

COLLEGE ENTRANCE EXAM 2021 REPORT

# Survey Result and Improvement Plan



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# TABLE OF CONTENTS

Introduction.....	3
Methods .....	3
Quantitative Results.....	3
Demographics.....	3
Customer Service .....	3
Communication.....	4
Training .....	4
Preparation .....	5
Quantitative Results.....	5
Team Performance Improvement Plan SY2020-2021 .....	6
1. Customer Service .....	6
2. Communication.....	7
3. Training/Preparation .....	8
4. Other .....	9
Appendix 1. Survey Questions.....	10

## **INTRODUCTION**

This document contains the results of the College Entrance Exam end-of-year survey for the 2020-2021 school year. The purpose of the survey is to collect evaluative feedback to improve our performance for the 2021-2022 school year. See Appendix 1 for the actual survey questions.

## **METHODS**

College Board (CB) and State Department of Education (SDE) jointly created and distributed the survey to 413 SAT coordinators, SSD coordinators, bulk registration coordinators and district test coordinators via Jotform. The survey consisted of 26 questions, 6 of which were open-ended (see Appendix A). The survey accepted responses from May 28, 2021 to June 11, 2021. SDE staff analyzed the quantitative results using Excel and Jotform custom report. SDE staff also reviewed and coded each open-ended response with a theme for further analysis.

## **QUANTITATIVE RESULTS**

### **Demographics**

A total of 133 LEA and school staff responded to the survey, resulting in a 32.2% response rate. A total of 11 respondents (8.3%) reported filling all four roles: district test coordinator, SAT coordinator, SSD coordinator, and bulk registration coordinator; 20 (15.0%), 3 roles; 44 (33.1%), 2 roles; 57 (42.9%), 1 role; and 1 (0.8%), no response. Respondents included 42 district test coordinators, 104 SAT coordinators, 47 SSD coordinators, and 56 bulk registration coordinators.

Over 80% (109/133) of the respondents indicated they participated in PSAT/NMSQT School Day in the 2020-2021 school year. All except two schools participated in SAT School Day, and four schools participated in the voucher program.

### **Customer Service**

The majority of the respondents (105/124 (84.7%)) indicated they were extremely, very, or moderately satisfied with the support they received from the CB this year. In addition, 81.7% (94/115) indicated that the CB was able to address their concern very fast, fast, or as expected.

## Communication

A high proportion of respondents reported being unaware of one or more communication method, ranging from 1% being unaware of emails from CB to 20% for the Website (see Table 1). Yet, more respondents reported believing there was too much communication (15% (n=19)) than that there was too little communication (5% (n=6)).

**Table 1. How helpful was each communication method?**

Response Choice	Email from CB (n=133)	SDE's Website (n=130)	SDE's Biweekly Newsletter (n=132)	SDE's Monthly Webinar (n=132)
Extremely Helpful	21% (n=28)	8% (n=11)	20% (n=26)	14% (n=19)
Very Helpful	42% (n=56)	38% (n=49)	23% (n=31)	21% (n=28)
Moderately Helpful	24% (n=32)	21% (n=27)	27% (n=36)	24% (n=32)
Slightly Helpful	10% (n=13)	10% (n=13)	12% (n=16)	11% (n=15)
Not at all Helpful	2% (n=3)	3% (n=4)	5% (n=6)	6% (n=8)
Not Aware	1% (n=1)	20% (n=26)	13% (n=17)	23% (n=30)

## Training

Over 90% of the respondents (117/129) indicated they agreed (from strongly to somewhat) that the training provided the information they needed to successfully administer the PSAT/NMSQT/SAT School Day. In addition, 66% (n=87) indicated they prefer virtual training sessions for the 2021-2022 school year compared to 18% (n=24) preferring onsite; and 16% (n=21) with no preference.

About 1 in 5 respondents ranked each of these as their top preference for the training delivery mode: self-directed online (20.3%); recorded webinars (19.6%); and live webinars (18.8%). Similarly, respondents identified recorded webinars (26.3%), printed materials (21.05%), and self-directed online modules (18.8%) to be the second most helpful training modes.

On the other hand, 62.4% (83/133) of the respondents identified in-person training to be the least helpful training mode, followed by live webinars (13.5%).

## Preparation

Over 50% of the respondents (69/133) indicated they began using the test materials several weeks before the test day. Just 11 respondents (8%) and 1 respondent (1%) indicated they started using the manual a few days before and the day before the test day, respectively. In addition, 82.6% (109/132) of the respondents indicated they were either extremely or very prepared for the testing administration.

The vast majority of respondents were aware of important dates leading up to the School Day Administration: 31% (41/132) were completely aware; 39% (52/132), aware; 27% (35/132) somewhat aware; just 3% (4/132) were not aware.

## QUANTITATIVE RESULTS

A total of 178 open-ended responses were provided in this survey. Of those 59 commented on customer service; 40, communication; 16 training; 19, preparation; 16, training; and 44 other. SDE staff coded a total of 202 phrases from those responses into 18 different categories. See Table 2 for top five themes.

**Table 2. Top five open-ended response themes by number of comments**

Theme	Number of Comments
Positive Comments, Service Improved	22.3% (n=45)
CB Unsatisfactory Service	13.4% (n=27)
Too Many Communications	7.4% (n=15)
Report or Admin complaints	6.9% (n=14)
Good SDE Service	6.9% (n=14)

Note. The table excludes 19.8% (n=40) for the theme of NA, No Comment, or None.

## TEAM PERFORMANCE IMPROVEMENT PLAN SY2020-2021

### 1. Customer Service

Reason	Goal	Action	EOY Assessment Criteria
<p>About 9% indicated in the scaled question that they were not at all satisfied with the service they received from CB, and more than twice that number (n=27) described unsatisfactory customer service from CB in an open-ended response.</p> <p><u>Example quotes:</u> <i>“I received a different answer every time I talk to a different customer service representative.”</i></p> <p><i>“I did not receive timely help from CB.”</i></p>	<p>To improve customer service satisfaction.</p>	<ol style="list-style-type: none"> <li>1. CB project team will host scheduled office hours to improve accessibility. The schedule depends on the project timeline.</li> <li>2. CB will set up a voicemail box to capture after hours calls. Messages will be returned the next business day.</li> <li>3. CB will allow educators to request a meeting with a support rep by emailing into the Idaho inbox.</li> <li>4. The team will create FAQs for the top call drivers.</li> <li>5. The team will advertise available resources (i.e. website and email) in a monthly newsletter (see <a href="#">Communication</a>).</li> </ol>	<ul style="list-style-type: none"> <li>• Number and type of CB customer service calls</li> <li>• EOY satisfaction survey</li> </ul>

## 2. Communication

Reason	Goal	Action	EOY Assessment Criteria
<p>About 30% of the respondents to the customer service open-ended question, indicated they received too much communication from the CB/SDE team.</p> <p>Yet, sizeable proportions reported being unaware of the SDE website (20%) and of the Assessment and Accountability Department newsletter (13%).</p> <p><u>Example quotes:</u> <i>“The individual school and/or district is not considered. Instead, we are bomb-barded with information for ‘everyone’”</i></p> <p><i>“The monthly assessment and accountability newsletter is ridiculously long.”</i></p>	<p>To streamline communication.</p>	<ol style="list-style-type: none"> <li>1. The team will send a monthly newsletter, including upcoming deadlines and updates.</li> <li>2. The team will decrease the volume of the newsletter by using links.</li> <li>3. The team will send reminder emails only to those schools that have not completed the tasks.</li> <li>4. SDE will improve website structure for easier access.</li> <li>5. SDE will revamp the assessment and accountability newsletter (completed by the assessment and accountability team; outside of the scope)</li> </ol>	<ul style="list-style-type: none"> <li>• Number and type of CB customer service calls</li> <li>• EOY satisfaction survey</li> </ul>



### 3. Training/Preparation

Reason	Goal	Action	EOY Assessment Criteria
<p>Nearly 60% chose either self-directed online modules, recorded webinars, or live webinars as their preferred training mode, with all three being about equally popular.</p> <p>On the other hand, nearly 62% of the respondents identified in-person training to be the least helpful training mode.</p> <p><u>Example quotes:</u> <i>“Provide ADA access to people with disabilities.”</i></p> <p><i>“Maybe just give ONE check sheet with links to more information...”</i></p> <p><i>“I need more help with questions and how to do things.”</i></p>	<p>To improve training delivery.</p>	<ol style="list-style-type: none"> <li>1. The team will advertise the existing checklist.</li> <li>2. CB will provide ADA accessibility during live webinars.</li> <li>3. CB will record live webinars to allow future access.</li> <li>4. The team will prepare materials in a timely manner to announce available resources in a monthly newsletter.</li> </ol>	<ul style="list-style-type: none"> <li>• Number and type of CB customer service calls</li> <li>• EOY satisfaction survey</li> </ul>

#### 4. Other

Reason	Goal	Action	EOY Assessment Criteria
<p>About 9% indicated they had other administrative issues and 6% complained about the wasted paper.</p> <p>Other administrative issues included but were not limited to: missing scores, as well as differences in PSAT/SAT administration process.</p> <p><u>Example quotes:</u> <i>“I seem to have a problem every year accessing our scores.”</i></p> <p><i>“We had 3X plus more materials than needed. The amount of testing materials we returned was staggering and very time consuming.”</i></p>	<p>To prepare for explanatory materials.</p> <p>To reduce materials wasted.</p>	<ol style="list-style-type: none"> <li>1. CB will modify, post, and advertise the fall vs. spring information.</li> <li>2. CB will move up the timeline for the score release webinar.</li> <li>3. CB will communicate expected action steps when scores are missing.</li> <li>4. SDE will explore the state bulk-registration to reduce the amount of materials wasted.</li> </ol>	<ul style="list-style-type: none"> <li>• Number and type of CB customer service calls</li> <li>• EOY satisfaction survey</li> </ul>

## APPENDIX I. SURVEY QUESTIONS

Dear District Assessment Coordinators/Test Coordinators/SSD Coordinators,

The College Board and SDE greatly appreciate your participation in the 2020-2021 PSAT/NMSQT, SAT and School Day Administrations.

The purpose of this survey is to collect feedback regarding your experiences this year. This survey will take approximately 15 minutes to complete, and your responses will be kept completely anonymous.

Thank you, in advance, for your thoughtful feedback. It will be used to improve future administrations for all stakeholders.

Question#	Question Type	Stem	Choices
<b>SECTION</b>	<b>1</b>	<b>DEMOGRAPHICS</b>	
1.1	MC	What was your role this year? Select all that apply.	<ul style="list-style-type: none"> <li>• District Assessment Coordinator</li> <li>• Test Coordinator</li> <li>• SSD Coordinator</li> <li>• Bulk Registration Coordinator</li> </ul>
1.2	MC	Which assessment(s) did your school(s) administer? Select all that apply.	<ul style="list-style-type: none"> <li>• PSAT/NMSQT School Day</li> <li>• SAT School Day</li> <li>• SAT Voucher Program (Virtual Schools Only)</li> </ul>
1.3	MC	Tell us about how you gave the SAT this year.	<ul style="list-style-type: none"> <li>• Onsite, at school</li> <li>• An established off-site testing location</li> </ul>
<b>SECTION</b>	<b>2</b>	<b>CUSTOMER SERVICE</b>	
2.1	MC	Overall, how satisfied are you with the support you received from the College Board this year?	<ul style="list-style-type: none"> <li>• Extremely satisfied</li> <li>• Very satisfied</li> <li>• Moderately satisfied</li> <li>• Slightly satisfied</li> <li>• Not at all satisfied</li> <li>• Not applicable</li> </ul>
2.2	MC	Overall, how fast was the College Board able to address your concern?	<ul style="list-style-type: none"> <li>• Very slow</li> <li>• Slow</li> </ul>

Question#	Question Type	Stem	Choices
			<ul style="list-style-type: none"> <li>• As expected</li> <li>• Fast</li> <li>• Very fast</li> <li>• Not applicable</li> </ul>
2.3	ER	Please provide additional feedback on the customer service and support you received from the College Board this year.	Long Text Field
<b>SECTION 3</b>		<b>COMMUNICATIONS</b>	
3.1	MC	How helpful were the email communications from the College Board?	<ul style="list-style-type: none"> <li>• Extremely helpful</li> <li>• Very helpful</li> <li>• Moderately helpful</li> <li>• Slightly helpful</li> <li>• Not at all helpful</li> <li>• I was not aware of this communication</li> </ul>
3.2	MC	How helpful was the SDE's College Entrance Exam Coordinator website?	<ul style="list-style-type: none"> <li>• Extremely helpful</li> <li>• Very helpful</li> <li>• Moderately helpful</li> <li>• Slightly helpful</li> <li>• Not at all helpful</li> <li>• I was not aware of the website</li> </ul>
3.3	MC	How helpful were the biweekly newsletters from the Assessment and Accountability Department?	<ul style="list-style-type: none"> <li>• Extremely helpful</li> <li>• Very helpful</li> <li>• Moderately helpful</li> <li>• Slightly helpful</li> <li>• Not at all helpful</li> <li>• I was not aware of this communication</li> </ul>
3.4	MC	How helpful were the monthly webinars from the Assessment and Accountability Department?	<ul style="list-style-type: none"> <li>• Extremely helpful</li> <li>• Very helpful</li> <li>• Moderately helpful</li> <li>• Slightly helpful</li> <li>• Not at all helpful</li> <li>• I was not aware of this communication</li> </ul>
3.5	MC	Overall, what did you think about the amount of communication from us?	<ul style="list-style-type: none"> <li>• Too much communication</li> </ul>

Question#	Question Type	Stem	Choices
			<ul style="list-style-type: none"> <li>• Just the right amount of communication</li> <li>• Not enough communication</li> <li>• Does not apply to me</li> </ul>
3.6	ER	In what ways can future communications be improved to be more helpful? Please type your answer below.	Long Text Field
<b>SECTION</b>	<b>4</b>	<b>TRAINING AND WEBINARS</b>	
4.1	Rank	Please identify in priority order the methods of training that are most helpful to you?	<ul style="list-style-type: none"> <li>• Live webinars</li> <li>• Recorded webinars</li> <li>• Self-directed online modules</li> <li>• Print Materials e.g. testing manuals</li> <li>• Website information e.g. downloadable documents, presentation slides, etc.</li> <li>• In person training sessions</li> <li>• Other (Please specify in the question below)</li> </ul>
4.2	SR	Was there another method of training that was most helpful to you that is not listed in the above question? Please specify.	Short Text Field
4.3	MC	To what extent do you agree that the training provided you with the information you needed to successfully administer the PSAT/NMSQT/SAT School Day?	<ul style="list-style-type: none"> <li>• Strongly agree</li> <li>• Agree</li> <li>• Somewhat agree</li> <li>• Somewhat disagree</li> <li>• Disagree</li> <li>• Strong disagree</li> <li>• I did not participate in training</li> <li>• I did not administer the School Day</li> </ul>
4.4	MC	Would you prefer onsite or virtual training sessions for the 2021-22 school year?	<ul style="list-style-type: none"> <li>• Onsite</li> <li>• Virtual</li> <li>• No preference</li> </ul>

Question#	Question Type	Stem	Choices
4.5	ER	Would you like to provide any other feedback about the training? Please type your answer below.	Long Text Field
<b>SECTION</b>	<b>5</b>	<b>TEST MANUALS</b>	
5.1	MC	When did you begin using your test manuals?	<ul style="list-style-type: none"> <li>• Several weeks before test day</li> <li>• 1-2 weeks before test day</li> <li>• A few days before test day</li> <li>• The day before test day</li> <li>• On test day</li> <li>• I did not use a manual</li> </ul>
5.2	ER	Would you like to provide any other feedback about the manuals? Please type your answer below.	Long text field
<b>SECTION</b>	<b>6</b>	<b>TEST DAY</b>	
6.1	MC	Thinking back to test day, how prepared were you for the administration?	<ul style="list-style-type: none"> <li>• Extremely Prepared</li> <li>• Very prepared</li> <li>• Moderately prepared</li> <li>• Slightly prepared</li> <li>• Not at all prepared</li> <li>• I did not administer the test</li> </ul>
6.2	ER	If you didn't feel prepared for test day, what could have helped you feel more prepared? Please type your answer below.	Long text field
6.3	MC	Did you have to do any make-up test administrations at your location(s)?	<ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> <li>• Not applicable</li> </ul>
6.4	MC	If yes, did you order those materials using the Make-up Survey or by calling customer support?	<ul style="list-style-type: none"> <li>• Make-up Survey</li> <li>• Customer Support</li> <li>• I did not place any make-up orders</li> </ul>
<b>SECTION</b>	<b>7</b>	<b>ADDITIONAL FEEDBACK</b>	
7.1	MC	How much awareness did you have of the important dates (e.g., optional essay window, voucher request window, etc.) leading up to the School Day Administration?	<ul style="list-style-type: none"> <li>• Not aware</li> <li>• Somewhat aware</li> <li>• Aware</li> <li>• Completely Aware</li> <li>• Does not apply</li> </ul>

Question#	Question Type	Stem	Choices
7.2	ER	Are there other improvements that we have not asked you about that can be made to ensure a successful administration in the next school year?	Long Text Field
7.3	ER	Would you like to provide any other feedback? Please type your answer below.	Long Text Field

Total: 26 questions



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