# The Freshman Survey 2019 Administration Report Form Results

Overview: A total of 178 institutions of higher education from across the country participated in the 2019 administration of The Freshman Survey (TFS). Of these, 162 institutions completed the Administration Report Form (ARF), which is a short web-based survey that captures key institutional data such as the number of students each campus attempted to survey and the specific methods used to outreach to, survey, and incentivize students to complete the TFS. These institutions represent the breadth of institutional types, varying in control, size, mission, and affiliation. The student response rate across all campuses who completed the ARF was **64%.**

Response Rate by Comparison Group:

	Public University (n=14)	Private University (n=18)	Public 4-year College (n=23)	Nonsectarian 4-year College (n=54)	Catholic 4-year College (n=25)	Other 4-year College (n=28)	Total[1] (n=161)
Respondents	36,307	19,626	19,333	20,207	11,623	9,961	117,057
Attempted to Survey	57,701	29,104	37,970	27,655	16,333	14,405	183,168
Response Rate	63%	67%	51%	73%	71%	69%	64%
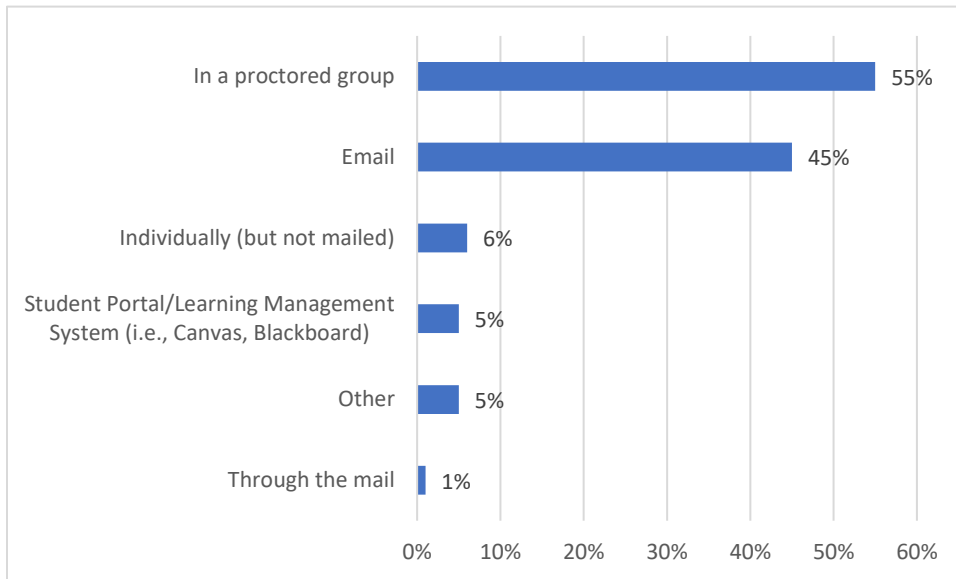
TFS Administration: Institutions used a variety of methods to survey their students[2]. Nearly half of institutions utilized either the paper (49%) or web (48%) version of the TFS respectively, while 2 percent of campuses surveyed their students using both. More than half of campuses used proctored group (55%) and nearly half (45%) administered the survey via email. A total of 16% of institutions used more than one method to survey their students.

TFS Incentives: While more than three-quarters (77%) of institutions who completed the ARF reported they did not incentivize students to complete the TFS, some institutions did provide at least one incentive. Providing an entry into a raffle or drawing was used by 13 percent of institutions while a gift certificate was a strategy employed by 7 percent of schools. Food (2%),
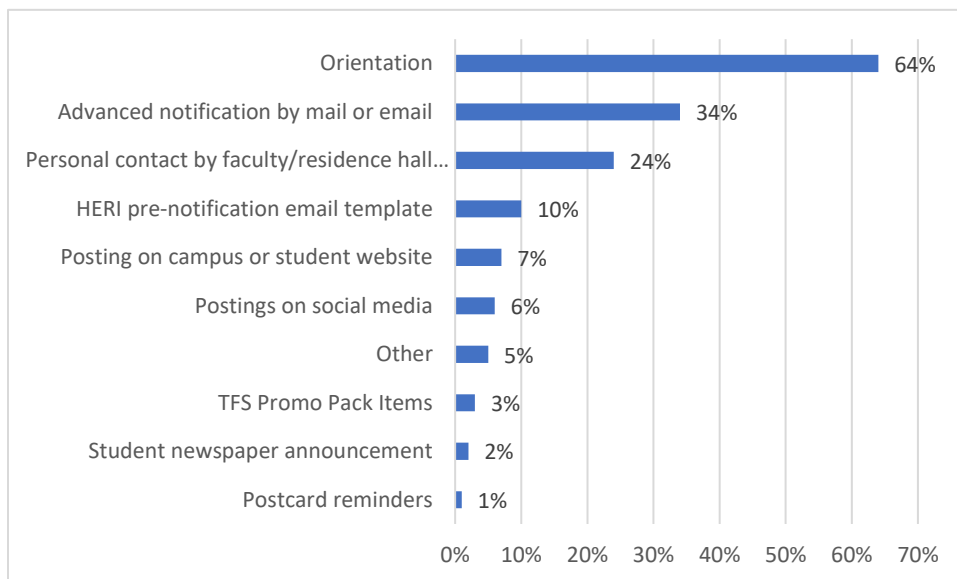
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[1]One campus was removed from the calculation of response rates because they did not provide a count of the number of students they attempted to survey.
[2]Institutions reported using one or more of these methods to administer the TFS. Percentages refer to how many of the 162 institutions used a particular strategy.

coupon/discount for campus or local vendors (1%), and other strategies (5%) were less frequently relied upon. Only 4 percent of institutions used more than one incentive strategy. Campuses who provided multiple incentives were more likely to believe their incentive strategy was very successful. One out of five (20.0%) institutions who utilized only one incentive believed their strategy was very successful compared to 28.6 percent of those who used more than one incentive.

TFS Outreach Strategies: Campuses relied on an assortment of strategies to let students know about the TFS. The most popular methods included informing them during orientation (64%); advance notification by mail or email (34%); and personal contact by faculty, residence hall staff, or student

Outreach Strategy	Percent
Orientation	64%
Advanced notification by mail or email	34%
Personal contact by faculty/residence hall…	24%
HERI pre-notification email template	10%
Posting on campus or student website	7%
Postings on social media	6%
Other	5%
TFS Promo Pack Items	3%
Student newspaper announcement	2%
Postcard reminders	1%

representative (24%). Notably, 9 percent of campuses did not use any outreach strategy. Of the 162 institutions who completed the ARF, 43 percent utilized more than one outreach strategy to let students know about the TFS.

How TFS Data is Used on Campus: Institutions reported a myriad of ways in which they planned to utilize TFS data. The most reported uses included accreditation, strategic planning, institutional decision-making, program development, and student success initiatives. Less commonly cited applications of TFS data included the following: large grant evaluation (i.e. BUILD, HHMI); directing student recruitment efforts; enhancing first-year experience programs; analyzing student trends over time (e.g. freshmen to senior); understanding the experiences, attitudes, behaviors, and needs of the freshmen class; and sharing results with faculty and staff to guide teaching and programmatic efforts.

Items Institutions Find Most Useful or Informative: The items most frequently cited as useful or informative include a question bank on reasons for choosing their college, variables related to wellness and mental health, and items regarding financial wellness and concerns. Institutional representatives also found questions about expectations for college and social and political perspectives informative for their institutions.