A Guide to Using Baseline

1 Familiarize Yourself with the Homepage

- Access Baseline at [http://vanderbilt.campuslabs.com](http://vanderbilt.campuslabs.com). Your login is your VUnet ID. This guide will walk you through how to use the six resources highlighted in red below (Community, Projects, Request a Project, Manage Projects, Student Response, Baseline Contact).
2 Creating a New Project

- Select the **Request a Project** tool. You will be asked to fill in a few key pieces of information:

  - Project Name
  - Department
  - Open Date
  - Close Date
  - Administration Type
  - Web Survey Administration Method → **Mass Mailings is preferred** (p.3).
  - Additional Assistance → **Indicate the level of support you want from CampusLabs.**

- After the project is created, upload the Word Document version of your survey under **Project Files**. If you have specific instructions for how questions should look, include them in **comments** in the Word Document.

- Allow 4-5 business days for CampusLabs to create the project. You will receive an email when your project is ready to be viewed. It is your responsibility to view the project and make sure it looks the way you envisioned.

- If you need to make changes, make sure you follow the CampusLabs format. They will want you to download the outline and make corrections in track changes.
3 Distribute Your Survey

- In your Project Dashboard select **Mass Mailings** and manage. Mass Mailings will allow Baseline to send an email invitation to each recipient, inviting them to take the survey. There are two main benefits to using Mass Mailings as opposed to emailing a generic url.

1. Mass Mailings email invitations are unique to each participant. If you send reminder emails to participants, only those who have not already completed the survey will get the reminder email.

2. Mass Mailings email invitations are unique to each participant and as such can be cross referenced with our demographic file. Curious as to how Greek respondents answered compared to non-Greek respondents? With Mass Mailings we can do that.

- You will select **New Mailing**, and then fill in the appropriate boxes. Make sure to select **Insert Instructions** in the body of the email invitation so that the unique url link is included.
- You have the option to send the email to students by either Adding Addresses (i.e., from some pre-existing list of email addresses) or From Panel. A detailed guide explains how to use Panels, but that is used when you would like to email a survey to all attendants at an event tracked in AnchorLink.

- Once you have entered the recipients, schedule the mailing by selecting the date and time to send. You do have the option to preview the email, and you are not finished until you select Finish.

- You will know the email has been successfully scheduled when you can view it filed as scheduled in Mass Mailings.
4 Viewing Existing Projects

- To edit or view an existing survey, select Manage Projects. Under Results you will see the number of respondents and the response rate.

- Under View Results, the results of each item are displayed as both frequencies (raw numbers and percentages) and graphs.

- For more advanced analysis, you can export the data into Excel or SPSS.
5 Student Response

Student Response is CampusLab’s version of PollEverywhere or classroom clicker systems. This tool allows students to use their computers or smartphones to answer questions in real time during a class, training, or orientation. Results can then be shared with the group and are typically used as a formative assessment. A detailed guide on Student Response is available.

6 Baseline Contact

Dan is our contact at Baseline. You can contact him (or anyone at Baseline) at any point to ask technical questions regarding the system.
Partner schools can share their projects in the Baseline Community feature. As a result, Baseline has an extensive library of surveys that have been conducted at other institutions. You can view the body of the survey not the results.

You can view the shared projects by searching different categories or keywords.

Just because a project is shared here does not mean it is an excellent survey, so still be discerning when reviewing other instruments. However, this is a great resource when you’re just getting started to see what else is out there!

If you wish to share a project you have created, please let the Office of Strategic Initiatives and Assessment know.

Contact Laura Walaszek Dermody, PhD at laura.a.walaszek@vanderbilt.edu for any questions regarding assessment and evaluation.