



Evaluating Online vs. Classroom Survey Administration

	Online Surveys Administered through Email	Paper Surveys Administered in Classrooms
Response rate	You must request about three times as many students' email addresses to achieve the required sample return.	Response rate is generally higher, so fewer students need to be given the survey.
Preparation steps	IRB approval: a. Coordinate with your Registrar (or other office that handles student database) to prepare a random student sample b. Coordinate with Computing Services Office to email participants	IRB approval: a. Obtain Academic Affairs' approval to administer in classrooms b. Identify a group of classes that are collectively representative of the student population c. Gain faculty cooperation in using class time for survey.
Staff involvement	Little staff involvement is needed to actually administer the survey.	Several staff are needed to administer surveys in multiple classrooms.
Turnaround time	Surveys are returned in about 4-5 weeks.	Surveys are returned at the time of survey administration.
Consent of participants	Consent letter is emailed to participants.	Consent letter is given to participants at time of classroom administration.
Follow up	Computing services office must email students again to encourage non-responders to submit their surveys.	a. Surveys must be collected at time of administration. b. Surveys must be "cleaned up" for mechanical errors/duplications. c. Surveys must be mailed to the Core Institute.

Additional factors to consider:

Online survey: (1) Do students consistently use the institution's email system?

(2) Is there sufficient technology support/cooperation in place to carry out an online survey?

Paper survey: (1) Is the academic side of the institution likely to cooperate with a classroom survey?

(2) Is there sufficient staff to administer a classroom survey?



Protocol for Administering the Core Survey in Classrooms

- 1) Surveys should be done at the beginning of class. Preparation time takes about five minutes. The survey itself takes 15 minutes. Students must use a #2 pencil to complete the survey. They must complete and turn in their surveys before they leave class.
- 2) We are going to add **5 additional questions** to our statewide survey, and we will provide those to you. You will need to make copies on plain white paper (enough to get you through each day, and then you can re-use them with the next group, the next day). Students will answer the 5 additional questions in a section of the survey at the top of first page, in the “additional use” section.
- 3) Survey administrator will read the **student consent letter** to students prior to starting the survey. **This contains all information regarding strict confidentiality and anonymity of survey answers. Students cannot be identified in any way.** The consent letter informs students of the voluntary nature of the survey. They may choose not to participate and not to answer specific questions.
- 4) Surveys are collected by administrator and locked in a secure place prior to being sent back to the Core Institute at Southern Illinois University in prepaid mailers. Surveys are not stored locally and are not returned to the institution. Composite data reports are generated by the Core Institute and provided to each school after analysis is complete.



Protocol for Administering the Core Survey Online

Contact your Information Technology/Computing Services office and ask for someone who can help you with broadcast/bulk emailing functions.

1. If your Registrar/Enrollment Mgmt. cannot provide email addresses with the students' names, you will need to ask IT/Computing Services to help you look up the email addresses first.
2. If your Registrar/Enrollment Mgmt. can provide email addresses, proceed to discussing broadcast/bulk emailing options.
3. If your Registrar/Enrollment Mgmt. can provide only names and email addresses, that is OK, too. As previously stated, the demographic information just helps you estimate the representativeness of the sample.
4. Explain to your IT contact that you will need assistance to send four to five emails to your random sample of students between the fielding time of **March 4 – March 31**. Ask about his/her preference for sending the emails during that period:
 - Option 1: You and your contact can develop a timeline when he should send out each of the messages.
 - Option 2: Your contact can give you permission to send out the messages. With this option, he needs to format the broadcast/ bulk email distribution list so your institution's servers will allow for the mass email.

For example, at LSU, the Registrar will run a sample of 3,000 students, including email addresses. The list will be sent to our office and we will divide the addresses into email groups of 250 addresses each, which is the maximum addresses allowed per bulk email distribution list. The addresses will be inserted in the "blind copy" field only so that no recipient knows the email addresses of any other survey participant.



FORM 2: 2013 Core Survey Response Form
(Please return by November 30, 2012)

Institution Name: _____

Our current undergraduate enrollment is: _____

We will administer the Core Survey as follows: (check one)

- Online survey through email
- Paper survey in classrooms
 - “Long Form” (used in previous administrations)
 - “Short Form”

Our university is requesting _____ surveys, as indicated on the Core Institute chart, *located on the last page of this document.*

Institutional Liaison: _____
Signature

Print name

Date: _____

Return PAGES 4, 5, AND 6 of this document ONLY by November 30, 2012 by FAX to 225-578-0591 or email at lacasu@lsu.edu



FORM 2a: Incentives for Online Survey Response Form
(Please return by November 30, 2012)

NOTE: This form applies to those institutions that will administer the online Core Survey only.

Institution Name: _____

Institution Liaison: _____ Date: _____

Q1: My institution

will

will not

offer students an incentive(s) for completing the online survey.

Q2: Please describe the incentive(s) you plan to offer to participants for completing the online survey:

Q3: We =

have

have not

yet completed arrangements with the “sponsor” of the incentive(s).

Q4: We plan to mention availability of the incentive(s)

in our email announcements to students who are part of the random sample

on a “pop-up page” that comes up at the beginning of the online survey.

(Check all that apply.)

Return PAGES 4, 5, AND 6 of this document ONLY by November 30, 2012 by FAX to 225-578-0591 or email at lacasu@lsu.edu



FORM 3: PHYSICAL MAILING ADDRESS FORM
(Please return by November 30, 2012)

Official documents related to the administration of the *Core Alcohol and Drug Survey* on my campus should be sent to the following location:

Recipient's Name: _____

Recipient's Title: _____

Address 1: _____

Address 2: _____

Address 3: _____

City: _____

State: _____

Zip Code: _____

Phone Number for Recipient: _____

Return PAGES 4, 5, AND 6 of this document ONLY by November 30, 2012 by FAX to 225-578-0591 or email at lacasu@lsu.edu



La Higher Education Coalition
 to Reduce Alcohol, Tobacco, and Other Drugs

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Determine Number of Core Surveys Needed at Your Institution

<u>Undergraduate Enrollment Range</u>	<u>Required Sample Size (Number of Returned Surveys Required)</u>	<u>Number of Students Needed for Email Surveys to obtain required sample</u>	<u>Number of Students Needed for Paper Surveys to obtain required sample</u>
Under 600	600 (everyone)		
600 – 3,000	600	1,800	700
3,001 – 10,000	700	2,100	800
10,000 – 20,000	800	2,400	900
20,000 – 30,000	900	2,700	1,000
Over 30,000	1,000	3,000	1,200