In order to investigate what our administrative, faculty, and staff colleagues know about our institution’s current quality program, we designed and implemented a university-wide survey. The survey was sent to 330 Concordia (CUC) employees and was available for completion over a five day period. Three reminders were also sent during the survey period. The software package “Online Assessment” from Blackboard was utilized for the survey.

The survey contained eight multiple choice questions and one open-ended question. We also asked each person to identify themselves as Staff, Faculty, or Administration. The possible answers for the eight questions were: Strongly Agree, Agree, Disagree, or Strongly Disagree. The nine survey questions are listed below:

1. I am able to locate the AQIP Systems Portfolio on the university’s website.
2. I am aware of who is on the AQIP Steering Committee at CUC.
3. I feel I am kept informed on the efforts and progress made with AQIP.
4. I can identify the active AQIP Actions Projects at any given time.
5. I am currently engaged in a project or activity that directly addresses a current AQIP project at CUC.
6. I have previously been engaged in a project or activity that directly addressed an AQIP project at CUC.
7. If you have been or are currently engaged in an AQIP Action Project, to what extent do you agree your contributions were worthwhile?
8. From your perspective, what do you hope AQIP will address?
   a. Increased data-driven decision making
   b. Improvement of evaluation procedures
   c. Identification of critical student needs
   d. Provide an avenue for staff and faculty to provide suggestions for new Action Projects
9. If you have other expectations for the AQIP efforts not listed above, please share them with us in the box below.

One hundred and sixty six responses were received, which is a return rate of 50.3%. Eighty six staff (51.8%), sixty nine faculty (41.6%), and eleven administrators (6.6%) completed the survey. Below is a summary of what we learned from our investigation. The questions posed by our facilitators as our homework assignment were used to organize the results.

Colleagues’ knowledge about Concordia’s current quality program (includes effort, infrastructure and approach):

- 46% are able to locate the Systems Portfolio on our website
- 28% know who is serving on the CUC AQIP Steering Committee
- 36% feel informed about the institution’s efforts and progress
- 16% can identify the CUC AQIP Action Projects
Colleagues’ involvement in Concordia’s quality program:
15% are currently involved in an AQIP Action Project at Concordia
28% have been previously involved in an Action Project
25% found their contributions to an Action Project worthwhile
   Note: there was not the opportunity to answer ‘Not Applicable’ for this question, so the percentages may be skewed.

Colleagues’ hopes or expectations for future Concordia AQIP efforts:
76% would like to see increased data-driven decision making
81% hope for improvement in evaluation procedures
85% expect identification of critical student needs
83% hope for an avenue for staff and faculty to provide suggestions for new Action Projects
87% would like to see increased communication about Concordia’s Action Projects

Other comments shared by colleagues in the open ended section include (sampling of responses):
   “New faculty and staff might not be aware of what AQIP is. It would be good to have a basic understanding of the value of AQIP and what it means to Concordia.”

   “Not really sure of my role. Nobody has talked about it but I have heard of it in passing.”

   “Introduction at new employee orientation.”

   “I truly believe the communication piece is lacking. This is a huge problem in every area of our campus.”

In conclusion, those involved in AQIP at Concordia University know about the efforts, but those not directly involved or affected by the AQIP process do not know about the process or the efforts. Effective communication has been an issue for Concordia for many years. We have made a conscious effort throughout the campus to improve and increase communication with staff, faculty, students and other stakeholders. In an effort to engage more colleagues in the AQIP process, during the 2009-2010 academic year, the AQIP Steering Committee directly involved Staff Council, Faculty Senate, the Graduate Quality Assurance Committee, Administrative Cabinet, and Academic Cabinet in the process of choosing new university Action Projects. AQIP was placed on the monthly agendas for these groups, part of the group discussions, and referenced in the group minutes. As evidenced by the results of the survey, the majority of our colleagues still do not know about our AQIP efforts. Additional strategies need to be identified and implemented to effectively communicate our AQIP processes and efforts to the entire Concordia University community. A simple start could be to include a short summary of the Concordia AQIP process and work at each new staff and faculty orientation.