Administering the 2011-12 DLE

Participating in the DLE involves active participation from both CIRP staff and our institutional partners throughout the academic year. The CIRP Web Portal (www.cirpsurveys.com) provides a secure portal for uploading all necessary files and managing your survey administration from start to finish. The timeline below approximates the general activities in a survey cycle.

1. Registration for the DLE opens annually in May
   - Select email administration method
   - Select any optional survey modules
   - Select any additional survey options
2. Begin planning survey promotion and incentive strategy
3. Create/review additional questions, if using
4. Determine if IRB approval is necessary on campus. If yes, prepare and submit IRB application
5. Materials Preparation
   - Create invitation and reminder schedule
   - Customize Welcome and Thank You pages on CIRP Web Portal
   - Upload school logo to CIRP Web Portal
   - Customize invitations and reminders to students within CIRP Web Portal
   - Create email list for the survey. Upload email list and associate it with your order (If you are providing institutional information like Student ID, make sure to include it in this datafile)
   - If using group codes, upload instructions for students to CIRP Web Portal
   - If adding additional questions, enter them into CIRP Web Portal
   - Proofread invitation and reminder emails, welcome and thank you screens, and additional questions
   - Procure incentives, if using
6. Technical considerations
   - Considerations of third-party web survey administration are mentioned to IT (anti-spam procedures)
   - Spoofing emails from CIRP to come from institutional address
7. Schedule any on-campus promotional activities (newspaper ads, flyers created, Interviews with student groups)
8. DLE administration begins October 3, 2011 and ends June 30, 2012
9. Response rate monitored using detailed web response report on CIRP Web Portal
10. Preliminary data is updated nightly
11. ARF online survey asking for relevant information on survey administration is sent to participants in early June, 2012
12. DLE survey closes June 30, 2012. ARF online survey is due by survey close date.
13. Final datafile and Institutional Reports are delivered to Institutions in September, 2012