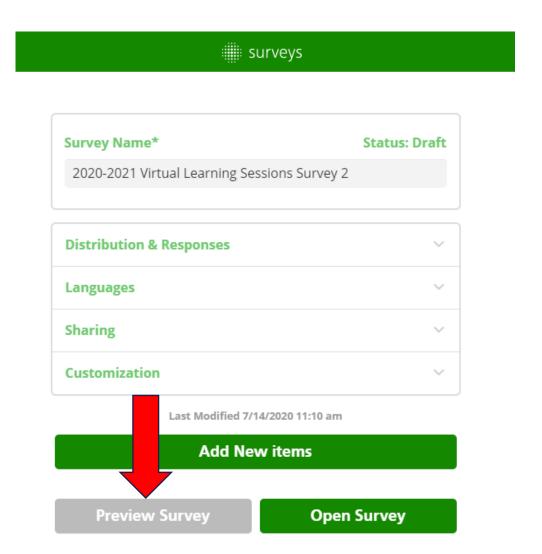
#### Opening a survey

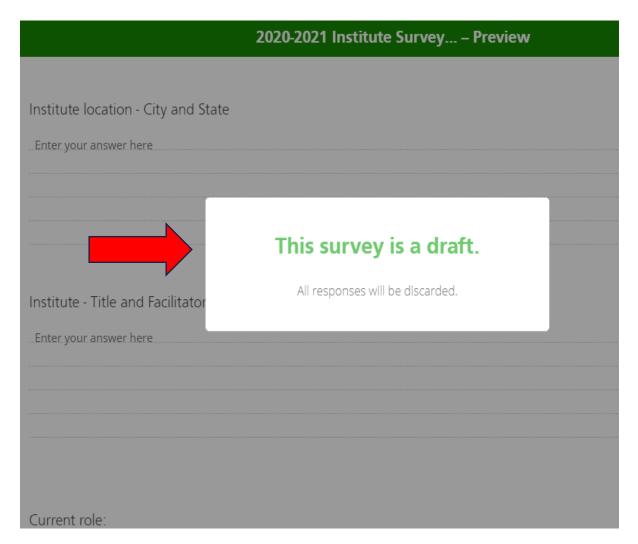






#### Previewing a survey

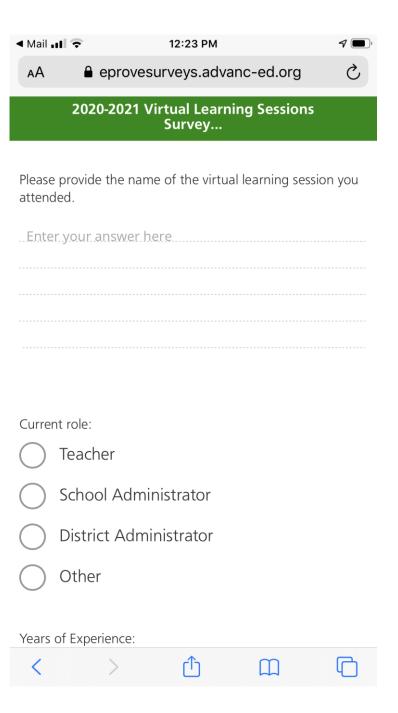




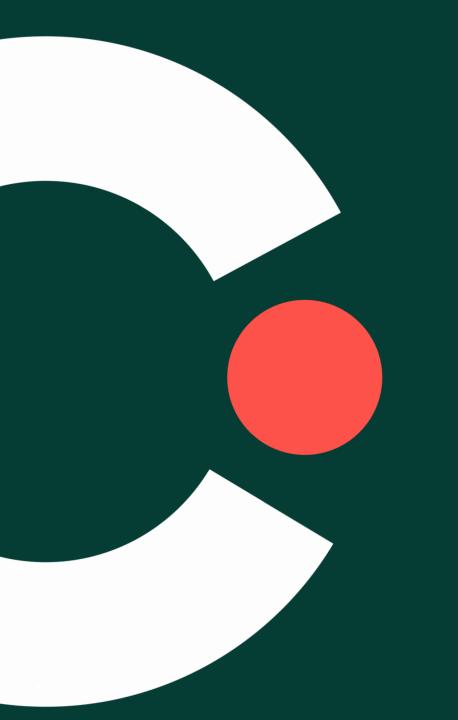


### Opening a survey

 Stakeholders can access your survey from their tablet or other handheld device.







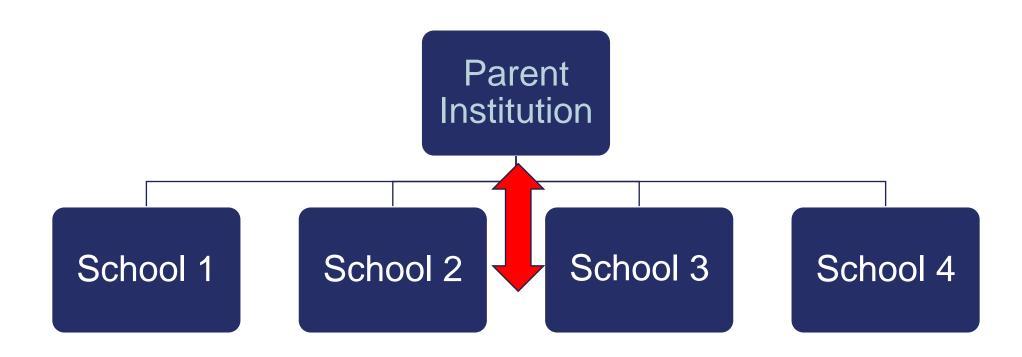
# Sharing a survey

# Sharing a survey

Surveys and inventories can be shared with other schools and district institutions:

- Give other account users access to view or edit your surveys.
- Enable meaningful data collection and analysis across multiple schools and institutions.
- Support sharing and collaboration.

### Sharing a survey:

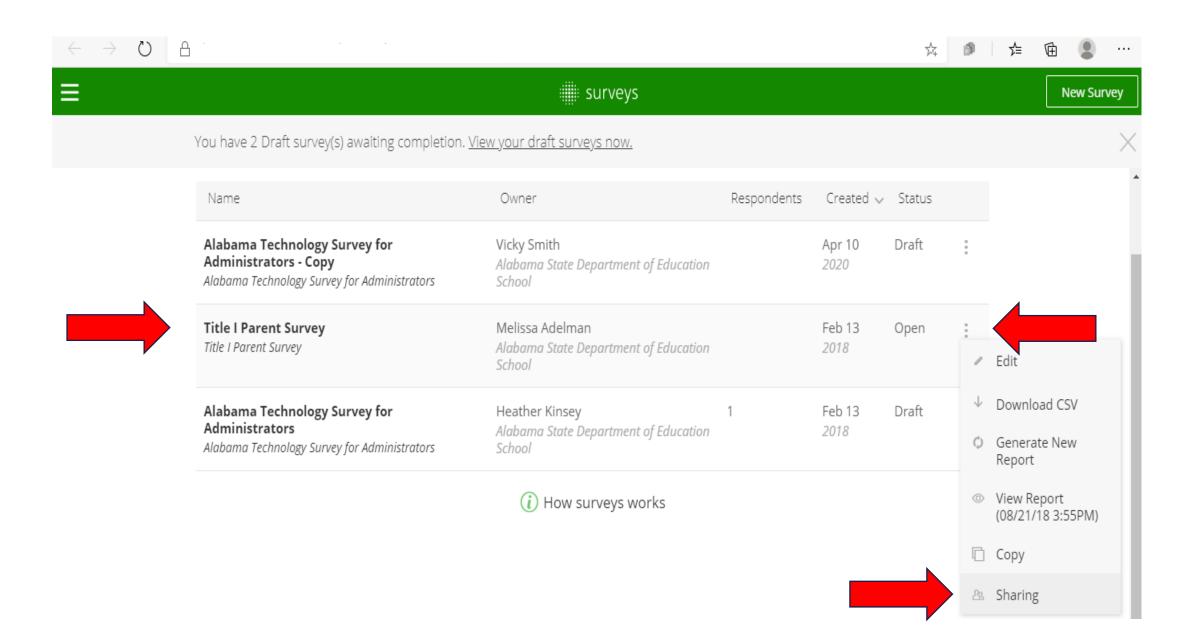


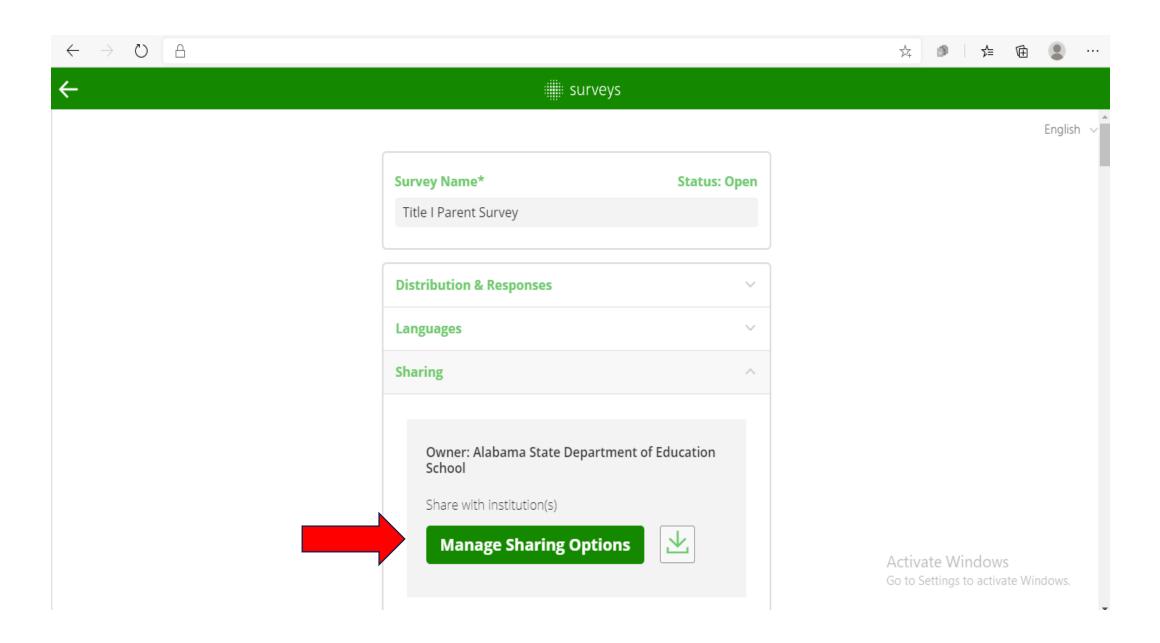
# Sharing a survey

You can share a survey two different ways.

### Option 1:

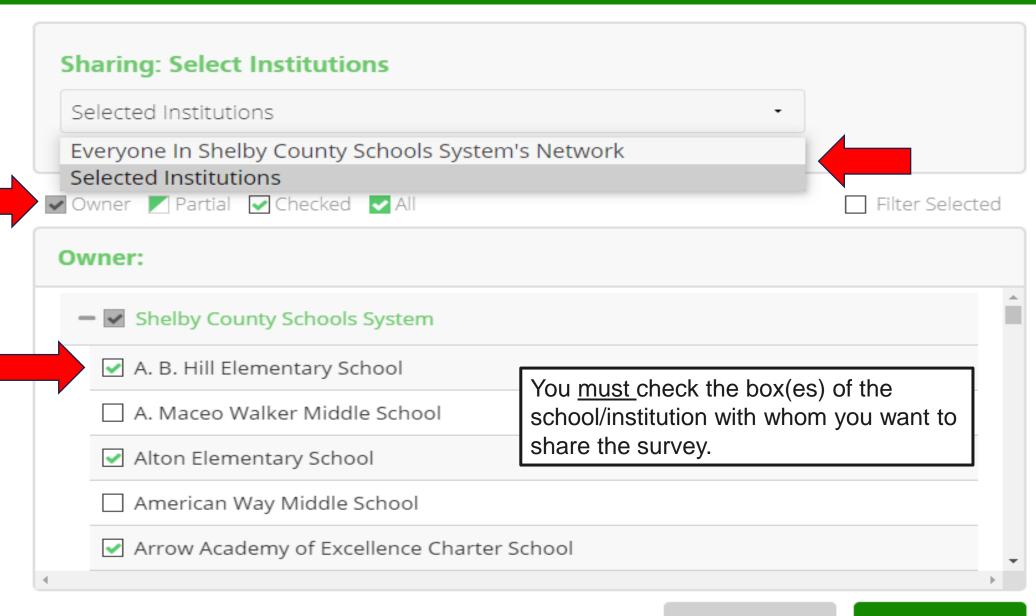
- Choose the survey you want to share
- Click the action menu
- Choose Sharing from the drop-down menu



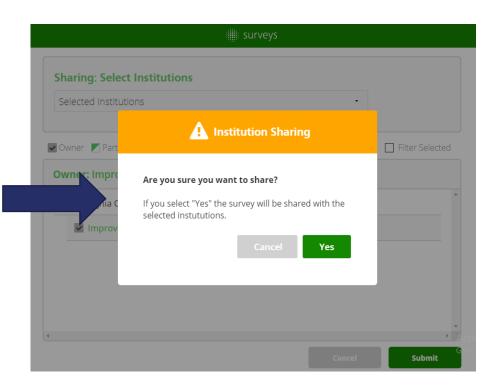


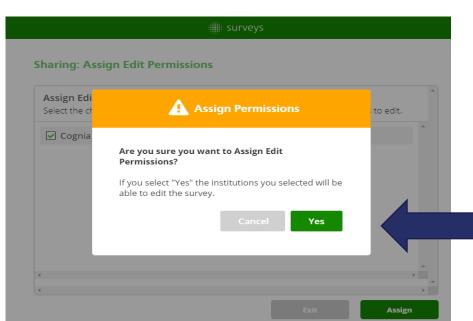


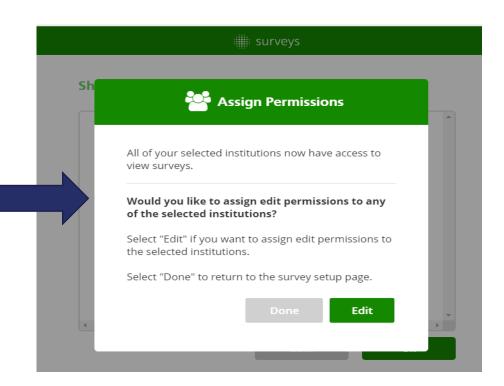


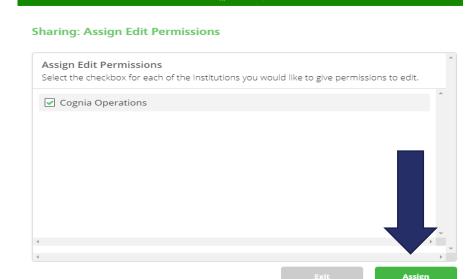












surveys



# Sharing a survey

You can share a survey two different ways.

### Option 2:

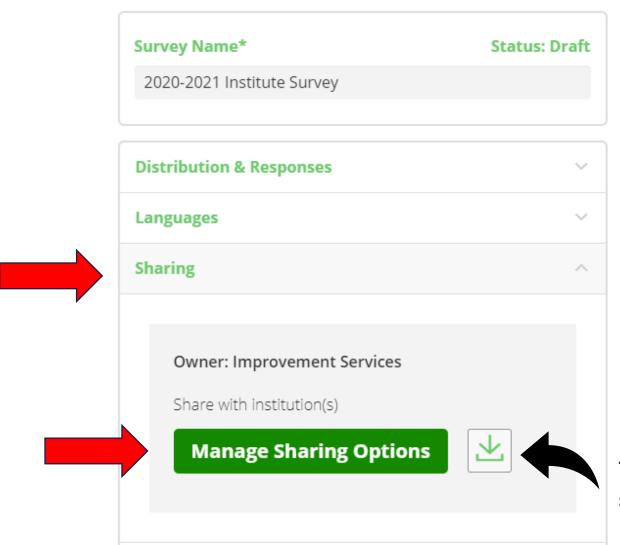
- Open/Edit the survey you want to share.
- Choose Sharing from the drop-down menu.

You have 7 Draft survey(s) awaiting completion. View your draft surveys now.

Surveys 32 surveys		Filter by All	V All		∨ Q
Name	Owner	Respondents	Created	√ Status	
2020-2021 Institute Survey 2020-2021 Institute Survey	Me Improvement Services		Jul 09 2020	Draft	Edit
2020-2021 Professional Learning Sessions Survey 2020-2021 Professional Learning Sessions Survey	Me Improvement Services		Jul 09 2020	Draft	<ul><li>↓ Download CSV</li><li>↓ Generate New Report</li></ul>
2020-2021 Virtual Learning Sessions Survey 1 2020-2021 Virtual Learning Sessions Survey 1	Me Improvement Services		Jul 09 2020	Draft	☐ Copy
2020-2021 Conference Survey 2020-2021 Conference Survey	Me Improvement Services		Jul 09 2020		Delete ivate Windows o Settings to activate Windows.



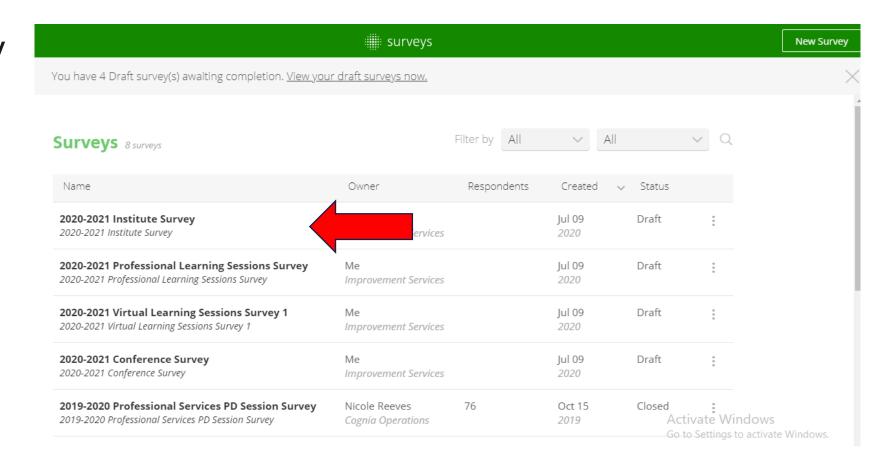
### surveys



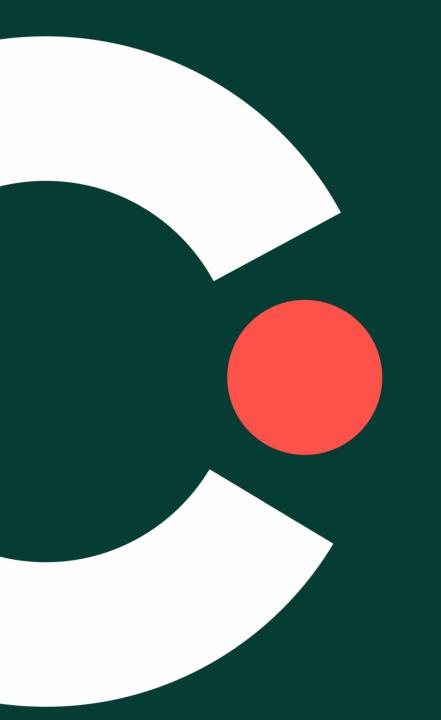
This icon downloads the survey report as an Excel file.

### After sharing a survey

After the survey is shared, the receiving school must refresh their survey dashboard. Then, the shared survey will appear in their list.

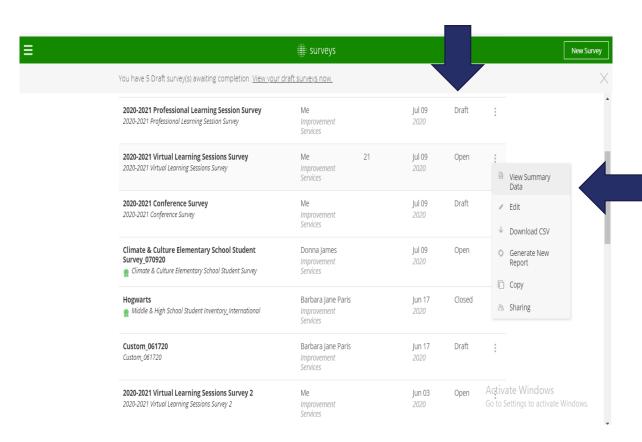






# Monitoring a survey

### Monitoring a survey



 You can monitor your survey in two different ways.

### Option 1:

- Choose the survey you want to monitor.
- Click the action menu.
- From the drop-down menu, select View Summary Data.





 $\times$ 

#### **Survey Activity**

Last response: Aug. 06, 2:59 PM

Respondents: 21

#### **Recent Activity:**



There are no section scores for this survey.

Close

#### 2020-2021 Virtual Learning Sessions Survey



Last response: Aug. 06, 2:59 PM

Respondents: 21

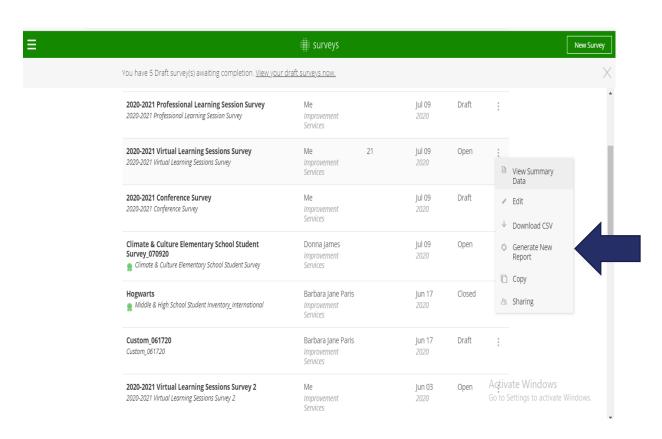
#### **Recent Activity:**





Activate Window

### Monitoring a survey



 You can monitor your survey in two different ways.

### Option 2:

- Choose the survey you want to monitor.
- Click the action menu
- From the drop-down menu choose Generate New Report



### Learning targets









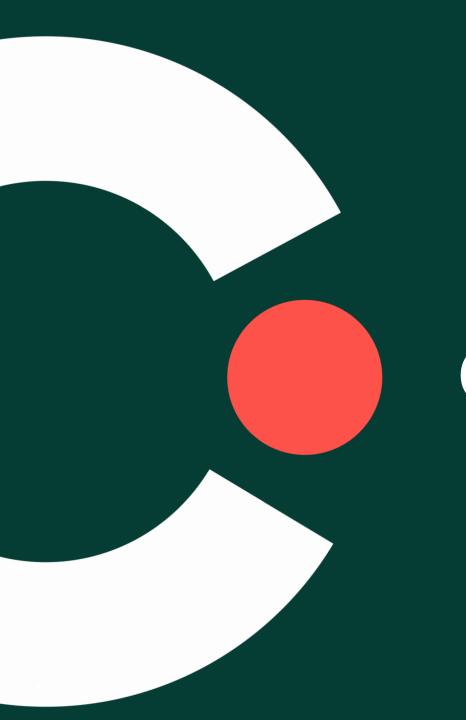
Review using surveys to drive continuous improvement

**Engage** in an introduction to surveys

Explore surveys on Cognia Improvement Platform

**Discover** the reporting feature options





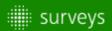
Creating reports from your surveys and inventories:

- Enable meaningful data collection and analysis across multiple schools and institutions.
- Support sharing and collaboration.

You can create a report in two different ways.

### Option 1: Create a single survey report.

- Choose the survey for which you want to create a report.
- Click the action menu.
- From the dropdown menu, select either:
  - 1. View Report (if a report has previously been created) OR
  - 2. Generate New Report

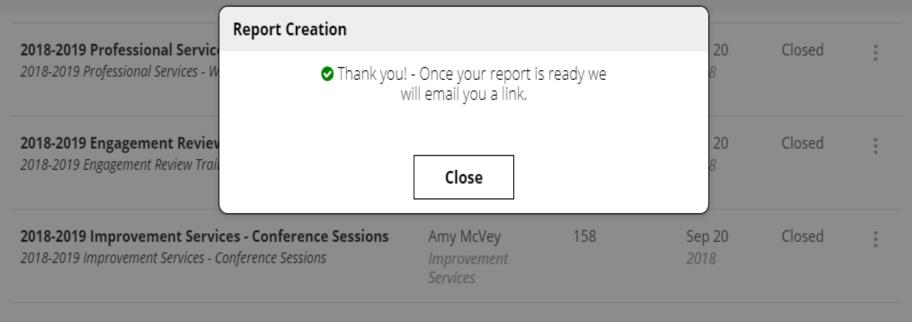


You have 7 Draft survey(s) awaiting completion. View your draft surveys now.

Surveys 33 surveys	F	ilter by All	∨ All		v Q	
Name	Owner	Respondents	Created 🗸	Status		
Custom_071320 Custom_071320	Donna James Improvement Services		Jul 13 2020	Draft	:	
2020-2021 Institute Survey 2020-2021 Institute Survey	Me Improvement Services		Jul 09 2020	Draft	:	<ul><li>✓ Edit</li><li>✓ Download CSV</li></ul>
2020-2021 Professional Learning Session Survey 2020-2021 Professional Learning Session Survey	Me Improvement Services		Jul 09 2020	Draft		Generate New Report  Copy
2020-2021 Virtual Learning Sessions Survey 2020-2021 Virtual Learning Sessions Survey	Me Improvement Services		Jul 09 2020		tivate w	Windows Sharing ngs to activate Windows.  Delete



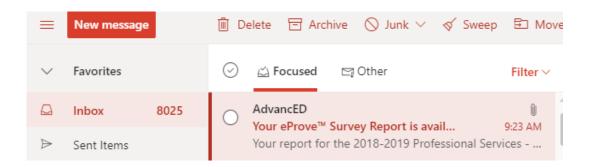
You have 7 Draft survey(s) awaiting completion. View your draft surveys now.



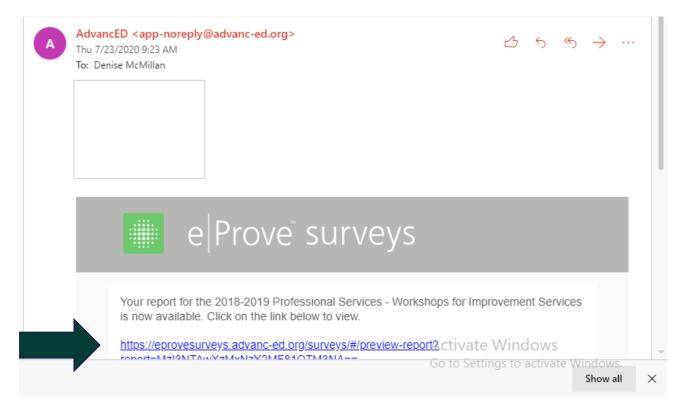
*i* How surveys works







You will receive an email link to view your survey report.







#### Preferences for Virtual Development - Round 2

Content Type: Custom Survey edit

Generated On 1: 2020-07-22 10:05:38 AM



Apply Filters

Clear Filters

Group results by...

Institution

Improvement Services (17)

Tags

Professional Learning

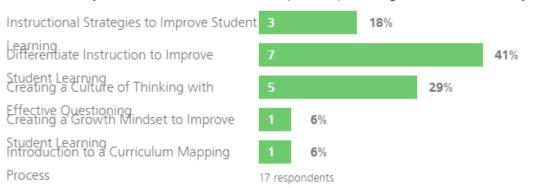
#### A. Instructions



1. What is your full name? Y

Free form text answers are available in the exported CSV report

2. Please select your FIRST choice of workshop to help redesign for virtual delivery:



Activate Windows
Go to Settings to activate Windows.



### **Preferences for Virtual Development - Round 2**

run on 07/22/2020





#### Surveys Preferences for Virtual Development - Round 2 run on 07/22/2020

**Custom Survey** 

1 survey(s) 17 response(s)

### Preferences for Virtual Development - Round 2

#### A. Instructions

1. What is your full name?

Free form text answers are available in the exported CSV report

2. Please select your FIRST choice of workshop to help redesign for virtual delivery:

Instructional Strategies to Improve 3 18% Student Learning

Differentiate Instruction to Improve 7 41% Student Learning

Creating a Culture of Thinking with Effective Questioning 5 29%

1 6%

Creating a Growth Mindset to Improve Student Learning

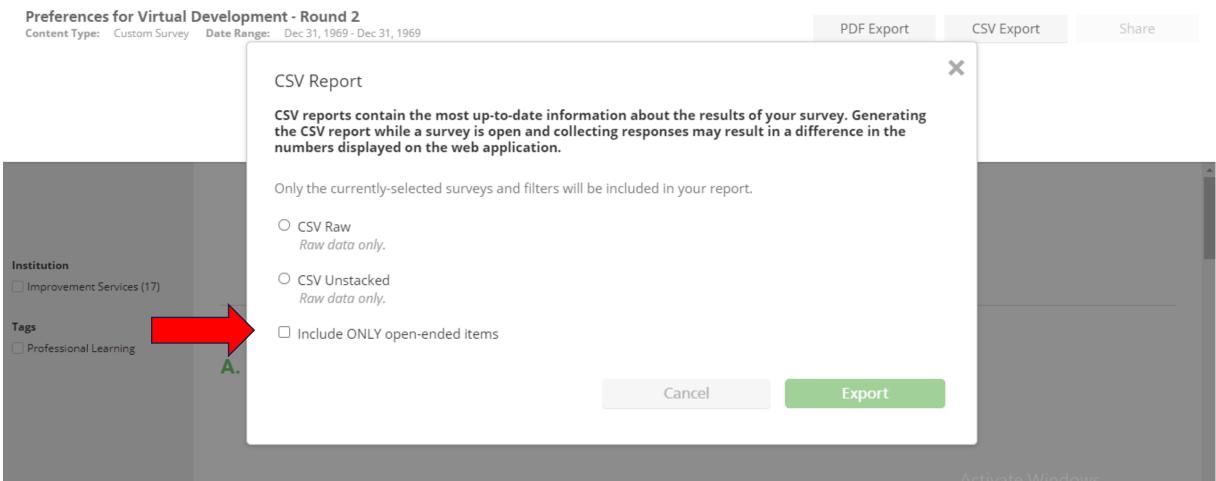
Introduction to a Curriculum Mapping Process

Activate Wir Go to Settings to





### **View Report**

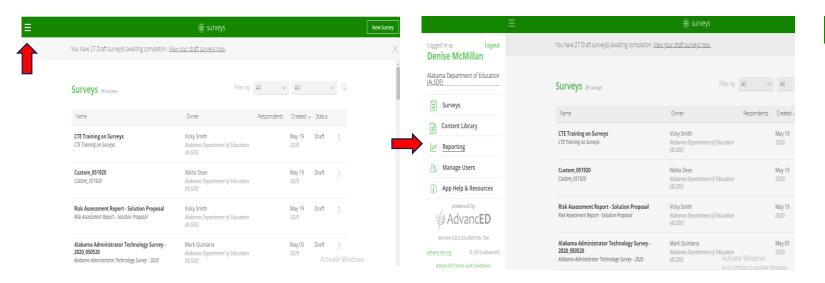


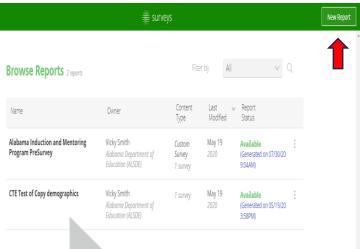


You can create a report in two different ways:

Option 2: Create a survey report for multiple schools/institutions.

- Click the management menu.
- Choose the Reporting icon option.
- Click New Report.
- Follow the prompts to create your report.



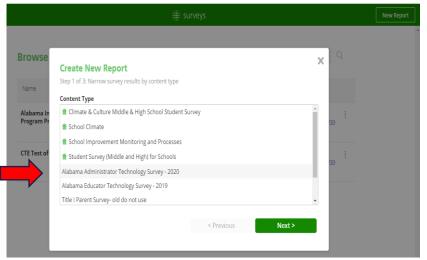


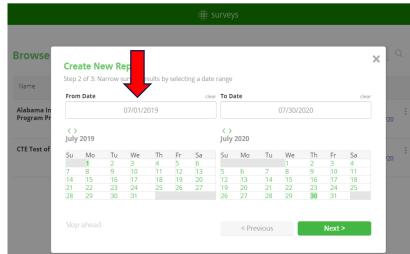
Click Administrative menu icon

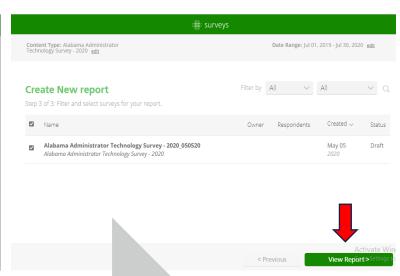
Select Reporting option

Click New Report button







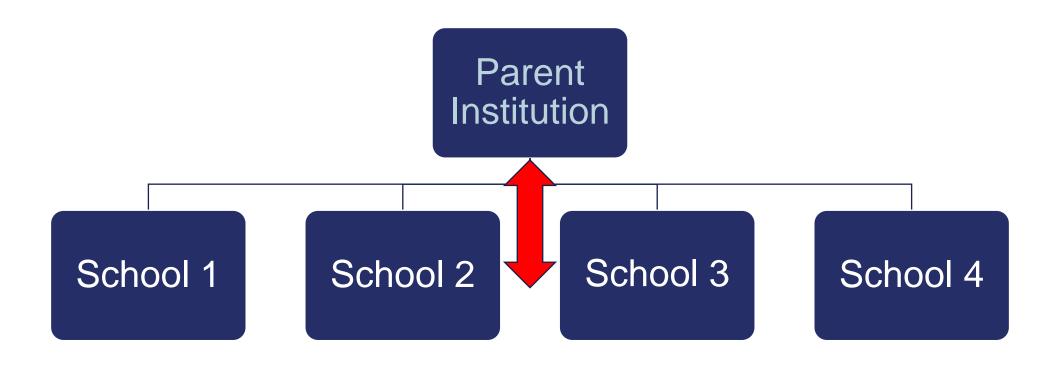


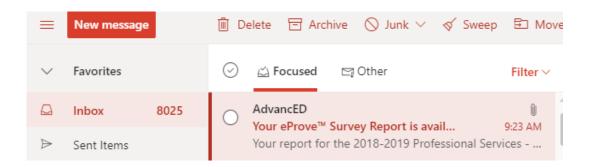
Choose the Report

Select Date Range Select and View Report

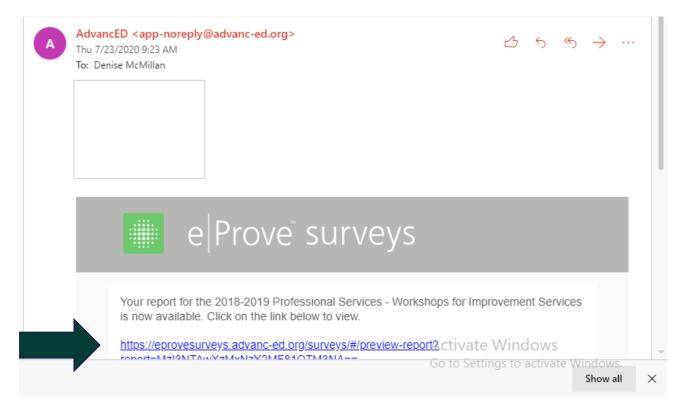


### Hierarchy example



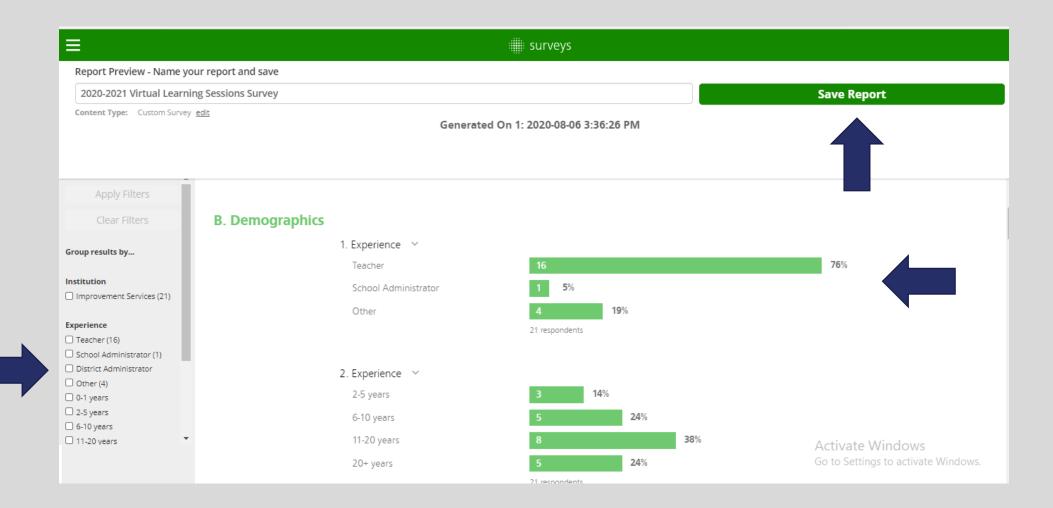


You will receive an email link to view your survey report.





### Report view for multiple schools





### Learning targets









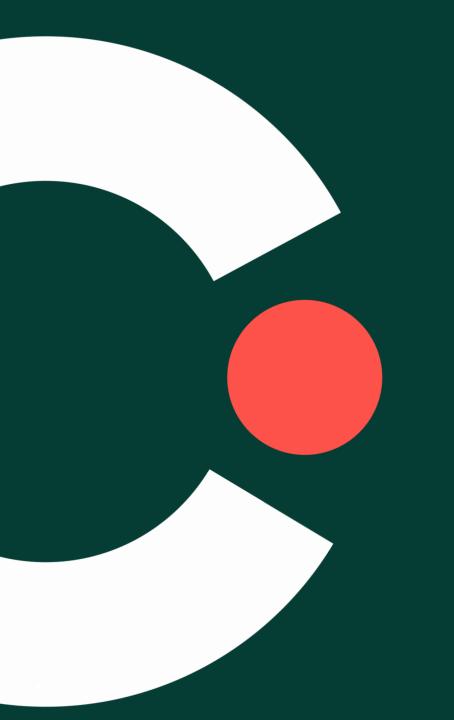
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# Survey success

### Plan for success

Engage in thoughtful discussions about the purpose of eliciting feedback from stakeholders

Consider the impact the results could have on continuous improvement decisions related to instruction, resource allocation, programs, and initiatives

What data is important to collect?

Examine what the responses are telling you about your work

Decide how to put the information gained through the surveys to use to inform continuous improvement decisions

# Stay Connected.

Learn more at cognia.org









