HERI Faculty Survey
2022-2023 Administration Guidelines

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Overview

The Higher Education Research Institute (HERI) Faculty Survey involves active participation from both HERI staff and you, our campus partners, throughout the administration cycle. This document, and the supporting materials referred to within, provides important information necessary to participate in the 2022-23 HERI Faculty Survey, including registering to participate and placing your order, customizing your survey, survey administration procedures, and data and reporting. Procedures and relevant processes are detailed in the general order in which decisions or actions are made. If you have questions about your specific survey administration, please contact us at HERI@ucla.edu or (310) 825-1925.

Who Should Participate in the HERI Faculty Survey?
The HERI Faculty survey is a web-based survey designed to be administered to all faculty with teaching responsibilities. There are special sections relevant to part-time faculty and graduate faculty. Skip logic in the survey allows for faculty who teach only graduate students to participate meaningfully in the survey. For more information, please see the Survey Instrument.

The HERI Faculty Survey is designed to be completed by any faculty member and most institutions have found it best to survey every faculty member at their institution. This is especially important if you plan to compare the results of sub-groups of faculty, such as male and female full professors, or perhaps faculty from various departments or divisions. In these cases, the best solution is to survey all faculty so that you have as many possible respondents in each potential analysis category. Selecting a smaller group to survey has the potential to reduce the utility of the data.

Important Dates to Remember
- Register to participate in the HERI Faculty Survey starting August 29, 2022.
- The first day the survey can be administered is September 1, 2022.
- Survey administration ends April 30, 2023.
- Preliminary data is updated nightly beginning 24 hours after the first survey response is received.
- Administrative Report Form (ARF) emailed to institutions (after April 30, 2023)
- Comparison group selection (June 2023)
- Institutional Profile and final data file available for download from http://www.cirpsurveys.org (August 2023)
- *Undergraduate Teaching Faculty: The 2022-23 HERI Faculty Survey*, delivered Fall 2023

For a more detailed timeline approximating the general activities in the HERI Faculty Survey, please see Administration Timeline.

Registering and Placing Your Order

Registering for the Survey

The first step in participating in the HERI Faculty Survey is to register. Registering for the survey indicates your institution's intent to participate in the survey. Once you have registered, the next step is to place your survey order. You can register for the survey and manage your administration at http://www.cirpsurveys.org.

In order to complete your registration, you will be asked to supply some basic information about the primary contact for the survey (name, address, phone, email, etc.) and a billing contact. The primary contact serves as the liaison between your campus and HERI and receives all information and communication from HERI regarding the survey administration, data, and results. Once you have registered, the primary contact will receive a confirmation email from us, and may then proceed to placing an order.

Placing your Order

Once you have registered to participate, the next step is placing your order. To do this, you will log into the web portal; after supplying your password, you will be asked to provide the following information:

- If you would like to ask additional questions on your institution's survey
- If you intend to use group codes
- Whether you would like HERI to email your faculty invitations and reminders or whether you would like to manage that from your institution
- The dates you would like to send the invitation and at least one of the three reminders (if you elect to have HERI manage your email invitation and reminders)
- Whether you would like to change the way your school name is displayed for the survey
- Whether you would like to edit the Welcome and Thank You pages
- If you would like to add your logo to the survey
- A survey close date

More detailed information about customization options appears below:

Customizing your Survey Administration

The administration of the HERI Faculty Survey is designed to be flexible and allows institutions to design an administration that maximizes value for their individual campus. Though many of these customization options are not mandatory, institutions find that taking advantage of some or all of these options greatly increases response to the survey, garnering more useful results. Actions and decisions about customizing the survey are best made well in advance in order to allow for a smooth administration of your survey.

ADDITIONAL QUESTIONS (additional charge)

Institutions have the option of adding multiple choice questions and/or open-ended questions of specific local interest at the end of the questionnaire. These are institution-specific questions that you will create, or adopt as part of a consortium.

Institutions can add up to 30 multiple-choice questions to the instrument, as well as up to five open-ended questions. If you choose to ask additional questions, you should set aside sufficient time to draft, pilot test, and incorporate your additional questions into the administration of your HERI Faculty Survey. Additionally, it is important to consult with your local IRB. Your campus may require you to submit these questions for their review and approval. If your campus believes an additional question to be of a sensitive nature, you must submit that question to HERI for our consideration at least one month in advance of your survey administration. For more information, please see Using Additional Questions.

GROUP CODES (free)
Group codes are breakout groups that permit you to compare specific subgroups of your faculty sample. These breakout groups could be used to identify faculty in different colleges or academic programs on your campus. Group codes allow you to identify up to 190 unique subgroups of faculty. For more information on adding group codes to the survey, please see Using Group Codes.

EDITING THE WELCOME AND THANK YOU PAGES (free)
You can customize the Welcome and Thank You pages with a message and/or the logo from your institution. Using an institutional logo reinforces the idea that individual colleges and universities administer the HERI Faculty Survey. No other graphic capability will be available aside from your institution's logo. If you do not customize the welcome text or graphic, a generic version of the webpage will be used. You can preview these pages in the portal.

EMAILING INVITATIONS AND REMINDERS
Your faculty will be invited to participate in the survey via an email that includes the following:
1) a short description of the survey project, 2) required information concerning human subjects,
3) information on how to opt out of the survey, and 4) a URL or personal access code with which to access the web-based questionnaire. HERI provides Email Invitation and Reminder Templates, but campuses will need to customize all their messages.

HERI ADMINISTERED EMAILS (additional charge)
Via the web portal, campuses choose the date that HERI will send the invitation email to faculty as well as up to three reminders to non-respondents who have not opted out of future mailings. The advantage of this email option is that your institution does not need to send and monitor emails. More importantly having HERI send the emails takes your institution "out of the loop." By having HERI send the emails to faculty, your institution is further removed from any perceived intervention. You will still be able to obtain response rate reports, updated daily, in the portal.

If you elect to have HERI manage your email distribution, you will need to provide us with the email address for each faculty member in your sample. The specifications for this file are available in the web portal. **HERI does not use the email addresses you provide for any other purpose.**

SCHOOL-MANAGED EMAIL DISTRIBUTION
Schools may elect to send the notification emails on their own, in which case HERI will supply a set of logon codes specific to each school. The appropriate campus representative then merges these logon codes within their own system to create invitation and reminder emails and to monitor survey responses. Response rate reports will be available in the portal in order to facilitate contacting non-respondents who have not opted out of the survey. For detailed instructions, refer to School-Managed Email Distribution.

DISPLAYING YOUR SCHOOL NAME
Your school name will appear at the top of the screen for the web questionnaire as a joint sponsor of the survey. It will look like this (with your institution name in place of "Sample University"):

Sponsored by the Higher Education Research Institute and Sample University

The institution name will, by default, be the name that appears in our registration system. If you would like to alter this name (e.g. "Sample U."), then please check "Display Name and Logo" on the "Survey Customization" page in the Web Portal.

Preparing to Administer the Survey

Anti-Spam Procedures
To ensure a smooth delivery of faculty emails, you will want to instruct your institution's Information Technology department to add the email address provided in the Anti-Spam Guidelines to their Approved Senders List. This should allow emails coming from HERI's email distribution service to pass through your institution's bulk mail or junk mail screening process. Failure to inform your IT department may result in email being routed directly to bulk or junk email folders without ever reaching the intended survey respondents, and consequently affecting your survey response rate. For specific information to provide to your IT department, see Anti-Spam Guidelines.

Email "Spoofing"
Email notifications will come from HERIFacultySurvey@datarecognitioncorp.com unless you elect to provide an alternative "from" email address and email display name. This allows you to customize the emails to your participants, making the notification emails seem to come from an email address at your own institution (e.g., President, Dean, Director of Institutional Research). Emails can also be personalized with the recipient's name.

Pre-Contact

In order to maximize your response rate, we suggest that you communicate with your faculty a week before the first email is to be sent out, introducing the survey and asking them to watch their email for the invitation. We provide a Pre-Notification Email Template as well as a Promo Pack containing templates for you to promote the survey on your campus via print (flyer/poster) or digital (social media, school website, or email) options.

Incentives
Incentives can prove to be an effective means of increasing survey response rates. Gift certificates to the campus bookstore, donations to departmental funds or charities, or an automatic entry into some type of raffle or lottery are all possible incentives. If you are considering using incentives in your survey administration, please refer to Encouraging Participation in CIRP Surveys for important information on structuring your incentive strategy.

Administering the Survey

Inviting Faculty to Participate
It is important to note that HERI Faculty Survey participation is voluntary. **All faculty who receive the HERI Faculty Survey instrument must be informed that this is a voluntary survey.**

Please note that *compulsory participation in research is a violation of federal regulations.*

Confidentiality
The HERI Faculty Survey is an anonymous survey. Survey respondents will not be asked for their name or other identifying information (identification number, address, telephone number, birth date). The HERI Faculty Survey **does** ask respondents to provide their email address for potential follow-up surveys. Only if the respondent explicitly and voluntarily answers "yes" and provides their email will HERI retain this information. Respondent emails are not returned to the institution nor are they linked to the survey results.

Faculty rights to confidentiality as human research subjects must remain a priority throughout the administration of the HERI Faculty Survey. Please inform your faculty that the questionnaires are handled in a confidential and professional manner. Any reporting with fewer than five respondents will be suppressed in order to protect confidentiality. For example, if an institution had four female part-time faculty respondents and 30 male part-time respondents, the female column in the part-time faculty report would be suppressed, while the male column would be returned, and 34 responses would be included in "all" part-time faculty. For more information regarding confidentiality and privacy, please see Confidentiality and Privacy.

Institutional Review Board Approval

Although there are common federal guidelines for the use of human subjects in research, procedures may vary from campus to campus. Therefore, it is critical for you to familiarize yourself with your institution's human subjects guidelines. HERI receives its human subjects approval from the UCLA North General Institutional Review Board (NGIRB), which requires that an appropriate college official certify that:

1. Your institution will abide by and comply with the HERI Faculty Survey administration procedures as approved by UCLA's IRB.

2. Your campus has determined if local IRB approval is required, and

3. If local IRB approval of this research is required on your campus, you will administer the survey only after you have received local IRB approval.

You further agree to the following statement:

The Higher Education Research Institute provides data files to assist institutional research activities. By receiving this data file, we agree that these data will be used only for statistical analyses and reporting of aggregated information, and not for the investigation of specific individuals. In affirming this agreement, we give assurance that use of these data will conform to widely accepted standards of practice and legal restrictions that are intended to protect the confidentiality of research subjects. We also give assurance that no survey respondent will be sanctioned based on any answer provided in the 2022-23 HERI Faculty Survey.

Compliance with the above statements is obtained by completing the "Research Approval Form" in the CIRP web portal. **You will not be able to access any data or reports until the Research Approval Form is completed.**

Many campuses have found that the application that HERI submits to the UCLA IRB is very useful in discussions with their own local IRBs. If you would like to view a copy of our approved application, please contact us.

Campus IRBs vary widely in their response time to a request for approvals, ranging from a few days to several weeks. We suggest that you begin this process as soon as possible.

After Administration

Administration Report Form (ARF) Online Survey
The ARF is a short web-based survey that inquires about specific institutional information needed to process your completed HERI Faculty Surveys and to prepare your institutional reports.

We will send the primary contact an email with a link to the 2022-23 ARF survey shortly after the final processing cut-off date (April 30, 2023). Please note: We may be unable to process your institution's data until we receive the completed ARF. If we do not receive it, your data may not be included in the comparison groups for the national data and we cannot guarantee that you will receive your deliverables in a timely fashion.

Reports and Data Files
HERI provides participating institutions with several reports that allow for the comparison of faculty responses. For more information, please refer to Data and Reporting.

Questions and Further Information

If you have questions, please contact the HERI office at HERI@ucla.edu or by phone at 310-825-1925.