

HIGHER
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OF
ATLANTA

THE 2004-05 FACULTY SURVEY

AN INVITATION TO PARTICIPATE

THE 2004–05 FACULTY SURVEY

The Higher Education Research

Institute (HERI) at UCLA invites you

to participate in the 2004–05

Faculty Survey. Offered once every

three years, the Faculty Survey is

designed to provide colleges and

universities with timely information

about faculty workload, teaching

practices, job satisfaction and

the academic climate of their

institutions.

Program Overview

The Faculty Survey is designed to be of immediate use to institutions. Participating institutions receive a detailed profile of their faculty members, as well as national normative data for faculty in similar types of institutions (e.g., private research universities, public four-year colleges, moderately selective Protestant colleges, highly selective Catholic colleges, public two-year colleges). These campus profile reports, together with national normative data, provide important context for understanding the responses of your faculty and administrators. Faculty Survey data are useful in a variety of program and policy areas including:

- institutional self-study and accreditation activities;
- campus planning and policy analysis; and
- faculty development programs.

The normative data provided with the institutional reports is published in *The American College Teacher*. Additionally, participating campuses can obtain supplemental reports for groups of their respondents (e.g., by department or college) for a nominal fee.

The Website

For normative results of the most recent Faculty Survey (2001–02), please visit our website at <http://www.gseis.ucla.edu/heri/heri.html>.

about faculty

Features of the Faculty Survey

The survey includes a special emphasis on faculty-student interaction, undergraduate teaching, and curricular issues. Other items focus on faculty's use of PC/Internet technology and current issues of interest to today's campus, such as diversity and civic engagement. Up to 21 questions of specific interest to your campus also can be included. The Faculty Survey can be used independently (stand-alone) or in a systematic program of analysis incorporating other sources of campus data.

The Survey Instrument

The Faculty Survey questionnaire is a pre-coded four-page form that should take about 20 minutes to complete. The survey covers the following areas:

- teaching practices and research activities
- interactions with students and colleagues
- professional activities
- faculty attitudes and values
- perceptions of the institutional climate
- job satisfaction

The Faculty Survey instrument repeats items from previous years to enable institutional participants to compare current responses with those from earlier surveys. The Faculty Survey is revised prior to each administration to reflect the changing needs of participants.

Reports and Special Services

In late Spring 2005, campuses will receive a detailed report profiling responses from their institution. This report provides in-depth profiles of male faculty, female faculty, and all faculty, plus separate profiles of teaching faculty and academic administrators. Additionally, the report provides comparative normative data for faculty in similar types of institutions (see FIGURE 1).

In addition to the campus profile report, HERI offers a number of special supplemental services for a nominal fee:

Department/college reports

This report profiles faculty within different academic units at your institution. You can compare the demographics, experiences, teaching methods, etc. of various units to each other and to the institution as a whole.

Special comparison reports

The comparative results that are included in your standard report are based on data from institutions that are the same type as yours. With the Special Comparison Report, you can compare your results with any two of the eleven comparison groups for which we generate national results.

Consortium reports

The Faculty Survey is ideal for developing consortium activities and data-sharing projects. The Consortium Report compares your faculty responses to aggregated responses from institutions you designate.

Data files

Campuses can obtain a data file to assist institutional research activities. The Faculty Survey data also can be used with other campus data for additional analyses.

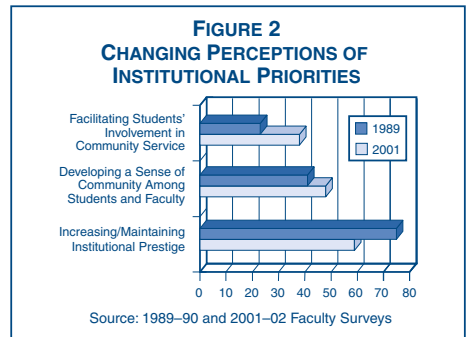
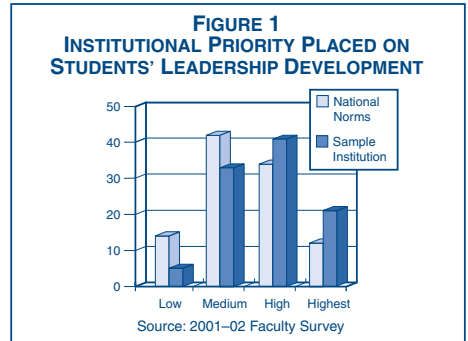
Reports on spreadsheet

Each report in the campus profile can be provided in a spreadsheet format (e.g., EXCEL or LOTUS) on diskette. These reports allow additional analyses to be performed without the task of hand-entering the profile reports.

Faculty Survey Results

Triennially, more than 55,000 faculty complete the survey at more than 400 colleges and universities nationwide. Surveys from those institutions providing the most representative samples are used to compute the national norms, which are statistically adjusted to represent the nation's total population of approximately 441,000 full-time undergraduate faculty. Placing institutions in comparison groups based on type, control (public, private, etc.) and selectivity is a key feature of creating the national norms and (as explained in *The American College Teacher*) permits us to provide institutions with national normative data for faculty in similar types of institutions.

The normative sample provides a framework for evaluating your institution's results. For example, the recent survey results showed that faculty are comparatively more likely than they were a decade ago to indicate that their institutions emphasize students'



leadership development. However, this orientation ranged widely over the sample. For example, 69% of Catholic college faculty indicated that their institutions place strong emphasis on developing leadership ability in students; this figure dropped to 35% among public university faculty. Clearly, it is important to be able to compare your results to the appropriate normative sample.

Other information about faculty can be followed easily over time, such as their perceptions of institutional priorities (see FIGURE 2). Many items in the Faculty Survey are repeated from previous years, allowing you to assess institutional and national trends over time.

THE 2004–05 FACULTY SURVEY

Please check one:

- We wish to participate in the
2004–05 Faculty Survey
- We do not wish to participate in the
2004–05 Faculty Survey

INSTITUTION NAME

CONTACT PERSON

TITLE

CAMPUS ADDRESS

()

PHONE

()

FAX

E-MAIL

NUMBER OF FACULTY/ADMINISTRATORS TO BE SURVEYED

SIGNATURE OF CONTACT PERSON

By signing I agree to follow survey procedures and pay fees for participation when billed.

(NOTE: There is a \$100 fee if participation is canceled after surveys are received.)

Administrative Procedures

The faculty survey forms will be sent to participating campuses in Fall 2004. Campuses are responsible for the distribution of the surveys. Institutions may add their own cover letter and/or local option questions. HERI will provide outgoing envelopes and pre-addressed, postage-paid return envelopes that respondents mail directly to HERI's survey processing center, in order to ensure complete confidentiality for both participating institutions and faculty respondents.

2004–05 Faculty Survey Participation Fees

The cost of participating in the Faculty Survey includes an institutional participation fee of \$375 plus \$3.75 per returned survey. These fees cover all costs for the data collection, data processing, and preparation of individual campus reports.

Registration Information

To register your campus for the 2004–05 Faculty Survey, please complete the attached registration form and return it to the HERI office by August 31st. In order to help us with planning, please provide a rough estimate of the number of surveys your campus will need. Once we receive your registration form, we will contact you about obtaining name and address information for your faculty—this will provide us with an exact count of the number of surveys needed.

Mail to:

**UCLA Higher Education Research Institute
3005 Moore Hall, Box 951521
Los Angeles, CA 90095-1521
ATTN: 2004–05 Faculty Survey**



Real Information or Just Data?

One advantage of participating in any HERI survey is that the information you receive is “benchmarked” against similar schools’ results. This provides context and perspective to any reports you create based on these data. Because the surveys are regularly offered, you may create “trends” reports showing changes over time.

HERI maintains extensive databases of all surveys: the College Student Survey, the CIRP Freshman Survey; and the Faculty Survey. HERI provides a number of special reports and data files in connection with all its surveys. These permit you to view your survey results in different ways, or to develop special needs analyses.

The Higher Education Research Institute (HERI)

Director: Alexander W. Astin

HERI is housed in the Graduate School of Education & Information Studies at the University of California, Los Angeles. The Institute serves as an interdisciplinary center for research, evaluation, information, policy studies, and research training in postsecondary education, leadership development, faculty performance, federal and state policy, and educational equity. Visiting scholars, faculty, and graduate students have made use of HERI facilities and research resources since its affiliation with UCLA in 1973.

The Cooperative Institutional Research Program (CIRP)

Director: Linda J. Sax

Associate Director: Jennifer A. Lindholm

CIRP is a national longitudinal study of the American higher education system. Established in 1966 at the American Council on Education, the CIRP is now the nation’s largest and longest-running empirical study of higher education, involving data on some 1,800 institutions and more than 10 million students. The CIRP has been administered by the Higher Education Research Institute since 1973.



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