Update on Student Feedback from the First Two Questions on the New Text App, *W&M&You*

On June 18 we launched a new text app called *W&M&You* that was developed internally by our IT staff. Since we care deeply about what our students think, during the social distancing of COVID-19 we have been looking for ways to stay in close contact with students. The Provost's Office and Student Affairs partnered with IT to seek real-time student input concerning pressing questions related to planning for the fall semester and beyond.

Students can easily opt-in to the app by filling out the subscription form. By opting-in, students receive periodic texts from campus administration asking what they think, how they feel or what they want related to a particular question. Students are able to quickly register their opinion by responding to the text with a yes/no, numerical value or multiple-choice option. Responses are tallied as they come in but are not reported by individual student. Currently 478 students have opted into the app.

A working group was assembled to develop the app as well as the questions and to share the feedback generated. The group includes representation from the Student Assembly (Loni Wright), Student Affairs (Anna Mroch), Communications (Erin Zagursky), Information Technology (Louis Hubert and Patty Herrera) and the Provost's Office (Margaret Morrison and Martha Wescoat-Andes).

On July 9, 2020 we sent our first text question to students from the *W&M&You* app seeking their feedback about returning in the Fall. We asked the 464 undergraduate and graduate students who had opted into the app at that date the following question:

 What is your greatest COVID-19 Fall concern?

- A) **Getting sick**
- B) **Social life restrictions**
- C) **Following health rules**
- D) **A need to switch to 100% remote classes**

We received 243 responses, giving us a response rate of 52%. We are 95% confident +/- 6.2% of the following results. The responses broke down as follows with the top concerns being *"Getting sick"* and *"A need to switch to 100% remote classes."*

%	n	What is your greatest COVID-19 Fall concern?
36.2%	**88**	**A) Getting sick**
19.3%	47	B) Social life restrictions
7.0%	17	C) Following health rules
33.7%	**82**	**D) A need to switch to 100% remote classes**
3.7%	9	Other/Combo responses

On July 15, 2020, we shared (via text) the top two responses with the students registered in *W&M&You,* and then asked two follow-up questions. Given that students had identified their most significant COVID-related concerns about Fall 2020 as *"Getting sick"* and *"A need to switch to 100% remote classes,"* we asked the following: (Please note that each question has a 160-character limit.)

What is your greatest concern about getting sick?

    A) **My health**
    B) **Judged by peers**
    C) **Quarantine/care protocol**
    D) **Academic disruption**
    E) **Getting others sick**

and

What is your greatest concern about switching to 100% remote classes?

    1) **Moving out/home**
    2) **Academic/life disruption**
    3) **Course quality**
    4) **Technology**
    5) **Loneliness**

Each question went to the 468 students currently registered with the app at that time.

We received 409 responses to the question about *"Getting sick,"* a response rate of 87%. We are 95% confident +/-5% of the following results. The responses broke down as follows, with the top two concerns being *"Getting others sick"* and "*My health."*

%	n	What is your greatest concern about getting sick?
31.5%	**129**	**A) My health**
1.5%	6	B) Judged by peers
11.7%	48	C) Quarantine/care protocol
18.1%	74	D) Academic disruption
34.2%	**140**	**E) Getting others sick**
2.9%	12	Other/Multiple

We received 389 responses to the question about *"switching to 100% remote classes,"* a response rate of 83%. We are 95% confident +/-5% of the following results. The responses broke down as follows, with the top two concerns being *"Course Quality"* and *"Academic/life disruption:"*

%	n	What is your greatest concern about switching to 100% remote classes?
17.2%	67	1) Moving out/home
29.6%	**115**	**2) Academic/life disruption**
32.9%	**128**	**3) Course quality**
2.8%	11	4) Technology
12.6%	49	5) Loneliness
4.9%	19	Other/Multiple

Given these results, we have identified the following next steps:

- **App Registration/Distribution of Results:** Continue promoting student registration via communications in Student Happenings, by Student Assembly leadership, and during New Student Orientation. Distribution of results (via Cabinet Plus on Teams, *The Flat Hat*, a Provost webpage currently under development, Assessment webpage, planned future emails to all students, etc.) will also include information on registering to participate in the app. Our goal is to significantly increase the number of students who are participating in the app in order to gather widespread feedback.

- **Student concerns regarding health:** Collect further information about student perspectives on the effectiveness of and adherence to campus community health norms. We intend to follow up on the pending distribution of the Community Commitment (week of July 27) with a question about the impact of the Commitment regarding community health safeguards on students' confidence level regarding their health and the health of others. We are also consulting with the Health & Wellness unit about other potential questions related to health norms and readiness.

- **Student concerns regarding course quality:** Respond to student concerns about the quality of remote instruction with communications addressing what W&M has done and is doing to improve upon the emergency delivery of remote instruction during the Spring 2020 semester. We are consulting with the Studio for Teaching & Learning Innovation about instructional surveying completed at the end of Spring 2020 and the subsequent remote instruction initiatives to prepare for Fall 2020. We may also identify further questions to ask about this topic. Recognizing the need to go into further detail with students regarding this important topic the President and Provost encourage the Deans to communicate with students in the schools about the quality measures that are being put in place for the delivery of remote instruction this coming Fall.

Please feel free to share this information. Updates will be periodically posted in Teams.