RESEARCH
PLANNING & INSTITUTIONAL EFFECTIVENESS

2024-2025 You Speak, We Listen Campaign

COS

To: The College of the Sequoias Community

From: Dr. Mehmet "Dali" Ozturk, Dean, Research, Planning, and Institutional Effectiveness
Date: June 16, 2025

Subject: 2024-2025 You Speak, We Listen Campaign

The Office of Research, Planning, and Institutional Effectiveness (R-PIE) developed the You Speak, We Listen campaign to communicate and highlight how the Student Support Services (Motherlode) survey results are being utilized across the District. The purpose of the campaign is to inform and raise awareness among District employees about the campus-wide enhancements being implemented.

During the Spring 2025 semester, three You Speak, We Listen correspondences were emailed to employees. Students were notified via email and social media. The topics covered included improvements in technology, food services, and mental health services in response to data collected from the 2023 Student Support Services (Motherlode) survey .

The Office of Research, Planning, and Institutional Effectiveness is happy to provide consultation and assistance with any questions or concerns regarding this report, if needed. We highly encourage you to submit a Data/Research Request form for additional data and analysis or consultation: https://www.cos.edu/datarequest/

Factually yours,

On behalf of the Giant Research Team

Dr. Mehmet "Dali" Ozturk
Dean, Research, Planning, and Institutional Effectiveness

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We Listened! Based on feedback from the COS 2023 Student Support Services Survey, we are making improvements to enhance the student experience at COS!

These improvements are featured in our "You Speak, We Listen" series, which highlights the specific needs and concerns students have expressed, along with the actions we're taking to address them. Students are being notified via email and social media, and we encourage you to share this important information with your students and others.

Here's how COS Technology Services is using the survey results to enhance its services!

STUDENT SUPPORT SERVICES SURVEY

You speak. We Listen.

2023   **2025**

COS Students (2023):

"Wireless connection could be better on campus."

COS Technology Services (2025):

✔ Wireless coverage and access speeds have improved across all campuses.

✔ Speed tests show a 3–4x increase in download and upload speeds.

✔ Wi-Fi coverage complaints have dropped by 87% and are now limited to specific areas.

✔ Users can report any issues to WiFi@cos.edu.

* Copilot AI Assisted Imagery

You Speak, We Listen!

COS Student Feedback and Food Services Improvements

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Here's how COS Food Services is using the survey results to enhance its services and offerings!

COS Students (2023):

Expand hours, increase healthy options, improve service speed, enhance availability, and improve affordability.

COS Food Services (2025):

✔ Continued the 50% student discount to address basic needs and improve food affordability, enabling students to purchase more and leading to a 20% average increase per transaction.

✔ Extended kitchen hours across the district, keeping them open an extra hour each day.

✔ Revised all menus to offer more healthy, gluten-free, and vegan options.

✔ Increased sales by over 200% and nearly quadrupled customer volume (400% increase).

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You Speak, We Listen!

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Here's how COS Mental Health Services is using the survey results to enhance its services!

MEMORANDUM

To: 2023 Student Support Services (Motherlode) Survey Results Report Recipients
From: Mehmet "Dali" Öztürk, Ph.D., Dean, Research, Planning & Institutional Effectiveness
Date: [Current Date]
Subject: Request for Feedback on Motherlode Survey Results Review and Action Taken

Dear Colleagues,

As part of our ongoing commitment to continuous improvement and data-driven decision-making at College of the Sequoias, we are requesting detailed information and feedback from all recipients of the 2023 Student Support Services (Motherlode) Survey Results Reports. Your input is crucial in helping us understand how survey results are being utilized to identify areas for improvement, the actions taken, and the outcomes of these actions. Please complete the following feedback form by **July 5, 2024**, to share your insights and ensure your experiences are acknowledged.

Survey Results Review & Action Feedback Form

Our commitment to data-driven planning and evaluation has fostered campus-wide enhancements, communicated through the previous "You Speak, We Listen" campaign. This initiative acknowledges student and employee feedback and the actions taken in response, shared via email, web, print (posters, flyers), and social media. The California Research & Planning Group's Perspectives Journal published our practice. Please see the attached article for how we do the Campaign.

The information collected from your feedback will be used to:
- Communicate successful actions and improvements to the entire college community, fostering transparency and engagement. A sample of the "You Speak, We Listen" campaign issues is attached to this message for your reference.
- Improve the effectiveness of our survey administration and data collection processes.
- Inform future planning and decision-making processes to better support our students and staff.

If you received survey results reports for multiple areas, please submit your feedback for each area separately.

If you have any questions, comments, concerns, or need clarification regarding the content of the feedback form, please contact me at (mehmeto@cos.edu).

Thank you for your attention to this important matter and for your continued commitment to improving our institution.

Respectfully,

Mehmet "Dali" Öztürk, Ph.D.
Dean, Research, Planning, & Institutional Effectiveness (R-PIE)

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perspectives

Perspectives is sent to more than 5,000 higher education readers twice a year and covers new developments, emerging ideas, and practical resources in the areas of research, planning, assessment, leadership, professional development, and student success endeavors.

The purpose of the publication is to capture a myriad of voices (or perspectives) throughout our colleges, in order to help improve student outcomes and college operations. As a result, the opinions expressed by authors of various articles are not necessarily those of the organization.

For more information, or to inquire about becoming a contributor, please contact us.

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Communication Campaign Leans on Data, Increases Survey Effectiveness

By Mehmet "Dali" Öztürk, Ph.D., Dean, Research, Planning & Institutional Effectiveness; Co-chair, Institutional Review Board, College of the Sequoias

Our institution, College of the Sequoias (COS), is a mid-sized, designated Hispanic Serving Institution in central California committed to helping a diverse population of students achieve their educational goals. As part of this commitment, we wholeheartedly support the learning and working environments of our students and employees. We rely on campus-wide feedback and data to enhance our ongoing self-improvement and self-assessment processes. This feedback is valuable to our continuous improvement efforts, as guided by our 10-Year Educational Master Plan Goals and our 3-Year Strategic Plan Objectives.

When our college received accreditation recommendations regarding use of data

and research capacity for institutional planning, the Office of Research, Planning and Institutional Effectiveness (Research Office), was highly motivated to improve the decision-making system, planning process and assessment procedures, as reflected in the graphic, below.

Feedback Opportunity
✓ Create and provide an opportunity to learn about stakeholder needs and concerns (Surveys were administered to all students college-wide.)

Analysis
✓ Analyze feedback data and information collected from stakeholders (2,880 responses with over 5,000 student comments to open-ended questions were analyzed.)

Dissemination
✓ Disseminate the results of feedback analyzed (15 campus level and area specific reports were disseminated to area managers and administrators for their review and action.)

Public Acknowledgement
✓ Publically acknowledge the specific needs and concerns expressed by stakeholders (Several eNews and flyers were created and published to acknowledge the concerns expressed by students.)

Reporting on Actions
✓ Close the feedback loop by widely reporting on the major efforts and actions taken to address the needs and concerns expressed ("You Speak, We Listen" materials, which includes actions taken, were distributed to students and employees via email, web, posters, flyers, and social media.)

One of the Research Office's improvement goals was to be able to routinely and effectively conduct and/or facilitate surveys and questionnaires that support our college's planning activities, outcomes and assessment cycle. A quick review of our college's survey administration practices revealed that too many uncoordinated and sometimes poorly designed surveys were being administered college-wide.

Another potential issue was survey fatigue among respondents, which may decrease the effectiveness of surveys, the number of survey responses, and the quality of information received. In addition, it was unclear if the feedback collected was being used effectively, or if survey results were being communicated college-wide.

In order to address these issues, the Research Office was determined to oversee and coordinate our college's survey needs, design high-quality surveys, and reduce the number of surveys administered in a short timeframe.

The following actions were taken by the Research Office:

- Developed and implemented guidelines on requesting and conducting surveys. (These guidelines are designed to improve effectiveness and efficiency of data collection through survey measures. All managers were trained on these guidelines.)
- Launched a survey and questionnaire website, which houses copies of major surveys used and their schedule for administration.
- Reduced the size, number, and frequency of surveys administered college-wide. (For example, multiple surveys were replaced with a college-wide survey which included only essential items from each campus area.)

These actions and strategies have resulted in college-wide alignment and coordination of surveys. These efforts have also noticeably reduced the number and length of administered surveys, which allowed for the assessment of critical elements across multiple campus areas without inducing survey fatigue.

Our commitment to increase utilization of data-driven planning and evaluation, for continuous improvement efforts, has resulted in enhancements across our campuses. These improvements are highlighted in a campaign series called "You Speak, We Listen" and communicated to COS students and employees via email, web, print (posters, flyers, etc.), and social media. (See Illustration below.)

eNews #6

Subject: You Speak, COS Listens!

We listened! Based on feedback from the COS 2017 Student Support Services Survey, we are making improvements at COS to make it better than ever! The District launched a campaign to notify students about key survey results and its efforts to make improvements based on their input. Students are being notified via email and social media, and we encourage you to share this important information with your students and others. This email is part of a series highlighting some of the data-driven improvements we are committed to in the spirit of COS 2.0.

Let's check out how Technology Services used the survey results to enhance its services!

YOU SPEAK, WE LISTEN!

2017 Student Support Services Survey Results

The Technology Services Improvements

YOU SPEAK:

We need newer computers!

WE LISTEN:

✓ 187 lab computers were replaced in 2017-2018.

✓ 200 lab computers will be replaced in 2019-2020.

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For more information, visit cos.edu/research

COS utilizes this campaign to publicly acknowledge the specific needs and concerns expressed by students and employees, as well as the actions taken to address them. The data-driven decisions that are highlighted in the "You Speak, We Listen" campaign are primarily based on feedback and data from the "Student Support Services Survey."

The student survey, which is administered biennially, asks our students to reflect on their experiences at COS, including their awareness and satisfaction of the following COS programs, resources, and services:

- Library Services
- Counseling Services
- Student Services
- Support Programs & Services
- Campus Safety
- Health Center
- Facilities Services
- Technology Services
- Campus Climate
- Institutional Learning Outcomes (ILOs)
- Quality of Education

To date, the survey has been administered three times to COS students (Spring 2015, Spring 2017, and Spring 2019), and the next administration is scheduled for Spring 2021.

Disseminated to the entire student body, the most recent administration of the Student Support Services Survey received 2,880 responses (more than a 25 percent response rate) with over 5,000 comments to open-ended questions.

We used incentives to increase student interest and participation in the survey. Survey participants were entered into a drawing to earn 100 cash prizes, ranging from $20 to $500. The survey results generated 15 campus-level and area specific reports, which were distributed to area managers and administrators for their review and action.

The area reports include more focused feedback specific to particular departments, programs, units, or campuses. These customized reports allow area managers to use survey data to conduct needs assessments, identify areas that need improvement, and develop action plans that lead to improvements.

One area manager had this to say about the effectiveness of the campaign:

The campaign has become a crucial part of our initiative development and planning. I now have much more confidence in the department decisions we make, as they are now rooted in reliable data and direct feedback from students. When I review the campaign data, our staff feels like we are having a conversation with thousands of students at once.

The campaign has given our department a unique opportunity to achieve the highest level of student relevance and support. Being able to demonstrate to students that they were heard and [making] changes based on their thoughts and feelings leads students to trust our department more and in the end utilize services. We know that our relationships with students has improved because of "You Speak, We Listen."
— Mary-Catherine Oxford, Director, Learning Resources

In addition to area reports, managers and staff can access the *Interactive Student Survey Results Dashboard*, which allows users to disaggregate and/or filter survey data by campus location, gender, race/ethnicity, load (full-time/part-time), first-generation status, and student type (first-time, returning, continuing). We also shared the survey results at our Fall Convocation and with the college's participatory governance groups, including Student Senate, Academic Senate, Board of Trustees, and others.

The following are some examples of the data-driven improvements made based on the student survey results that were communicated as part of our "You Speak, We Listen" campaign (since 2015):

Student Responses...	Campus Actions (by Department)...
Expressed a need for more counselors.	Hired several new counselors. (Counseling Division)
Expressed they were not aware of many of the great services offered by the Learning Resource Center (LRC).	Updated web pages, advertised to students and faculty, and expanded hours. (LRC)
Requested permission to borrow class textbooks for more than one hour.	Extended textbook checkout periods to two hours. (LRC)
Expressed a need for better wireless access.	Added 188 wireless access points to achieve full coverage in 2017-2018. (Technology Services)
Expressed they need newer computers.	Replaced 187 lab computers in 2017-2018 and plan to replace 200 more in 2019-2020. (Technology Services)

One student had this to say about the campaign:

As a student, I like how organized and brief the survey is. I also like that the survey results are available online. It's really reassuring to see that students'

responses aren't just stored away in some file cabinet, and the management teams receive it and take action. I am proud of the work COS has been doing and how far it has come. — Rihab Boumzough, COS Student Trustee

Effective communication and campus-wide dissemination of survey feedback provided us an opportunity for self-reflection, inspiration, motivation, and further commitment to our continuous improvement efforts.

These are just a few examples of our college's continuous improvement efforts that we believe contribute to our students' success. Moving forward, our "You Speak, We Listen" campaign practice will be further institutionalized to support these continuous improvement efforts, which include addressing student needs and concerns, as they arise.

For questions, email the author at mehmeto@cos.edu.