Project CEO Fast Facts

**Institutional Surveys & IRB**

* Most campuses should consult with their IR office for IRB-specific questions; however, we do have a template your campus can consider using when submitting Project CEO to your IRB on our [Support Site](https://baselinesupport.campuslabs.com/hc/en-us/articles/115001595666-Project-CEO-Resources)

**Sample Size**

* In most instances and when appropriate based on undergraduate enrollment size, we will recommend a minimum sample size for each student survey of 2500 students. Click [here](http://baselinesupport.campuslabs.com/entries/22223751-Recommended-sample-size-for-Consortium-benchmarking-surveys) for more sampling considerations and information on how this is calculated.
* Campus Labs is available to assist campuses with sampling issues. Click [here](http://baselinesupport.campuslabs.com/entries/22229132-Creating-a-sample-population-for-Consortium-benchmarking-surveys) to learn what information we will need in order to assist.
* There is NOT a minimum number of participants per campus required to participate in the benchmark component of the project.

**Data Access**

* Campuses will have access to their own campus-specific data. Campus-specific data will NOT, however, be available to all campuses that participate. Campuses will be able to see a national average of all participating campuses (per question), along with an overall list of the campuses that participated in the benchmark.
* Campuses will run the benchmark through their own Baseline site. Campus Labs will set the survey up for you, and then train you on setting up your own mass mailings if necessary.

**Cost**

* There is no charge for member campuses to participate in Project CEO.
* If you are a non-member campus, please contact [info@campuslabs.com](mailto:info@campuslabs.com) and request a call to discuss pricing options.

**Customization**

* In addition to customizing the list of programs for Q14, campuses can also customize the question text to ask about either program participation in the **current year** or program participation **throughout the college experience**. This will depend on what a campus wants to know about students’ program participation in relation to the other data collected from this survey
* For the purposes of Project CEO, we consider volunteer experience, service learning, co-ops, and internships to be categorized under **practical experiences** (Qs 18 & 19). Campuses can add specific volunteer/service learning programs to their list of programs in Q14.
* Campuses may decide to opt-out of the inclusion of the final two qualitative data questions, as qualitative data cannot be benchmarked. However, we do expect the qualitative data to be valuable for the individual campuses who participate.

**Differences from previous years**  
Differences from 2017: Competencies have been changed to be more enduring. There are now 12 competencies:

* + *Intercultural Competence*
  + *Career Management*
  + *Teamwork*
  + *Problem solving and decision making*
  + *Work flow planning*
  + *Verbal communication*
  + *Critical Thinking*
  + *Digital Technology*
  + *Written communication*
  + *Influencing*
  + *Leadership*
  + *Professionalism and work ethic*
* Differences from 2017: New questions have been added
  + *"Which best describes you?"*

*Residential Student*

*Commuter Student*

* + *"Did you transfer to another institution?"*

*Yes*

*No*

* + *"What best explains why you decided to not get involved in co-curricular activities on campus?  Check all that apply”*

*I want to focus more on my academics*

*I worked too many hours*

*I have family commitments*

*I’m not interested in the co-curricular offerings at this school*

*The co-curricular offerings are not aligned to my areas of interest*

*I am involved with other experiences outside of the institution*

*My academic program doesn’t allow for outside of the classroom involvement*

*I don’t know how to get involved*

*Other: (please specify)*

* + *"What would need to change for you to get involved in co-curricular activities on campus?” Open Text (Not Required)*
  + *"Of the 12 skills, which of the following do you feel as though you demonstrate MOST effectively? (select just one)?"*

*Intercultural Competence*

*Career Management*

*Teamwork*

*Problem solving and decision making*

*Work flow planning*

*Verbal communication*

*Critical Thinking*

*Digital Technology*

*Written communication*

*Influencing*

*Leadership*

*Professionalism and work ethic*

* + *“(display based on response) Imagine you are at a job interview. Give an example of an experience from your time at this institution that helped you develop the [#REFANSWER] skill. Be as specific as you can.” (open text)*

The competencies have been updated from 11 to 12 based on research by NACE. The goal of this change was to provide a more enduring set of competencies that will not change annually, and will allow for easier benchmarking over longer periods of times. The new competencies overlap in many cases with the old competencies, but cannot be directly benchmarked from previous iterations of the instrument.

The new NACE Competencies are listed below.

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| **NACE Competencies** | **Definitions** |
| Intercultural Competence | *Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions. The individual demonstrates openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals’ differences.* |
| Career Management | *Identify career goals and articulate relevant skills, knowledge, and experiences. The individual navigates career options and pursues opportunities with an understanding of one’s own trajectory for professional growth.* |
| Teamwork | *Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints. The individual is able to work within a team structure, and can negotiate and manage conflict.* |
| Problem solving and decision making | *Identify key issues or problems of concern and evaluates potential solutions. The individual presents ideal solutions that demonstrate sound reasoning and an understanding of contextual nuance.* |
| Workflow planning | *Identifying and prioritize tasks to achieve a desired outcome. Creates a plan with sequential steps and associated actions.* |
| Oral communication | *Oral communication is a prepared, purposeful presentation designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors.* |
| Critical thinking | *Conducts a comprehensive exploration of issues, ideas, artifacts, and events before accepting or formulating an opinion or conclusion* |
| Digital Technology | *Leverage existing digital technologies and adopting new technologies to ethically and efficiently to solve problems, complete tasks, and accomplish goals.* |
| Written Technology | *Articulates thoughts and ideas clearly and effectively in a variety of written formats. The individual can develop and express complex ideas effectively with strong voice, sentence variety, paragraph flow, and grammatical awareness.* |
| Influencing | *Motivating individuals and groups to do something, convincing or persuading others.* |
| Leadership | *Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. The individual is able to assess and manage his/her emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize, and delegate work.* |
| Professionalism and work ethic | *Demonstrate personal accountability and effective work habits, (e.g., punctuality, working productively with others, and time workload management, and understand the impact of non-verbal communication on professional work image).* |