

**BASELINE FAQs**

**What is BASELINE?**

Baseline is an online tool that provides technology, resources, and consultation to help you collect and analyze data, as well as summarize and present assessment findings. In addition to tools designed to help you implement assessment projects easily and effectively, Baseline provides webinars, hundreds of examples of projects completed by Student Affairs units across diverse operational areas, and a team of consultants who can help you design and launch your next project. Learn about BASELINE and how to use it effectively by visiting the [Help Center.](http://baselinesupport.campuslabs.com/hc/en-us)

**How do I obtain a BASELINE Login?**

Student Affairs contracts with Campus Labs for the use of their BASELINE assessment platform. All Student Affairs staff members who are planning to, or currently implement surveys and/or department or program related assessment, are eligible to use the platform. If you cannot access BASELINE at <https://unc.campuslabs.com> with your UNC ONYEN and Password, please email the [Coordinator for Assessment and Strategic Planning for Student Affairs](mailto:blocke@email.unc.edu).

**How do I begin an assessment project?**

Every assessment project should begin with thoughtful planning. The Student Affairs Assessment Council has created a [form](https://studentaffairs.unc.edu/faculty-staff/student-affairs-assessment/planning-and-reporting) to assist you with the planning process. You can fill out and submit the form to receive feedback, or make an appointment to discuss your project plan with the [Coordinator for Assessment and Strategic Planning for Student Affairs](mailto:blocke@email.unc.edu). Although these steps are optional, doing one or both can greatly enhance the effectiveness of your assessment efforts.

After you have decided on a project design, you will need to select or develop your assessment materials. Student Affairs offers an array of resources to assist you in selecting or developing assessment tools. Visit [Student Affairs Assessment Resources](https://studentaffairs.unc.edu/faculty-staff/student-affairs-assessment/resources) for general information, survey items, and rubrics designed to measure student learning and development. In addition to our in-house resources, you have access to hundreds of surveys and rubrics used by colleagues working in Student Affairs at various institutions across the nation. To access these resources you simply log in to Baseline, click on *View All Shared Projects*, and search by keyword or category.

Once you have designed your project and selected or developed your assessment materials, you can submit a project request in Baseline. To do this, log in and click on *Request a Project* then proceed as instructed. If you need additional support in submitting your project, visit the BASELINE [Help Center](http://baselinesupport.campuslabs.com/hc/en-us).

**What types of assessment projects can I implement with BASELINE?**

Baseline offers users the capacity to implement web-based and mobile surveys, rubric-based evaluations, and a Student Response Tool to support formative assessment through instant polling. Once you create and launch a survey or rubric in BASELINE, you can access it at any time. You can copy, edit, or revise previously administered survey to easily facilitate ongoing or longitudinal assessment.

**How do I make changes to a previous BASELINE project?**

When you request a project in BASELINE, you will be directed to fill out a project request form. This form asks you to indicate whether your request is for a “new project” or a “copy of a previously administered Baseline project”. When you select the “copy” option, Baseline uses the existing template to re-create your project. You still have the option to make minor additions or revisions. You can use the Project Comments box to request minor changes OR download a copy of the survey outline and use the track changes function to submit revisions.

**How long does it take for BASELINE to create my project once it is submitted?**

Campus Labs offers two levels of assistance when creating a BASELINE project:

1) reviewing for grammatical errors and formatting discrepancies

2) creating a rough draft or providing substantial recommendations on the survey content, scale changes, question order, question wording, etc.

If you are requesting a simple review, your project will be created within 4 business days. If you require more advanced consultation, you will receive feedback within a week and the project will be created within 4 days of when your content is finalized.

**What if I want to make changes after the project has been created?**

Once your project has been created, your Campus Labs consultant will send you a link to preview your project. If you need to make changes, just download a copy of the “outline” version of the survey and use the track changes function to indicate desired revisions.

**Mass Mailing or a Generic Link?**

The Mass Mailing option embeds unique URLs into customizable e-mails sent to respondents. It prohibits respondents from taking the survey multiple times. The Mass Mailing option tracks the identity of respondents which facilitates being able to merge the data from your survey with other institutional data for broader analyses.

The Generic Link option provides one URL that can be easily distributed on a web or social media site or in printed materials. Using the Generic Link options permits a single respondent to take a survey multiple times (e.g., asking a student to fill out a client satisfaction survey each time they visit Campus Health). The Generic Link method, generates data that is completely anonymous in that it does not track the identity of respondents.

**How do I View Survey Results?**

Log into Baseline and click on an “Active” or “Closed” survey of interest. This takes you to the Project Dashboard where you click the “View Results” button to access survey results.

**What about Data Analysis?**

The Baseline survey tool provides a breakdown of the frequency of responses for each individual survey item. Clicking on the “+” sign next to the word Statistics opens a window displaying basic descriptive statistics (e.g., mean, median, and mode). There are additional tabs at the top of the results of each survey item. These tabs display graphs, and allow you to view the results of one question in relation to the results of another (Cross Tab). For example, you might want to view the results of a “climate” question broken down by racial group membership. While providing useful information, the resulting Cross Tab chart can easily be misinterpreted. If you need assistance Cross Tabulating survey results, please contact the [Coordinator for Assessment and Strategic Planning for Student Affairs](mailto:blocke@email.unc.edu).

**What is a Rubric?**

Rubrics are scoring tools used to measure or evaluate an individual or group’s performance on a specific task or competency in a given area of learning and/or development. The Rubric section of Baseline is divided into two parts. The first “Rubric Templates” is where you can copy or edit existing rubrics, and/or generate custom rubrics. This area is also used to store your rubrics for ongoing use. The “Assessment” section of the tool is where you launch and apply a rubric template. The rubric tool is flexible and offers users multiple options. For detailed information on how to use Baseline Rubrics, view [Baseline: Using the New Campus Labs Rubric Tool](https://www.youtube.com/watch?v=QupOnMUNGJs).