COOPERATIVE INSTITUTIONAL RESEARCH PROGRAM
at the HIGHER EDUCATION RESEARCH INSTITUTE AT UCLA

COLLEGE SENIOR SURVEY (CSS)
2012 Administration Guidelines

**Please contact the Higher Education Research Institute at UCLA
(310.825.7079 or heri@ucla.edu) with any questions.**

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2012 College Senior Survey
Administration Guidelines

Overview and Purpose

This document is a reference for important information necessary to make the most of your participation in the CIRP College Senior Survey. It details procedures and processes relevant to all survey administrations in the general order in which decisions or actions are made. Issues relevant to specific types of administration can be found under the appropriate section. If you have questions about your specific survey administration, please contact us at heri@ucla.edu or 310.825.7079.

The CIRP College Senior Survey (CSS) is to be administered to graduating seniors. Institutions that plan to survey specialized samples of students (e.g., students enrolled in specific majors or colleges) should be aware that this choice will necessarily influence the degree to which the data are directly comparable to that provided by other institutions. Below are some pros and cons for the most common methods of selecting a group of students for survey participation on your campus.

All Graduating Seniors:

Advantages:	Limitations:
Larger numbers of respondents allow you to make comparisons by students' major, program, place of residence, or other characteristics.	It can be challenging to reach an entire population of seniors especially those who live off-campus or whose course-taking patterns are atypical.
You have the potential for understanding how students at your institution have changed over the course of their undergraduate education. For example, if your institution participated in the 2007 CIRP Freshman Survey and/or the 2008 Your First College Year (YFCY) Survey, administering CSS to all graduating seniors will allow you to follow-up with the largest number of those survey respondents, thereby generating a valuable longitudinal data set.	
This method will generate the most reliable and representative results for your institution	
Your data will be more directly comparable to those provided by other institutions in the CSS population	

Random Sample of Graduating Seniors:

Advantages:	Limitations:
Your data are more likely to be directly comparable to those provided by other institutions in the CSS population.	Smaller sample size may limit the ability to disaggregate your results. In other words, you may not have enough respondents in each sub-sample to yield meaningful comparisons between groups of students.
When utilizing true random sampling techniques, this method should generate representative results for your institution.	Limits the ability of all graduating seniors to feel that they have had the opportunity to provide input on their college experience.
Cost is reduced from the "all senior" method.	Drawing and reaching a random sample of students may add another layer of complexity to the management of survey administration

Targeted Sample of Graduating Students:

Advantages:	Limitations:
It may be easier to administer the survey to students in specific courses, programs, or places of residence than the student population at large.	Specialized samples of students will necessarily influence the degree to which the data are directly comparable to those provided by other institutions in the CSS sample.
Targeted sampling will not provide an accurate or reliable representation of the overall student experience on your campus.	Limits the ability of all graduating seniors to feel that they have had the opportunity to provide input on their college experience.
Smaller sample size may limit the ability to disaggregate your results. In other words, you may not have enough students in each sub-sample to yield meaningful comparisons between groups of students.	

***Please Note: If you are planning to conduct a targeted sample of students for the 2012 administration of the CSS, we urge you to consider also surveying students who are not in your target group for comparison purposes (i.e., a control group).

Administration Period
The survey is open for administration from November 15, 2011 through June 30, 2012. There are two processing cut-off dates to accommodate academic year administration: February 11, 2012 is the initial cut-off; June 30, 2012 is the final cut-off.

Institutions that return their completed questionnaires by February 11, 2012 will receive their institutional reports in late March. Institutions that return their completed questionnaires by June 30, 2012 will receive their institutional reports in August.

CSS as a Follow-up to the CIRP Freshman Survey, YFCY Survey, and DLE Survey
While the CSS may be used effectively as a stand-alone instrument, it was designed as a follow-up instrument to the Cooperative Institutional Research Program (CIRP) Freshman Survey, YFCY Survey, and DLE survey. CSS data are most valuable when linked to relevant pre-test data from the CIRP Freshman Survey or other local baseline data. Having baseline data collected at the time of college entry allows you to assess how and why your students change over time, and to evaluate the impact and effectiveness of programs and policies at your campus. If you indicated when registering for the CSS that you are following up students who participated in the

CIRP Freshman Survey, HERI will provide you with the names, dates of birth, and Identification Numbers of your CIRP Freshman Survey respondents from that year. However, you should not feel limited to administer the CSS only to CIRP Freshman Survey respondents.

Registering and Placing Your Order

The CIRP Web Portal
HERI has developed a website that will make administration of your CIRP surveys easier, faster, and offers greater flexibility. The CIRP Web Portal can be found at www.cirpsurveys.org. You will use this secure site to:
- Register for surveys
- Place, customize, and monitor your order
- Receive your data and reports

Survey Administration Materials
The Higher Education Research Institute (HERI) and Data Recognition Corporation, HERI's outside survey vendor, will provide all of the necessary resources for the 2012 administration of the College Senior Survey. Copies of materials, including these administration guidelines, are available on the CIRP Web Portal, under "Guides and Forms."

Survey Administration Methods
The CSS can be administered in a number of ways, including:
1. Proctored setting with paper questionnaires. This administration method will result in the highest response rate, and is highly recommended. Many schools use this method, in which all graduating seniors are physically present in one place (e.g., graduation rehearsal) to complete the questionnaire.
2. Email notification of the web-survey option. This administration method allows you to use our system to deliver the email requests to complete a web-based questionnaire to students or contact students on your own. This method usually results in a response rate as high, or higher than a mail out survey, but not as high as a proctored paper administration
3. A combination of paper and web-based questionnaires. This administration method will likely lead to the next highest response rate, as it will be lower, usually, than administering the survey in a proctored setting.
4. Mail-out survey with paper questionnaire. This administration method can also be effective if multiple reminder mailings are used, but will typically result in lower response rates than a proctored setting and typically used when a proctored setting is not logistically possible.

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.

Many campuses have found that the application that HERI submits to the UCLA IRB is very useful in discussions with their own local IRBs. For your convenience, the approval documentation is available on our website at: http://www.heri.ucla.edu/heri/cssforms.html

If local IRB approval of this research is necessary at your campus, obtaining IRB approval can be quick, but it can also be a more lengthy process. We suggest that you begin this process as soon as possible.

HERI and The UCLA North General Institutional Review Board (NGIRB) require that an appropriate college official[1] certify compliance through our **Research Approval Form** with the following:

1. You will abide by and comply with the CIRP 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 2012 College Senior Survey.

Compliance with the above statement is now submitted through the CIRP Web Portal. The first time you click on "Download Reports & Data/Data Analysis" from the Main Menu, you will be prompted to complete the Research Approval Form. You will not be able to receive any data or reports until the Research Approval Form is completed.

Survey Information and Options

Special Breakout Groups (Or "Group Codes")
Special coded breakout groups permit you to compare specific subgroups of your student sample. These breakout groups could be used to identify students in different colleges, majors, residence halls, or academic programs on your campus. Special breakout codes allow you to identify up to 190 unique subgroups.
A Group Code can be used in two ways:
1) First, it becomes a permanent part of the survey data for your institution. Should you utilize the electronic data file of your students' responses, this breakout code can be used as a variable to disaggregate the data for comparative analyses.
2) Second, the Higher Education Research Institute can produce a special breakout report using these codes. This report comes in a format similar to the standard CSS Institutional Profile. However, it provides a separate profile of each coded subgroup, as well as a total survey population profile.

If you wish to use group codes and are using a paper survey, please instruct your students to mark one or both of the "Group Code" grids on the questionnaire (located under the "Marking Directions") with the appropriate value (from 01-95; values 00 and 96-99 are used by CIRP

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[1] An appropriate college official is one who has the authority to determine the appropriate level of human subjects research review on your campus and who also has the authority to sign on behalf of your institution.

personnel for processing purposes) at the time they complete the questionnaire. Please be sure to provide instructions regarding the appropriate codes to grid. If you are administering a web survey, you can include special instructions for the "Group Codes" that will show up on the web survey (at no additional charge).

HERI does not release results for individual group codes that are based on fewer than 15 respondents. We do this both the preserve the privacy of individual respondents, and because results based on fewer than 15 cases have no statistical significance. If a subset of a Group Code Profile is based on fewer than 15 respondents, the results for that subset will not be reported.

For more information on CSS data files and group code reports, please see the "*Reports and Data Files*" section below and the "Custom Reports and Data Files" page at http://www.heri.ucla.edu/dsdownloads.php

Institutionally Matched Data
Prior to administration of the survey, institutions participating in a web administration have the option of providing student ID number for students in the survey population. CIRP will match this information to survey responses and integrate it into the institutional data files returned to the institution. This should facilitate longitudinal matching with CIRP Surveys as well as pairing CSS results with institutional databases.

Please note that provision of student ID number is compliant with FERPA regulations regarding how educational institutions may share student data (FERPA 34CFR99.31(a)6(i)). If an institution shares student records with HERI, HERI will:
1) Limit access to personally identifiable information to HERI staff who are responsible for the maintenance of HERI's research database
2) Limit its use of personally identifiable information to the purpose of studies that improve higher education
3) Only use student contact information for the purpose of inviting students to participate in CIRP surveys

Adding Additional Questions to the Survey
At the end of the questionnaire space is provided to ask additional questions of local importance. You may use this space to ask up to **20** additional questions of specific interest to your college. Asking such questions is optional. If you chose to utilize this space, do not forget to include instructions to students concerning how to answer the additional questions (for instance, to answer the questions in the bubbles on the survey form, not on the paper containing the additional questions).

Each question permits a maximum of five alternatives (A through E). *Students should mark only one alternative.* (If students mark more than one alternative -- for example, both A and D -- the optical scanning equipment will only "read" the darkest mark.) Fewer than five response alternatives may be used for any of the questions, in which case students should be instructed to choose only among those circles that apply, starting from the left.

Student responses to these additional questions will be included in your data file and the statistics for these questions will be included in your institutional profile report.   Because your additional

questions and response option text are <u>NOT</u> included in your data file or Institutional Profile report, we strongly suggest retaining a copy with your College Senior Survey information.

In addition to drafting, pilot testing and incorporating your additional question into the administration of the College Senior Survey, it is also important to consult with your local Institutional Review Board (IRB). Your campus may require you to submit these additional 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 one month before administration.

Although your campus is responsible for developing the local additional questions, we would be happy to review and comment on any of these materials. We would also appreciate receiving a courtesy copy of your additional questions and supplemental instructions. Please send them directly to heri@ucla.edu.

We urge you to "pilot test" your local additional questions with current students. Many campuses find that students often interpret questions differently than the institution intended.

Asking Local Questions of a Sensitive Nature

When designing additional questions, there are special circumstances to consider if you ask students to provide what would be considered "sensitive information" by the federal government. If this is the case, there are additional steps you will need to take. HERI strongly urges you to consider very carefully if asking for "sensitive information" is appropriate in the context of a general senior survey.

"Sensitive information," according to the National Institutes of Health, includes (but is not limited to):

> *information related to sexual attitudes/preferences/practices; information relating to the use of alcohol, drugs or other addictive products; information pertaining to illegal conduct; information that, if released, might be damaging to an individual's financial standing, employability, or reputation within the community or might lead to social stigmatization or discrimination; information pertaining to an individual's psychological well-being or mental health;* [2]

It is up to local officials at your institution, not HERI, to determine if your questions ask for "sensitive information." If you have decided to ask such questions, you must 1) submit your additional sensitive questions to the UCLA IRB for review and approval before administering the CIRP College Senior Survey, 2) obtain a NIH Certificate of Confidentiality[3], and 3) modify the consent documents for students to reflect that there are sensitive additional questions being asked and explain what "sensitive information" being asked in the additional questions is required to be reported (as explained in the next section), and to describe the protections afforded by the Certificate of Confidentiality that your institution will obtain.[4] The UCLA IRB must also review your modified consent document(s).

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[2] http://grants1.nih.gov/grants/policy/coc/faqs.htm
[3] http://grants.nih.gov/grants/policy/coc/
[4] The NIH Certificates of Confidentiality Kiosk identifies the nature of the information that must be provided to

Obligation to Provide Referrals

If your additional questions ask respondents to provide "sensitive information" such as drug use, binge drinking, eating disorders, sexual behavior and/or gambling, you must also provide information about referrals to mental health care programs and counselors. For example, if you were to ask about binge drinking, you should also include information about who to contact on or near your campus to address a substance abuse problem, providing an address and phone number. You will need to provide an addendum to the "Survey Information Sheet" (SIS) to include this information. If you are administering a web survey, this information can be included on the "Welcome" page. These types of information would be covered by a Certificate of Confidentiality that your campus would apply for separately. They are not issues that would be reportable to a third party as detailed below. Modifications to the consent document(s) to describe the provision of referrals to mental health care programs and counselors must also be reviewed and approved by the UCLA IRB.

Obligation to Report and Break Participant Confidentiality to a Third Party

In some states, the law requires researchers to disclose information they have concerning suicidal ideation, child abuse and elder abuse to appropriate third parties. Thus, questions surrounding these areas are not just sensitive but require institutions to break subject confidentiality in order to protect the participant, or others, from harm. If you ask such additional questions, you must provide an addendum to the consent document that you provide to students (SIS) to inform students of the researcher's intent to disclose respondent's intent to harm him or herself (suicide ideation) or others (elder or child abuse). These modifications to the consent document(s) must also be reviewed and approved by the UCLA IRB.

Again, HERI strongly encourages that you consider the appropriateness of such additional questions in a general senior survey and recommends against asking these issues with this survey instrument. HERI also suggests that you confer with your campus health officials before including any sensitive questions and for any necessary referral information.

If you have questions about potentially "sensitive" items that you may be intending to ask as part of your set of additional questions, or would like more information about the process for obtaining approval to include these items, please contact John Pryor, CIRP Director at (310) 825-1925 or heri@ucla.edu.

Incentives

Incentives can prove to be an effective means of increasing survey response rates. Gift certificates for the campus bookstore, food, money, or an automatic entry into some type of raffle or lottery are all possibilities, but you may select any incentive that you feel would inspire your student body to respond to the instrument. You are able request that a unique incentive passcode be added to the "Thank You" page of your web administration. This can be used to ensure that a student has completed the survey before requesting an incentive at your institution. Each student

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subjects to describe the protections afforded by the Certificate of Confidentiality, and also provides an example of appropriate language. [http://grants.nih.gov/grants/policy/coc/appl_extramural.htm]

who completes the survey receives a unique passcode, and a list of passcodes is simultaneously available to campus representatives in the Detailed Web Response Report.

Incentives and Confidentiality
The names of the paper survey respondents can be tracked by campus personnel and the names of web respondents can be acquired during the administration cycle (see *Targeted Follow-Up of Non-Respondents*). A complete list of the names and identifying information of survey respondents can be accessed through the CIRP Web Portal.

Reviewing students' responses to survey questions on the completed paper questionnaires (other than the names of respondents for tracking purposes) prior to data processing is considered a breach of confidentiality. As such, CSS incentives may be structured in a few different ways:

- You may elect to offer a small incentive to participate before or as the survey is administered (e.g. including a gift card with a copy of the survey)
- In a proctored setting, you may choose to give a small token of appreciation to each student who turns in a completed survey. Please note that a student should not be penalized if they opt not to answer certain questions or leave a portion of the survey blank.
- You may establish a "ticket system" for students to be considered for the incentive. Under this system, raffle/lottery tickets or a blank entry form would be distributed with the paper surveys. Students taking the survey via the web should be instructed to print the CSS "Thank You" page, which they will receive only upon submitting the survey, and fill out identifying information to serve as a "ticket" in a drawing. In both instances, survey instructions should inform students to fill out and submit their "ticket" upon completion of the CSS questionnaire to a designated location as well as the date of the drawing.
- You are able to request that a unique incentive passcode be added to the "Thank You" page of your web administration. This can be used to ensure that a student who has completed the survey before requesting an incentive at your institution. Each student who completes the survey received a unique passcode, and a list of passcodes is simultaneously available to campus representatives in the Detailed Web Response report available on the CIRP Web Portal.

In the case that you create an incentive plan that differs from the above options, we **strongly** encourage you to check with your local IRB or other appropriate campus personnel to review the structure of your incentive program.

If you decide to adopt an incentive program for your administration of the CSS, please be sure that it conforms to the following guidelines:

- The "Survey Information Sheet" (please see the *Administering the Survey* section) covers the rights of human subjects with respects to all aspects of survey administration **except** incentives. Therefore, if you plan to utilize an incentive for the CSS, you **must** add a section to the "Survey Information Sheet." This addition should be titled "Payment for Participation" and would describe, in detail, the incentive program including, the amount that could be won, an estimate of the odds (if you are utilizing a drawing), and how any drawing, or other incentive program, would be conducted. If you are conducting a web administration, this information can be included on the "Welcome" page

- The amount or value of the incentive should not be so large as to appear coercive.
- Each institution that decides to conduct a drawing (i.e., raffle or lottery) should first consult applicable state law to determine whether lotteries are legal.
- Please remember that any incentive program may require local IRB approval. We recommend that you check with your institution's Office for the Protection of Research Subjects as soon as you have made a decision regarding your incentive program.
- Incentives for survey participation must be designed in a manner that maintains the voluntary nature of the survey.

Survey promotion for these incentives should not emphasize the incentives to a degree that minimizes the requirement of survey participation.

Administering the College Senior Survey

Inviting Your Students to Participate
It is important to note that CSS participation should be voluntary. **All students who receive the CSS instrument should be informed that this is a voluntary survey**.

Additional considerations for inviting students to participate is specific to web and paper administrations. Information can be found in either the *Information for Paper Administration* or *Information for Web Administration* sections.

A Note about Response Rates
In the past decade, we have noted declining response rates to surveys received via mail. Therefore, when possible, you may want to consider administering CSS in a **proctored setting** to maximize student participation. However, should you wish to distribute the surveys through campus, U.S., or electronic mail, we recommend the following strategies to boost your response rate:

- **Check the accuracy of your postal and email addresses**. Please note that many students utilize email accounts other than their campus address.
- **Send out a pre-notification announcement**. If you tell them it's coming, they may be on the look-out.
- **Conduct a two-wave administration**. Sending a second survey can increase the response rate—and there is no extra charge for ordering additional surveys.
- **Remind students about the survey during the administration period**. Examples include advertisements in the student newspaper, announcements posted on the campus websites, and emails to students.
- **When possible, personalize correspondence related to the survey administration**. We all know that people aren't as receptive to "Dear occupant," "Dear resident," of "Dear student" letters. Address students personally (i.e., "Dear Ashley") rather than generically.
- **Correspondence should be signed by a recognized and respected campus official**. Some examples include the college president, the student body president, or the dean of students.
- **Make participation personally meaningful and relevant to students**. If students know how their responses will directly affect the campus experience for the student population at large, it may encourage them to respond. Students really want to know that their time responding to the survey is well spent.
- **Provide assurances of confidentiality**. CSS collects identifying and demographic information. For paper administrations, please make sure that your survey collection and temporary storage system is secure and protects students' confidentiality. Also, make sure students are aware of these procedures. For web-based administrations, inform students that their responses will be sent directly to an outside data processing center and that no one at your institution will examine individual web-based questionnaires. (For additional points about these issues, see the section on "Confidentiality" below.)
- **Use incentives**. Money, pizza, gift certificates to the campus bookstore, college sweatshirts, or an automatic entry into some type of raffle or lottery may be the extra boosts students need to complete the instrument. Please review the section "Using Incentives" for specific guidelines with respect to the use of incentives with CSS.

INFORMATION FOR INSTITUTIONS USING PAPER ADMINISTRATION

Those institutions administering CSS as a **paper survey** will receive:
1. As many copies of the paper instrument as you order;
2. The "Survey Information Sheet' as a perforated attachment to the CSS.
3. An electronic link to the Administration Packet. This packet contains the Administration Checklist, Administration Guidelines, and the Shipping Form

For those campuses using the paper or paper-web administrations of the College Senior Survey, we ask that students use **blue or black pen** to complete the paper survey*. This change from previous years is necessary to reduce additional processing time resulting from light or incomplete pencil marks. Asking students to use blue or black pen ensures we can continue to provide you with accurate and timely survey results.*

Paper Survey with Web-based Option
Those institutions administering CSS as a paper survey may also provide a link to the survey website for students to complete the survey on the web.

The "Survey Information Sheet" __must__ **accompany all survey forms**. It describes the purpose of the survey, the potential risks and benefits, and students' rights as research subjects. The CSS "Survey Information Sheet" is included as a perforated sheet on the paper version of the CSS. On the reverse side it includes the codes that students will need to input codes for their major and their probable career. Students should be asked to gently tear the perforated sheet from the rest of the questionnaire before turning in the completed questionnaire. They may keep the sheet if they wish. For web surveys, the Student Information Sheet is the page after the "Welcome screen."

Inviting Your Students to Participate
If your campus administers the survey in a proctored on-campus setting, the following text should be read aloud to students prior to distributing the instruments. While you are free to personalize or edit this text, the points in bold __must__ be included.

> "We ask that you complete this questionnaire as part of a national study of college students conducted by the Higher Education Research Institute at UCLA. One major goal of this research is to determine what happens to
> students during college. This study is designed to help improve the quality of the college experience and thus may benefit future generations of students. Results of your participation also will be directly beneficial to students at [*name of your campus*] since we will receive complete tabulations of your responses to compare with the responses of students at other institutions. We ask for your name and address so that the researchers at UCLA can contact you at some later date for a follow-up study. We would also like your Student ID Number so we can merge your responses with other campus data to support our institutional research program. You also may complete this survey on the Internet—please refer to the attached instructions if you wish to do so. **Your responses will be used only for research purposes and will be strictly confidential. Please read the 'Survey Information Sheet' for more information about this study and your rights as a research subject. Your participation is voluntary and will not affect your standing at [*name of your campus*]."**

If your campus administers the CSS via electronic or U.S. mail, we have included suggested text for an invitation letter to accompany initial and follow-up waves. We have included several

versions of these letters in Appendix A. The first set assumes a **paper only** administration, the second set assumes a **paper survey with a web option** administration. You must edit these letters to insert relevant information for your campus. We further encourage you to personalize these invitation letters when possible in order to maximize response rates, however the text in bold **must** be included. Finally, please remember to send all other necessary materials for the CSS survey administration (e.g., a copy of the questionnaire or the URL link to the web-based survey instrument, instructions for additional questions, the "Survey Information Sheet") with the invitation to participate.

We strongly recommend that you use these invitation letters as a template since they include appropriate language to meet guidelines for research involving human subjects and such language is a required element of the research protocol approved by the UCLA North General IRB, but again remind you to edit them to insert information about your school in the appropriate places.

Targeted Follow-Up of Non-Respondents

You may keep track of the names of respondents to the paper survey. With this information, representatives at your institution can then send a personalized second wave of surveys only to those students who did not respond to your first invitation to participate.

Confidentiality MUST remain a priority throughout the survey administration. As such, only authorized personnel should review the paper instruments to determine the identity of first-wave respondents. Please remember that the examination of any individual responses to the survey other than the respondent's name is considered a breach of confidentiality.

Please word your reminder correspondence in a way that does not appear coercive. Most students have not responded to the initial inquiry because they were pressed for time when it arrived and will be amenable to completing the survey.   HERI has provided suggested and required text for the reminder. Please remember that the text **in bold must** be included in your communication with the students.

Administering Additional Questions

At the end of the survey (lower right portion of page 4) is a set of circles for local additional questions. We recommend that you distribute to your students a sheet containing the supplemental instructions, your additional questions, and the response alternatives (indicated by A through E). If you chose to utilize this space, do not forget to include instructions to students concerning how to answer the additional questions (for instance, to answer the questions in the bubbles on the survey form, not on the paper containing the additional questions).

If you choose to utilize additional questions, the text for these items will need to be included in the CSS administration plan at your institution. You will need to include a sheet with the additional questions with the CSS. Please remember to add instructions that explain the additional questions.

Returning Surveys for Processing

Your institution is responsible for correctly sending the paper forms to the center. In order to avoid additional processing charges:

1. Do not return blank questionnaires to the processing center. Blank questionnaires are not separated out during the processing of questionnaires and you will be charged for the processing of all questionnaires returned to the processing center.
2. Paper questionnaires must not be folded when shipped to our processing center. If you have folded the questionnaires in order to mail them to respondents, please unfold and flatten them.
3. Remove staples, paperclips, and the detachable flap containing the major codes and career occupation options before shipping to our processing center.
4. Complete questionnaires must be packed flat, smooth, with Page 1 facing up and oriented in the same direction.
5. Please complete and return the "Shipping Form" at the top of the stack of forms in Box 1 of your shipment. This form allows us to quickly address any discrepancies between the number of forms you believe you have sent and what actually arrives at our processing center.

If extra handling is needed to ready the surveys for processing, including extra processing time as a result of light or incomplete pencil marks, we will pass the extra charge on to you.

If possible, return the questionnaires in a batch, rather than singly. If your campus plans to administer the CSS by mail or in a proctored setting, students must return the individual surveys **to you** (where they can be collected and bundled for shipment to our processing center).

Return all completed questionnaires and the "Shipping Form" in the provided self-addressed box or boxes to the HERI Processing Center:

<div align="center">

CSS SURVEY RETURNS
HERI Processing Center
c/o Data Recognition Corporation (DRC)
Attn: Survey Operations
7303 Boone Ave., North
Brooklyn Park, MN 55428

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<div align="center">

REMEMBER: **PLEASE** DO NOT RETURN THE QUESTIONNAIRES DIRECTLY TO **UCLA!!!**
IF YOU DO, THEY WILL NOT BE FORWARDED FOR PROCESSING UNTIL A SHIPPING ACCOUNT
NUMBER (E.G., FEDEX OR UPS) IS PROVIDED BY YOUR INSTITUTION.

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We ask that you use some traceable form of parcel delivery such as UPS, Federal Express, Airborne, or Emery to ship the surveys to the processing center. We strongly recommend that you do not use the U.S. Postal Service. If you ship the surveys in more than one package, please indicate this on the shipping label (for example "Box 1 of 3").

Completed questionnaires must arrive at DRC no later than June 30, 2012—please allow sufficient time for delivery by the deadline.

INFORMATION FOR INSTITUTIONS USING WEB ADMINISTRATION

There are two ways to notify your students of the opportunity to complete the College Senior Survey on the web:

1. An **institutional administration** is the default setting for web survey administration. In an *institutional administration*, your institution has the responsibility to contact the students with the request to participate and the necessary information to participate.

   Campuses indicating that they are conducting an institutional administration will receive:

   1. A list of unique log-in codes for students to access the web-based CSS instrument to merge into email invitations to participate in CSS,
   2. The web address (URL link) to the survey instrument
   3. An electronic version of the information sheet outlining students' rights as research subjects (i.e., "Survey Information Sheet").
   4. Both required and suggested text for the email request to students.

2. If you select **Email Distribution**, HERI (and our vendor, Data Recognition Corporation) uses email addresses and names that are provided by your institution and will manage the email contact process for you[5].

Campuses indicating that they are conducting a HERI administration will provide HERI with the email addresses and names (first name, last name) of all students to be surveyed. Starting in 2012 institutions may elect to include student ID as well. If student ID is included, it becomes a permanent part of the data file. The specifications for this file are available on the CIRP Web Portal, which is also where you will upload the file. If you have more than one email address for a student, you may send an identical email notification to a second email address, and possibly increase your response rate (note that a student responding to both emails will still only be responding once as the login codes will be identical).

Whether you select HERI to manage the survey administration process or if you do it yourself, there are several important issues to take into consideration to maximize the delivery of your web survey, including opportunities to customize the web administration for your institution.

Issues to Consider

Anti Spam Procedures

To ensure a smooth delivery process, you should instruct your institution's Information Technology department to add the following email address (provided below) to their Approved Senders List. This should then allow emails coming from HERI's email distribution service to come through the bulk or junk mail screening processes. Failure to do this may result in emails being routed directly to the bulk or junk email folder without ever reaching the intended survey respondents, and consequently affecting your survey response rates.

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[5] Both HERI and DRC abide by FERPA guidelines in the use of student information and all personnel involved with the data collection have successfully completed training in human subjects research that meets NIH requirements.

For the CSS, emails will come from:

CollegeSeniorSurvey@datarecognitioncorp.com
DNS Name: outgoing.datarecognitioncorp.com
IP Address: 207.109.22.134

Email "Spoofing"
Email notifications will come from "CollegeSeniorSurvey@datarecognitioncorp.com" unless you elect to provide an alternative "from" email address and email display name. This allows you to customize the survey to your institution, making the notification emails seem to come from another address, such as one at your own institution (e.g., President, Dean, Director of Institutional Research). If you do use this option, it is usually wise to notify your IT department that you are doing so.   Please be aware that although every precaution has been taken to insure that any bounced emails will continue to be returned to the default email address there are some email providers who may send a bounced email back to your customized "from" email address. Under no circumstances will the emails be used for any other purpose than the approved contact for notification of the survey. Emails will be personalized with the recipient's name.

Email Bounceback Report
If you use our email notification system, you will also be able to use the Detailed Web Response Report to see if the email you sent was not able to be delivered to the intended address. The report will alert you to the type of error, and a detailed list of the possible reasons for a bounceback. A few of these reasons might be: the mailbox was full, the message was rejected as spam, or the user was unknown. This allows you to take action in pursuing a more valid email address as well as to modify your response rate to the survey in the case that you cannot correct the error.

Customizing the "Welcome" and "Thank You" pages
At the beginning and the end of the survey you can add material of your own to these screens, including your school logo.

If you are using incentives, you are able to request that a unique incentive passcode be added to the "Thank You" page of your web administration. For more information, see "Incentives".

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 (your institution name will obviously replace our "Sample University"):

Sponsored by the Higher Education Research Institute and Sample University

The institution name will, by default, be the name that shows in our registration system. If you would like to alter this name (e.g., "Sample U.") then please check "Change Your School's Display Name for the Web Survey" on the "Place an Order" page in the CIRP Web Portal.

Inviting Your Students to Participate
We have included suggested text for an invitation letter to accompany initial and follow up waves. We have included several versions of these letters in Appendix A. The third set assumes a **web-only** administration; the second set assumes a **paper survey with a web option** administration. You must edit these letters to insert relevant information for your campus. We further encourage you to personalize these invitation letters where possible in order to maximize response rates, however the text in bold **<u>must</u>** be included. Finally, please remember to send all other necessary material for the College Senior Survey administration (e.g., copy of the questionnaire or URL link to the web-based survey instrument, instructions for additional questions, the "Survey Information Sheet") with the invitation to participate.

We strongly recommend that you use the invitation letters as a template since they include appropriate language to meet guidelines for research involving human subjects and such language is a required element of the research protocol approved by the UCLA North General IRB, but again remind you to edit them to insert information about your school in the appropriate places.

Targeted Follow-Up with Non-Respondents
Students following the link given in the email request to participate will be sent to a welcome screen that again explains the survey project and offers a way to opt-out of the survey. If students click on the opt-out button, they will not receive any further communications about the survey.

Institutional Administration
You will be able to access, through the CIRP Web Portal, a Detailed Web Response Report. This file will detail, with the unique identifiers, those student who have 1) never accessed the survey; 2) accessed the survey; 3) entered some data and saved their work, but did not complete the survey; 4) completed the survey, and 5) have opted out. This will enable you to follow-up with non-respondents **who have not exercised their right to be removed from further contact**.

Please word your reminder correspondence in a way that does not appear coercive. Most students have not responded to the initial inquiry because they were pressed for time when it arrived and will be amenable to completing the survey. HERI has provided suggested and required text for the reminder that you will want to customize for the institution. Please remember that the text **in bold must** be included in your communication with the students.

HERI Administration
When you place your order on the CIRP Web Portal, you will be able to specify a date at which you would like HERI to send up to three reminder emails to those students who have not yet responded to the survey request, **but not including those students who have opted out of the survey.** The text of these reminder emails will include necessary language to protect human subjects, but should also be customized by you. You can alter the dates emails are sent up to 24 hours before they are due to be sent out.

Administering Your Additional Questions

If you choose to utilize additional questions, the text for these items will need to be included in the College Senior Survey administration plan at your institution.

If you have opted for the integrated additional questions, you will be able to submit the additional questions via the CIRP Web Portal so that they can be incorporated into the existing survey.

If you have *not* opted for the additional questions to be integrated into your web survey, you may list the additional questions in the email invitation that you send to students or include them in a Word document that you attach to the invitation email. Alternatively, you may wish to create a web site that contains the text for your additional questions and include a link to the URL in the invitation email.

Whichever method you choose to administer your additional questions, please remember to add instructions that explain the additional questions.

Reports and Data Files

Administration Report Form Online Survey
Upon completion of your administration of the CSS, it is critical that you complete an Administration Report Form (ARF). The ARF is a short web-based form that inquires about specific institutional information needed to process your completed CSS questionnaires and to prepare your institutional reports.

We will be sending you an email with a link to the 2012 Administration Report Form (ARF) Online Survey in Spring 2012. The ARF is due by the final survey processing cut-off date (i.e., June 30, 2012). **Please note: We may be unable to process your institution's data until we receive the completed ARF. If we do not receive it by the processing cut-off date, 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.**

Your preliminary data files will be posted on the CIRP Web Portal as soon as they are available. You cannot have access to these files until you have completed the **Research Approval Form** certification on the CIRP Web Portal.

For paper surveys: your data file (in CSV) format will be available **three weeks** after your completed questionnaires are received at our processing facility. If you elected to use group codes or additional questions, they are a permanent part of the student data and will be available starting here. There are instructions on the CIRP Web Portal as to how to convert this file into an SPSS file for analysis.

For web surveys: your preliminary data is processed each night the survey is live, and you can access it on an ongoing basis. If you elected to use group codes or additional questions, or included student ID in the data file they are a permanent part of the student data, and will be available starting here.

We now include the responses from students who have started, but not completed, the web survey in the data returned to you in your data file and reports. In order to be considered a "partial", the respondent must have read and accepted the informed consent and completed at least one question on the survey. Having the "partial" web responses increases the utility of the data on campus by allowing you to conduct more robust and meaningful analysis at your institution.

In August of 2012, The Institutional Profile Report will be uploaded to the CIRP Web Portal for all participating institutions. The Institutional Profile includes summary data for your male, female and all respondents. Comparative responses from all institutions participating in the CSS will also be included on the report, as aggregate variables. You will receive an email from us when it is posted on the CIRP Web Portal for download.

If students completing the CIRP Freshman Survey, YFCY and the CSS provide consistent and matchable ID numbers, institutions will receive a longitudinal report comparing freshman responses to those made on the CSS. Survey ID numbers may be a social security number or an institutionally-assigned student ID number. If you are uncertain which identifier to use, contact

us (at 310-825-7079 or heri@ucla.edu). **Please note: there is no requirement that students provide an identifier.**

New Data and Reporting Tools

Two new reports are included in your Institutional Profile.
1. *CIRP Constructs* are global measures of academic and educational outcomes of interest to institutions: Habits of Mind, Satisfaction with Coursework, Student-Faculty Interaction, Academic Self Concept, Social Self Concept, Academic Disengagement, Leadership, Civic Engagement, Social Agency, Sense of Belonging, Positive and Negative Cross Racial Interaction, Civic Awareness, and Overall Satisfaction.   Included in the CIRP Construct Reports are: means, standard deviation, statistical significance, effect size, and percentiles for your institution and comparison groups in the CIRP Construct Report. Additionally, scores on each construct for each respondent have been calculated and are included in your dataset.
2. *CIRP Themes* are collections of related items grouped together for easy access (e.g. Health and Wellness). Included in the Theme Reports are: summarized frequencies, means, standard deviation, statistical significance, and effect size for your institution and comparison groups.

Two new additional reporting packages are available for additional fees:
1. The Standard Reporting package includes the following:
    * Power Point executive summary of your data with two comparison groups
    * Extended Comparison Group Report
    * On-line data analysis system

2. The Reporting Plus Package includes all of the above, plus an individual consultation on your institutional results with CIRP staff (2 hours).

An online data analysis tool is available for an additional fee. This allows you to examine the responses to the survey questions by running frequencies, crosstabs, means, and correlations. You do not need to know a statistical package, just point and click! Note: schools administering three CIRP surveys in the same academic year will receive the online data analysis tool for free.

An executive summary of your school's CSS results is available in a PowerPoint presentation for a low additional fee. This is presentation-ready for your use.

Obtaining Student Data for Local Research
You will be provided with a data file containing the coded responses of each student at your institution who completes a CSS survey. The data file will include responses from the CSS and, where matches can be made, from the CIRP Freshman Survey as well. This longitudinal data file will be posted on the CIRP Web Portal in August 2012, for downloading at your convenience. Campuses use the data file for a variety of analyses. In fact, any item contained on the survey could be used to define interesting subsets for study—students majoring in the humanities vs. those who majored in professional fields, residential vs. commuting graduates, graduated planning graduate student vs. students who only intend to earn a BA. Even if you do not now plan to use the data file, your institution might find it useful in the future.   This data file (and your Institutional Profile) will be available on the CIRP Web Portal until September 2013.

Please note the following considerations with respect to students' confidentiality when using the data file:

- HERI never releases student names in association with survey responses.
- In order to receive an electronic data file, **you must certify your compliance with a confidentiality agreement.** The Research Approval Form states that the data will be used solely for statistical analyses and reporting of aggregated information, and not for the investigation of specific individuals. You must complete this form on the CIRP Web Portal under Download Reports and Data/Data Analysis, and it must be completed before you can have access to your data file.

Confidentiality
The CSS collects personal identifiers and potentially sensitive demographic data. Student responses to these survey items make it possible to link CSS data with data from several sources such as other CIRP surveys (e.g., the CIRP Freshman Survey, the Your First College Year (YFCY) Survey and the Diverse Learning Environments (DLE) survey), your campus registrar's office, other nationwide assessment instruments, and local assessment efforts.

Students' right to confidentiality as human research subjects must remain a priority throughout the administration of the CSS. Please inform your students that the questionnaires are handled in a confidential and professional manner. Following are some specific points to consider with respect to the confidentiality of CSS data:

- Your survey collection procedures and data storage systems must be secured (e.g., locked storage, official representatives as proctors, etc.).
- Viewing student responses to questions on the CSS (other than the names of respondents for tracking purposes) prior to data processing is considered a breach of confidentiality. Assure students that no one at your institution will examine individual responses to survey questions.
- Your data file will not include personal identifiers such as name, address and telephone number, but will include the student ID number, if provided by the student.
- HERI does not release identifiable data to other researchers or to other agencies.
- The "Research Approval Form" states that the data will be used solely for statistical analyses and reporting of aggregated information, and not for the investigation of specific individuals.

APPENDIX A
Samples of Communications

For **paper only** survey:
<u>Initial letter</u>

Subject Line (can be edited)	College Senior Survey Invitation
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	Please tell us about you! [*Insert your institution name here*] is participating in a national survey of college seniors that examines the effectiveness of college. Conducted by the Higher Education Research Institute (HERI) at UCLA, this survey asks your opinion on many items relevant to examining the impact of college. Each year, students from colleges and universities across the country are asked to participate in this same survey. It asks you about your academic habits and experiences, your interaction with peers and faculty, your involvement with campus programs and activities, your satisfaction with your college experience, and your post-college plans and aspirations. Results from this survey are used by faculty and administrators at [*insert your institution name here*] and by higher education researchers to understand and improve the college experience. The enclosed questionnaire should be completed in pen (blue or black ink only) and returned to [*insert institutional contact information*] as soon as possible [*insert return instructions (i.e., in the enclosed envelope)*].
Mandatory Language (cannot be edited)	Your participation in this survey is completely voluntary. Your responses to the enclosed questionnaire indicate your consent to participate. For more information please read the "Survey Information Sheet" attached to your questionnaire (detach the sheet and retain).
Message Close (can be edited)	Thank you for participating in this important survey of college seniors. Sincerely, John H. Pryor Director, The College Senior Survey Higher Education Research Institute

Reminder letter 1

Subject Line (can be edited)	Senior Survey Reminder
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	It's not too late to participate in an important survey of college seniors conducted for [*insert your institution name here*] by The Higher Education Research Institute (HERI) at UCLA. Please consider providing your feedback on your experiences as a college student. The enclosed questionnaire should be completed in pen (blue or black ink only) and returned to [*insert institutional contact information*] as soon as possible [*insert return instructions (i.e., in the enclosed envelope)*].
Mandatory Language (cannot be edited)	Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate. For more information please read the "Survey Information Sheet" attached to your questionnaire (detach the sheet and retain).
Message Close (can be edited)	Thank you for participating in this important survey of college seniors. Sincerely, John H. Pryor Director, The College Senior Survey Higher Education Research Institute

Copies of Paper Communications (**for paper survey with a web option**)
<u>Initial letter</u>

Subject Line (can be edited)	College Senior Survey Invitation
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	Please tell us about you! [*Insert your institution name here*] is participating in a national survey of college seniors that examines the effectiveness of college. Conducted by the Higher Education Research Institute (HERI) at UCLA, this survey asks your opinion on many items relevant to examining the impact of college. Each year, students from colleges and universities across the country are asked to participate in this same survey. It asks you about your academic habits and experiences, your interaction with peers and faculty, your involvement with campus programs and activities, your satisfaction with your college experience, and your post-college plans and aspirations. Results from this survey are used by faculty and administrators at [*insert your institution name here*] and by higher education researchers to understand and improve the college experience. The enclosed questionnaire should be completed in pen (blue or black ink only) and returned to [*insert your institutional contact information*] as soon as possible [*insert return instructions (i.e., in the enclosed envelope)*].
Mandatory Language (cannot be edited)	You may also complete this survey online. The website for the survey is: https://www.drcsurveys.com/CollegeSeniorSurvey2012/et.aspx?Logon =XXXXXXX Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate. For more information please read the "Survey Information Sheet" attached to your questionnaire (detach the sheet and retain) or via the survey website.
Message Close (can be edited)	Thank you for participating in this important survey of college seniors. Sincerely, John H. Pryor Director, The College Senior Survey Higher Education Research Institute

Reminder letter 1

Subject Line (can be edited)	Senior Survey Reminder
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	It's not too late to participate in an important survey of college seniors conducted for [*insert your institution name here*] by The Higher Education Research Institute (HERI) at UCLA. Please consider providing your feedback on your experiences as a college student. The enclosed questionnaire should be completed in pen (blue or black ink only) and returned to [*insert institutional contact information*] as soon as possible [*insert return instructions (i.e., in the enclosed envelope)*].
Mandatory Language (cannot be edited)	You may also complete this survey online. The website for the survey is: https://www.drcsurveys.com/CollegeSeniorSurvey2012/et.aspx?Logon =XXXXXXX Your participation in this study is completely voluntary. Your responses to the questionnaire indicate your consent to participate. For more information please read the "Survey Information Sheet" attached to your questionnaire (detach the sheet and retain) or via the survey website.
Message Close (can be edited)	Thank you for participating in this important survey of college seniors. Sincerely, John H. Pryor Director, The College Senior Survey Higher Education Research Institute

Copies of Email Communications to complete the **web survey**
Initial invitation

Subject Line (can be edited)	College Senior Survey Invitation
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	Please tell us about you! [*Insert your institution name here*] is participating in a national survey of college seniors that examines the effectiveness of college. Conducted by the Higher Education Research Institute (HERI) at UCLA, this survey asks your opinion on many items relevant to examining the impact of college. Each year, students from colleges and universities across the country are asked to participate in this same survey. It asks you about your academic habits and experiences, your interaction with peers and faculty, your involvement with campus programs and activities, your satisfaction with your college experience, and your post-college plans and aspirations. Results from this survey are used by faculty and administrators at [*insert your institution name here*] and by higher education researchers to understand and improve the college experience.
Mandatory Language (cannot be edited)	The website for the survey is: https://www.drcsurveys.com/CollegeSeniorSurvey2012/et.aspx?Logon= XXXXXXX Simply click on this address to go directly to the survey. If this does not work, "copy and paste" this address into the address bar of your Internet Browser. Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate in the study (please read the "Survey Information Sheet" linked on the survey website for more information).
Message Close (can be edited)	Thank you for participating in this important survey of college seniors. Sincerely, John H. Pryor Director, The College Senior Survey Higher Education Research Institute

Reminder email 1

Subject Line (can be edited)	Senior Survey Reminder
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	It's not too late to participate in an important survey of college seniors conducted for [*insert your institution name here*] by The Higher Education Research Institute (HERI) at UCLA. Please consider providing your feedback on your experiences as a college student.
Mandatory Language (cannot be edited)	The website for the survey is: https://www.drcsurveys.com/CollegeSeniorSurvey2012/et.aspx?Logon= XXXXXXX Simply click on this address to go directly to the survey. If this does not work, "copy and paste" this address into the address bar of your Internet Browser. Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate (please read the "Survey Information Sheet" linked on the survey website for more information).
Message Close (can be edited)	Thank you for participating in this important survey of college seniors. Sincerely, John H. Pryor Director, The College Senior Survey Higher Education Research Institute

Reminder email 2

Subject Line (can be edited)	Senior Survey Reminder
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	This is a reminder that we are conducting an important survey of college seniors.
Mandatory Language (cannot be edited)	The website for the survey is: https://www.drcsurveys.com/CollegeSeniorSurvey2012/et.aspx?Logon =XXXXXXX Simply click on this address to go directly to the survey. If this does not work, "copy and paste" this address into the address bar of your Internet Browser. Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate (please read the "Survey Information Sheet" linked on the survey website for more information).
Message Close (can be edited)	Thank you for participating in this important survey of college seniors. Sincerely, John H. Pryor Director, The College Senior Survey Higher Education Research Institute

Reminder email 3

Subject Line (can be edited)	Final Senior Survey Reminder
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	This is a final reminder that we are conducting an important survey of college seniors.
Mandatory Language (cannot be edited)	The website for the survey is: https://www.drcsurveys.com/CollegeSeniorSurvey2012/et.aspx?Logon =XXXXXXX Simply click on this address to go directly to the survey. If this does not work, "copy and paste" this address into the address bar of your Internet Browser. Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate (please read the "Survey Information Sheet" linked on the survey website for more information).
Message Close (can be edited)	Thank you for participating in this important survey of college seniors. Sincerely, John H. Pryor Director, The College Senior Survey Higher Education Research Institute