GenAI Pulse Survey for Higher Education Assessment Professionals: Survey Instrument - Fall 2025*

Purpose
To gather insights from higher-education assessment professionals on the adoption, application, and implications of generative AI (GenAI) in assessment practice.

Research Team
Core team members: Ruth Slotnick, Ph.D. (Director of Assessment, Bridgewater State University) with Joanna Boeing, M.Ed. (Assistant Director of Assessment, BSU) and Bobbijo Grillo Pinnelli, Ed.D. (Associate Dean, Assessment, Walden University). Additional team members: Yu Bao, Ph.D. and John Hathcoat, Ph.D. (James Madison University); Will Miller, Ph.D. and Naima Wells, Ph.D. (Embry-Riddle Aeronautical University).

Your Privacy
Participation is voluntary. Responses are confidential and stored securely. Results will be reported in aggregate.

Informed Consent
By selecting Next**,** you confirm that you work in higher-education assessment, understand the survey purpose, and agree to participate. You may skip any question or exit at any time.

Questions & IRB Contact
Dr. Ruth Slotnick at rslotnick@bridgew.edu. IRB approval: #2025055 (Bridgewater State University). IRB contact: irb@bridgew.edu, Maxwell Library 200, Bridgewater, MA 02325.

Estimated Time: ~5-8 minutes. Click Next to begin.

Which role(s) describe you? (Select all that apply.)
- Faculty
- Staff/Administrator
- Other - describe if you are not a faculty or staff/administrator:

In which organizational area(s) do you work? (Select all that apply.)
- Academic Affairs
- Student Affairs
- Other - describe if you work in an area other than Academic or Student Affairs:

Are you the primary person or part of a team leading the assessment work (academic or student affairs) for your institution or for a major unit within it? This could include leading assessment for a college, school, division, or general education.
- Yes
- No

What is your current use of GenAI in your assessment work? (Select one.)
- Using regularly
- Using occasionally
- Not currently using but am considering it
- Not using and do not plan to

How much do you believe that GenAI enhances your assessment practice?
- Greatly
- Somewhat
- Minimally
- Not at all

Which of the following major GenAI tools or platforms do you currently use in your assessment work? (Select all that apply.)
- ChatGPT
- Claude
- Copilot
- Gemini
- Grok
- LLaMa
- Perplexity
- None

---

*Note. Survey instrument generously shared for educational and research purposes. If you use, adapt, or cite this instrument, please credit: Slotnick, R., Boeing, J., Pinnelli, B.G., Bao, Y., Hathcoat, J., Miller, W., Wells, N. (2025). GenAI Survey for Higher Education Assessment Professionals – Fall 2025 Survey Results. Bridgewater State University.

Are you using the free version, paying with your personal funds, or is the institution paying?

LLM	Free version	Paying with personal funds	Institutional, office, or program subscription
ChatGPT			
Claude			
Copilot			
Gemini			
Grok			
LLaMa			
Perplexity			
None			

List other AI tools not mentioned above that you use regularly in your assessment work.

For which of the following assessment tasks do you use GenAI tools? (Select all that apply.)
- Learning outcomes
- Assessment planning
- Curriculum mapping
- Rubrics
- Scoring of student artifacts
- Data analysis
- Reporting
- Accreditation materials
- Other - describe:
- None of the above
- Not using GenAI for assessment tasks

For which of the following administrative tasks do you use GenAI tools? (Select all that apply.)
- Coding/Excel
- Draft communications
- Ideation/innovation
- Meeting agendas/minutes/notes/action items
- Presentation materials
- Professional development
- Strategic planning
- Survey design/development
- Other - describe:
- None of the above
- Not using GenAI for administrative tasks

What concerns do you have about using GenAI in assessment work? (Select all that apply.)
- Cost
- Environmental concerns
- Faculty resistance
- Institutional policy lacking or unclear
- Job threat/de-skilling
- Lack of training
- Limited usefulness
- Privacy/ethical concerns
- Other - describe:
- ⊗No concerns

In which of the following areas have you experienced benefits from using GenAI in your assessment work? (Select all that apply.)
- **Communications (e.g., emails, personalized feedback, reporting)**
- Data analysis/reporting
- Efficiency/time savings
- Expands access for those with learning differences and skill gaps
- Innovation in assessment design
- Quality of assessment tasks (e.g., better rubrics, more diverse questions)
- Reduced workload
- Other - describe:
- No benefits

Has your institution developed a formal, institution-wide policy on GenAI tools or platforms?
- Developed and rolled out a policy
- Actively working on developing a policy
- Expecting institution will begin developing a policy soon
- Not expecting institution will make a policy in the foreseeable future
- Don't know

In which of the following GenAI-related training activities have you participated? (Select all that apply.)
- Attended training sessions and/or workshops
- Developed and/or led training sessions or workshops
- Learned on my own
- None

How frequently do you collaborate with faculty to integrate GenAI into program-level learning outcomes assessment?
- Frequently
- Occasionally
- Rarely
- Never

To what extent should your role as an assessment professional include helping faculty to integrate GenAI into program-level learning outcomes assessment?
- To a great extent
- Somewhat
- Minimally
- Not at all
- Unsure

How effective is your collaboration between assessment staff and faculty in using GenAI for program-level assessment?
- Very effective
- Somewhat effective
- Neither effective nor ineffective
- Somewhat ineffective
- Very ineffective

Assessment professionals have varying levels of influence on GenAI integration. Rate your degree of influence in each area below.

	No influence	Minimal influence	Moderate influence	Substantial influence	Unsure
Within my immediate office/team					
At the course level					
At the program level					
At the department/school/college level					
At the larger institutional level					
Within co-curricular & student support					
On the external field/discipline					

What support(s) would help you use GenAI more effectively in assessment work? (Select all that apply.)
- Budget
- Guidelines for use
- Peer examples or templates
- Subscription to AI tools
- Time
- Training or workshops
- Other - describe:
- None of the above

How long have you been in the higher education assessment profession?
- Less than 1 year
- 1-5 years
- 6-10 years
- 11-20 years
- More than 20 years

What is the size of your institution?
- Fewer than 2,000 students
- 2,000 to 4,999 students
- 5,000 to 9,999 students
- 10,000 to 19,999 students
- 20,000 to 49,999 students
- 50,000 to 99,999 students
- More than 100,000 students

Indicate the characteristics of your institution. (Select all that apply.)
- Community college
- Minority-Serving Institution (MSI), including Historically Black Colleges and Universities (HBCUs), Hispanic-Serving Institutions (HSIs), and Asian American and Native American Pacific Islander-Serving Institutions (AANAPISIs)
- Private for profit college or university
- Private non-profit college or university
- Public college or university (other than community college)
- Other - describe:

Use the drop-down list below to select the state or geographical region in which your current institution is located.

▼ Alabama ... Other country

Which other country?

With which gender do you identify? (Select all that apply.)
- Genderqueer, gender fluid, or gender non-conforming
- Man
- Nonbinary
- Queer
- Transgender
- Two spirit
- Woman
- Prefer to self-describe:
- Prefer not to answer

Indicate your race/ethnicity below. (Select all that apply)
- American Indian, Alaska Native, or Indigenous Canadian
- Asian
- Black or African American
- Latina/o/x/e or Spanish origin of any race
- Middle Eastern or North African
- Mixed
- Native Hawaiian or Other Pacific Islander
- White
- Prefer to self-describe:
- Prefer not to answer

Thank you for taking the time to complete this survey. Use the space below to provide any additional comments.