The Role of Institutional Research in Emergency Response: Lessons from Santa Rosa Junior College

RP Conference, April 12, 2018
Long Beach, California
KC Greaney

Director of Institutional Research
About SRJC

- 2-year public comprehensive community college located in northern California
- Multi-site, single college district founded in 1918
- Nearly 40,000 students enrolled annually, producing over 19,000 FTES
- Approximately 3,000 employees
- On President #5 in 100 years
The Tubbs Fire Alone

Acres Burnt: 36,807

Structures Destroyed: 5,643 (317 damaged)

Lives Lost: 22

#1 on the Cal Fire List:
*Top 20 Most Destructive California Wildfires*

Map:
SRJC Emergency Response: Quick Facts

SRJC was closed for two weeks
  • All district locations were shut down
  • SRJC’s Pepperwood Preserve, a large open space learning laboratory, significantly burned (but not the buildings)
  • After the fires were no longer an immediate threat, air quality and general disruption of lives and business districtwide prevented an earlier opening
  • Many businesses that were not destroyed also were closed

Employees as well as students were severely impacted
  • Approximately 100,000 residents in and around Santa Rosa had to evacuate
    • Including 3 of 5 SRJC Vice Presidents
Emergency Surveys: Student, and Employee

Purpose:
- Assess need, and readiness to return
- Provide actionable data

Results:
- 30,000 students surveyed; 54% response rate
  - 23% evacuated their homes; 2%+ reported losing their homes (1 in 40)
- 2,500 employees surveyed; 75% response rate
  - 35% evacuated their homes; 2% reported losing their homes (1 in 45)

Lessons Learned in Conducting this Survey:
- Technology helps, but also gets in the way
Institutional Research

Use of Emergency Survey Findings

Provide actionable data

- Student Services: to address the needs of students
- Human Resources: to address the needs of employees
- Public Relations: to tell the story
- Foundation: to inform and bolster fundraising efforts
- Business Services: to provide evidence to document the devastation, to lobby for no lost revenue

Unanticipated consequence

- High numbers of students reported gratitude that SRJC cared about them
- The survey alone created a stronger sense of college community
There are three ways SRJC students self-reported that they lost their homes/residences: The SRJC Student Emergency Survey, the Fire Relief Fund application, and/or calling in to the SRJC Student Support hotline. Some students reported in more than one way. When the three lists are unduplicated, a total of 900 individual students report losing their home/residence.
Qualtrics and the Emergency SRJC Survey

Lara Abel
Research Technician

Michael Pham
Research Analyst
Qualtrics and the Emergency SRJC Survey

• The SRJC student emergency survey was distributed using Qualtrics
• Qualtrics is the leading survey platform in the world
• What were the questions?
How much have you been impacted by the recent fires in Santa Rosa and other parts of Sonoma and Napa Counties?

- A great deal
- A good deal
- Somewhat
- A little
- Not at all
Qualtrics and the Emergency SRJC Survey

Please indicate which of the following ways you've been impacted by these fires. (Check all that apply)

- You lost your home or residence altogether
- You had to evacuate your home or residence and are currently not in a stable housing situation
- Your car or vehicle was damaged or destroyed
- Your computer was damaged or destroyed
- Your class notes were damaged or destroyed
- Your school supplies (backpacks, textbooks, calculator, flash drives, instruments...) were damaged or destroyed
Please indicate which of the following you need or could use help finding (Check all that apply)

- A place to live
- Transportation to and from school
- The loan of a computer
- Books for your classes
- Notes from your fellow students
- School supplies (backpack, calculator, flash drive, instruments...)
- Clothes
- Assistance with Health/Medical issues, including mental health (i.e. trauma, PTSD, depression, anxiety)
- Other (please specify)
When do you think you will be able to return to SRJC in order to resume taking classes? (This also includes taking classes online)

- The week beginning Monday, October 23rd
- A later date (please specify)
- I'm not sure
Qualtrics and the Emergency SRJC Survey

Have you been able to get timely information from SRJC about the status of the school being open and other related issues?

- Yes - All or most of the time
- Sometimes
- No
In what ways do you feel that communications from SRJC in emergencies could be improved?
Qualtrics and the Emergency SRJC Survey

Would you like to be contacted by SRJC to help you in any way?

Yes

No
Qualtrics and the Emergency SRJC Survey

• So why Qualtrics?
• #1) Embedded data
First Text Set = ${m://FirstName}
Last Text Set = ${m://LastName}
ZIP Text Set = ${e://Field/ZIP}

Q_Language Text Set Value will be set from Panel or URL.  Set a Value Now
SID Text Set Value will be set from Panel or URL.  Set a Value Now
NAME_MI Text Set Value will be set from Panel or URL.  Set a Value Now
ZIP Text Set Value will be set from Panel or URL.  Set a Value Now
ENROLL_STATUS Text Set Value will be set from Panel or URL.  Set a Value Now
HIGH_SCHOOL_CODE Text Set Value will be set from Panel or URL.  Set a Value Now
Name Text Set Value will be set from Panel or URL.  Set a Value Now
AgeAtTerm Text Set Value will be set from Panel or URL.  Set a Value Now
Gender Text Set Value will be set from Panel or URL.  Set a Value Now
EthnicityStr Text Set Value will be set from Panel or URL.  Set a Value Now
First Gen Status Text Set Value will be set from Panel or URL.  Set a Value Now
So why Qualtrics?

1) Embedded data
2) Survey Flow and speedy survey completion
Qualtrics and the Emergency SRJC Survey

Display This Question:
If Would you like to be contacted by SRJC to help you in any way? Yes Is Selected

Q20
What is the best method for us to contact you?

- Email
- Text (sms)
- Phone call

Display This Question:
If What is the best method for us to contact you? Email Is Selected

Enter Email Address here:

Q17
Qualtrics and the Emergency SRJC Survey

• So why Qualtrics?
• #1) Embedded data
• #2) Survey Flow and speedy survey completion
• #3) Multiple language support
Qualtrics and the Emergency SRJC Survey

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• #1) Embedded data
• #2) Survey Flow and speedy survey completion
• #3) Multiple language support
• #4) Live updated reports, scheduled email reports
Qualtrics and the Emergency SRJC Survey

Q2 - How much have you been impacted by the recent fires in Santa Rosa and other parts of Sonoma and Napa Counties?
Qualtrics and the Emergency SRJC Survey
Qualtrics and the Emergency SRJC Survey

• So why Qualtrics?
• #1) Embedded data
• #2) Survey Flow and speedy survey completion
• #3) Multiple language support
• #4) Live updated reports, scheduled email reports
• #5) Limit reminders to only non-respondents (but more on this)
Qualtrics and the Emergency SRJC Survey

- So why Qualtrics?
- #1) Embedded data
- #2) Survey Flow and speedy survey completion
- #3) Multiple language support
- #4) Live updated reports, scheduled email reports
- #5) Limit reminders to only non-respondents (but more on this)
- #6) Email and SMS capability
Qualtrics and the Emergency SRJC Survey

What were some problems we ran into?

• 1) Quality of contact information
  – A) People applying on someone’s behalf
  – B) Organizations applying on someone’s behalf (multiple groups, n=40)

• 2) Multiple failure points when sending large volume emails
  – A) At Barracuda, our spam filtering software
  – B) At external vendors, servers refusing to accept (gmail, yahoo, etc.)
    caused by daily rate limit (~500 emails per email address per 24 hours)
<table>
<thead>
<tr>
<th>Date</th>
<th>Subject</th>
<th>Actions</th>
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</thead>
<tbody>
<tr>
<td>10/19/17</td>
<td>IMPORTANT: SRJC Employee Survey, Please Respond</td>
<td>DELIVER WHITELIST</td>
</tr>
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</table>
What were some problems we ran into? (cont.)

• 3) Qualtrics uses a 3rd party SMS service. Poor integration into non-respondent environment

• 4) Qualtrics UI/UX hides html code on user-facing dashboard

• 5) Multiple email addresses, unsubscribe links
Solutions implemented to address problems:

• 1) Sending from multiple email accounts via SPF record, limit # of emails from each (research1@santarosa.edu, etc.)
• 2) Whitelist Qualtrics.com and qemailserver.com at Barracuda
• 3) Negotiate CAM SPAM act with Qualtrics to remove unsubscribe link
• 4) Access raw html code on Qualtrics Dashboard to clean messages
• 5) Manually suppress completers to address problem of multiple email addresses, and SMS non-integration
Greg Drukala

Research Analyst
Joining Survey Responses with Institutional Student Data

Joined by SID

• Demographic Data
• Enrollment History
• Drop Status

Created Data Visualizations
• In addition, no apparent significant differences by First Generation Status or Undocumented Status
• No evidence of disproportionate impact, except by ZIP code
2017 Fires Impact on SRJC Students

ZIP Code of Address of Fire Victims

Santa Rosa Campus

Petaluma Campus
• Drops low during time of fires
• Late (administrative) drops by petition higher
• No significant difference in end of term enrollment

• No significant difference in end of term grades
• Spring enrollment did not appear to be impacted
• Literature review informs that enrollment impacts often show up one year later, when students fully realize life is not the same
Pedro Avila
Vice President/Assistant Superintendent, Student Services
Student mindset after the fires. Responding to prompt “I feel....”

Heartbroken

LOST

Sad...

Sorrow

Confused

Guilt

...in limbo

Nothing

Unmotivated

Confused

me too
1. Role of the VPSS on Emergency Response Team
2. Daily communication to staff via email from VPSS
3. Sending out list of Student Services Frequently Asked Questions to students and staff
4. Planning Soft Opening
   - Who was asked to come in to work
   - Daily meetings with staff to assess student needs and adjust services
   - Constantly remind staff to be compassionate with students and each other
   - Constantly remind staff to care for themselves
   - The importance of Counseling and Health services for students
Student Services

Use of Survey Results

1. Referred students who had lost their residences to support, including financial
2. Identified students who had lost computers in the firestorm, and provided computers
3. Identified students who had lost books, and worked with bookstore to replace them
4. Promoted Student Psychological Services to students who reported mental health impacts (primarily stress)
5. Survey results used to verify student losses in many arenas
Student Services

Student Life, Equity & Engagement Programs

...became the Student Support Center
Fundraising & Fire Relief Fund Applications

- $301K Disbursed
- $500 Application for 602 students/64 employees
- What was missing?
Student Services

Free Store
- 3 Weeks
- Collaboration with K-12 & Corporations
- Open to Community
#SRJCSStrong, #SRJCFuerte Event

- Subcommittee with Student Leadership
Student Services
Thank you for your support. I lost everything in the fire and I still feel like I have something to hold on to and look forward to (school).

I really appreciate the communication from SRJC when we were evacuated and going through a tough time.

Thank you for asking. It makes me feel more secure.

Still really impressed and thankful that there was actually someone there answering phones.

Thank you for understanding what a lot of us are going through.

Gracias por mantenernos informados.

Thanks for communicating with us through text, email with up to date info in regards to our classes.

Gracias por su apoyo.

I have really appreciated all the outreach and have felt the love from SRJC.

SRJC Strong. Thank you for all the offerings of support. Makes me proud to be a part of this community.
Questions?

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