



The Department of Institutional Effectiveness Presents:



A DATA DEEP DIVE on Student Satisfaction

September 30, 2026





Department of IE Staff



Dr. KB Gwebu – Interim Assistant Provost for Institutional Effectiveness, SACSCOC Liaison, Director of Assessment



Dr. Zach Abernathy – Educational Data Scientist & Professor of Math



Maria Linn – Director of Institutional Research



Kelly Scott – Senior Data Analyst



Nancy Scurry – Budget, Personnel, & Business Analyst





Agenda

- 2025-26 SSP Recap & 2026-27 Changes
- About the Data Sources
- Door Prizes
- Using Treasure Maps to Explore the Dashboards
- Large Group Conversations
- Wrap-up
- Next Session





Year 1 & 2 SSP Recap





SSP Evaluation Dashboard

Year One

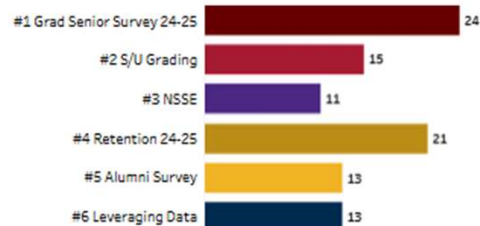


Academic Year
24-25

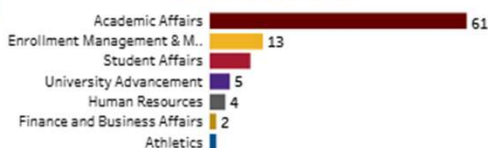
Session
(All)

Division
(All)

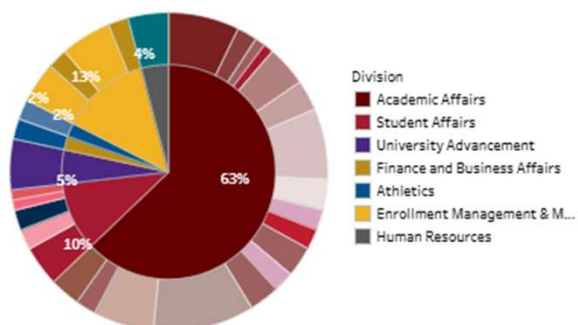
Attendance by Session



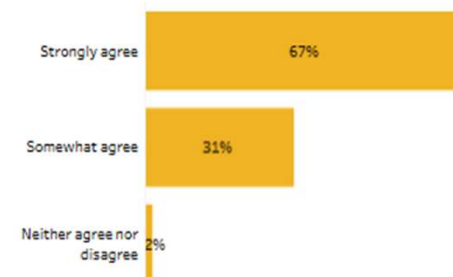
Attendance by Division



Attendance by Division and Department



Question: The data presented and discussions held today will be helpful to me in my work.



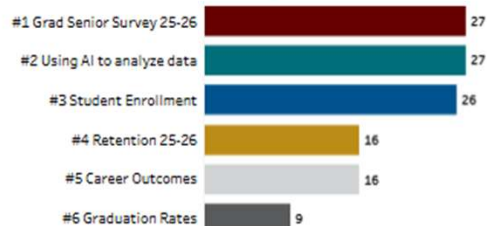
Year Two

Academic Year
25-26

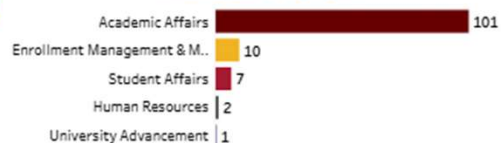
Session
(All)

Division
(All)

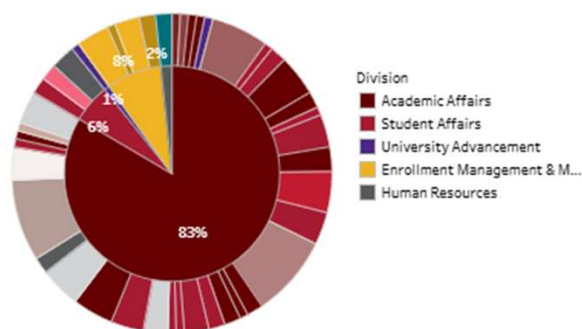
Attendance by Session



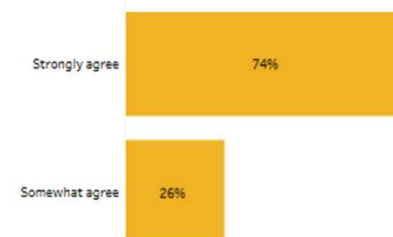
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2026-27 SSP Changes

- Deeper data dives
- Multiple data sources
- “Treasure maps” to guide the analysis and discussion





About the Data

Maria Linn, Director of Institutional Research





What is the Graduating Senior Survey?

- Institution-wide survey to gather recent graduates' feedback on academics, support services, educational experiences, & graduation outcomes
- Consistently administered electronically to all **undergraduate degree completers** since 2010
- Invitations sent the Monday prior to Commencement
- December administration includes August UG degree completers and seniors who apply to graduate in Dec
- May administration includes seniors who apply to graduate in May
 - 2025-26 response rate was 52.4% (739 invitations, 387 responses)
- Confidential, not anonymous





What is the Alumni Survey?

- Institution-wide survey to gather recent alums' feedback on academics, personal and skills development, satisfaction with educational experience
- Has been administered by Institutional Effectiveness biennially since 2012 (in the summer of even-numbered years) to **undergraduate** and **graduate** degree completers **one to three years after graduation**
- The summer 2026 administration included degree completers from August 2023 through May 2025
 - 2026 response rate was 5.7% (2131 invitations, 121 responded)
- Confidential, not anonymous





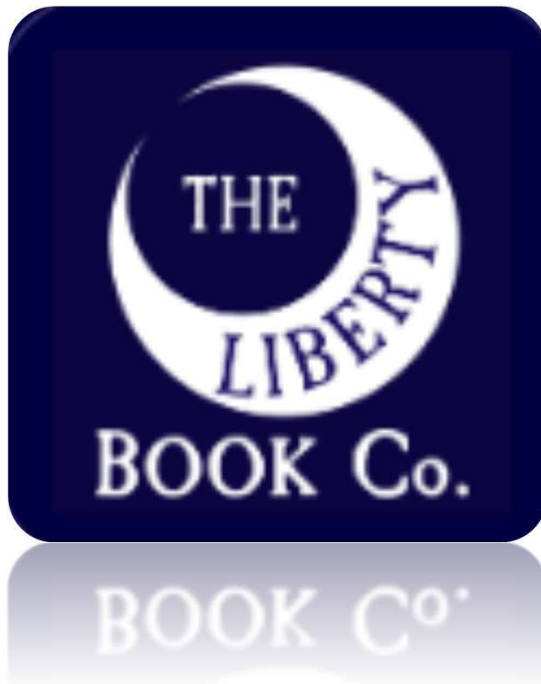
What is the National Survey of Student Engagement (NSSE)?



- National survey to gather feedback from **first-year and senior students**
- Focused on learning and personal development, questions are organized into 4 Themes. Each Theme is further organized into Engagement Indicators.
- Since 2000, ~1700 four-year institutions and ~6.5 million students have participated in NSSE
- Winthrop has participated in NSSE 14 times since 2003 (annually, then biennially, now on a 3-year cycle)
 - 3-year cycle allows a single cohort to complete the survey as first-year and seniors
 - 3-year cycle gives sufficient time to examine results and implement changes
 - 2024 response rate was 18.7% (1945 invitations, 363 responded)



Door Prize Drawing



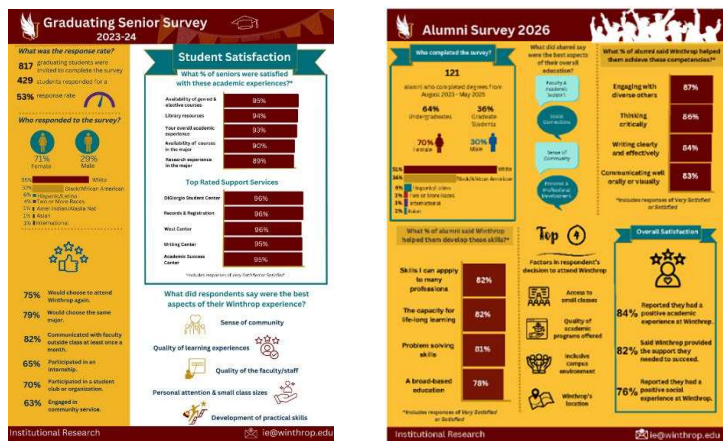
**Enjoy a cozy fall treat
from a small, local business!**





What's available & where?

One-page Overviews (Public)



Survey Instruments & Archived Reports (All F/S)

1. **Institutional Research**
Official Source of Historical Institutional Data

- FACT BOOK**
Historical data related to enrollment, new students, student outcomes, and faculty
[Learn More!](#)
- QUICK FACTS**
Brochure-style student profiles published each fall, including some one-year comparisons
[Learn More!](#)
- COMMON DATA SET**
A set of standard data points often incorporated into external surveys
[Learn More!](#)
- INSTITUTIONAL SURVEYS**
Results from Graduating Senior, Alumni, & NSSE surveys
[Learn More!](#)
- WINTHROP DATA**
Internal reports, dashboards, & frequently requested data resources
[Login Required](#)
- ADDITIONAL RESOURCES**
More resources including public interactive dashboards
[Learn More!](#)

2. **SharePoint: IR Winthrop Data (Login Required)**

Documents

- Credit Hour Production
- Degrees Conferred
- Enrollment Data
- Faculty Data
- Faculty Load
- Grade Distributions
- Institutional Surveys**
- Retention Reports and Graduation Rate Data
- S U Analysis

Open Ended Responses (Deans only)

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- Grade Distributions
- Institutional Surveys**
- Retention Reports and Graduation Rate Data
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3. **Institutional Surveys**

- Alumni Surveys
- Graduating Senior Surveys

4. **Alumni Surveys**

- Alumni Survey Open Ended Responses - CAS



What's available & where?



Interactive Dashboards (GSS & AS are accessible to all Faculty/Staff; **NSSE** is public)

1.

Institutional Research
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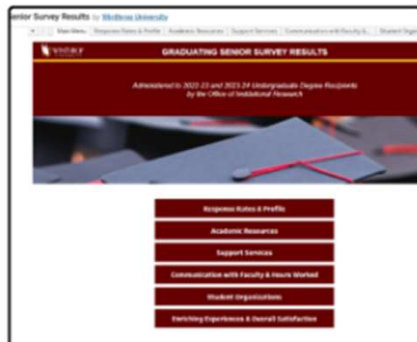
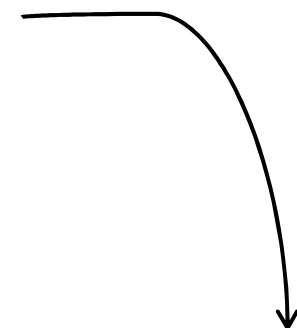
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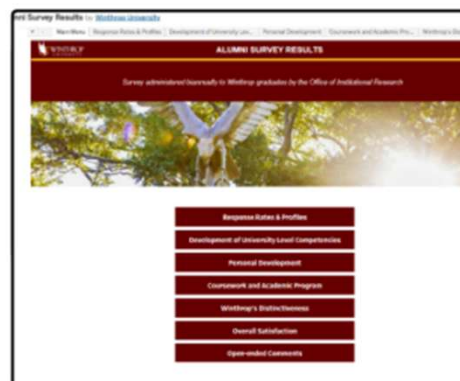
Interactive Dashboards
Please do not share these dashboards, their images, or URLs outside of Winthrop faculty and staff. Thank you.

Click on thumbnail below to go to interactive Dashboard



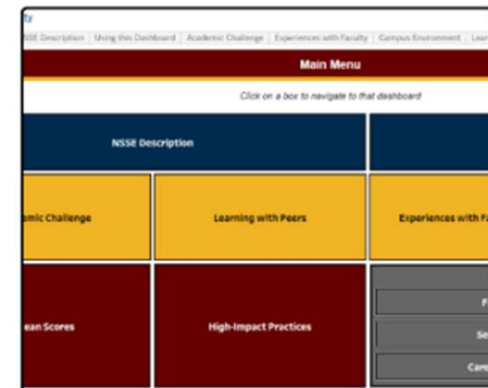
WU Graduating Senior Survey Results Dashboard

WU Graduating Senior Survey Results Dashboard



WU Alumni Survey Results Dashboard

WU Alumni Survey Results Dashboard



WU National Survey of Student Engagement Dashboard

WU National Survey of Student Engagement Dashboard

Using Your Treasure Map



The Department of Institutional Effectiveness Presents: A Data Deep Dive on Student Satisfaction
Treasure Map Theme: RESEARCH WITH FACULTY

Step 1: Gather data

Dashboard URL: www.winthrop.edu/ie/sharepoint-site

Survey	Question	Location in Dashboard	% Positive (most recent year)	Change over time (up, down, stable)	Name of SUBGROUP selected	SUBGROUP % satisfied	SUBGROUP change over time
Graduating Senior Survey	Did the student participate in <i>Out-of-class research or other scholarly activity with a faculty member?</i>	Enriching Experiences & Overall Satisfaction , 3 rd item	xx%	up	CBT majors	xx%	stable
Alumni Survey	Was <i>Opportunities for research/ scholarly experiences or to produce creative products</i> a factor in their decision to attend WU?	Winthrop's Distinctiveness , graph on left, 6 th item					
	Was the student satisfied with the <i>Opportunities for research etc.?</i>	Winthrop's Distinctiveness , graph on right, 6 th item					
NSSE 1st-Years	Did the student	High-Impact Practices , 2 nd graph on page,					
NSSE Seniors	<i>Work with a faculty member on a research project?</i>	3 rd item					

Step 2: Discuss & analyze data

- 1) What patterns do you notice across the three data sources? Are there places where the data differ or align?
- 2) What patterns do you notice when you compare responses from the subgroup you selected to the entire population survey?
- 3) Looking at the data, what is a small change your department or unit might implement to positively impact student satisfaction?



Suggestion: Find a partner with the same color map



Subgroup Options - All Dashboards

- College
- Major
- Gender
- Race
- Pell eligibility

Subgroup Options – Limited Availability

- Concentration (GSS & NSSE only)
- Entered as (first-time freshman or transfer - GSS & AS only)

Two cautions before we dive in:



Check population sizes

- Hover your mouse over the graph to see a tooltip with the n.



Mind your filters

- Filters stay on until you remove them. When in doubt, hit the RESET button.



Navigating to the Dashboards

URL: www.winthrop.edu/ie/sharepoint-site

Or click through from www.winthrop.edu:

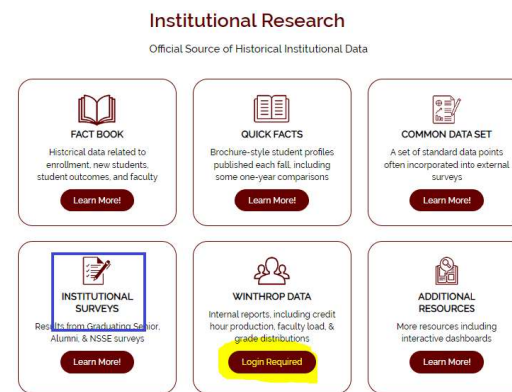
1.



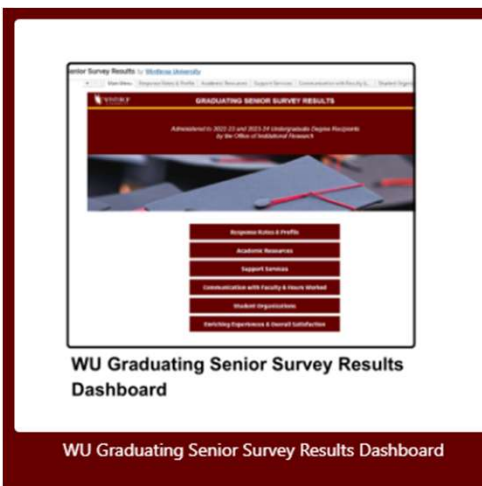
2.



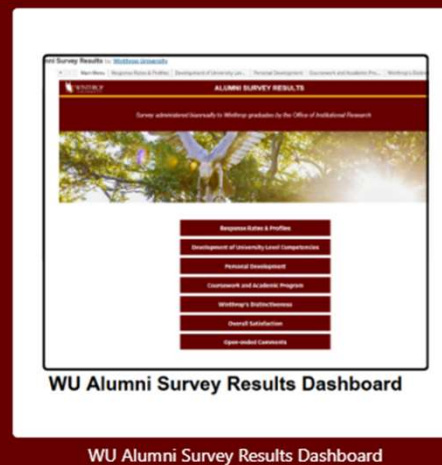
3.



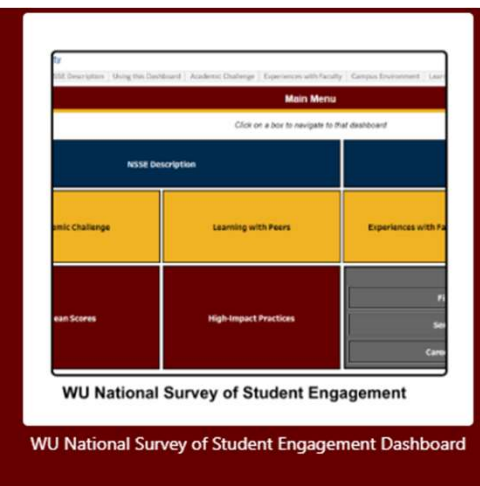
4.



WU Graduating Senior Survey Results Dashboard



WU Alumni Survey Results Dashboard



WU National Survey of Student Engagement Dashboard





Discussion Questions

1. What patterns do you notice across the three data sources? Are there places where the data differ or align?
2. What patterns do you notice when you compare responses from the subgroup you selected to the entire population surveyed?
3. Looking at the data, what is a small change your department or unit might implement to positively impact student satisfaction?





Wrap-Up

- **Thank you** for attending! **Coaster** is our departing gift to you.
- Please complete an **evaluation form** – on paper or scan the QR code.





*Save the date for our
spring session!*

GOING BELOW THE SURFACE:

Exploring Student Data from Graduation to Career

Thursday, Feb. 25, 2027

2:00 – 3:15 p.m.

DIGS 114

