



**Canadian University Survey Consortium
Consortium canadien de recherche sur les
étudiants universitaires**

PROCEDURES MANUAL

2021 Survey of Graduating Students

November 2020

Prepared by:
Canadian University Survey Consortium -
Consortium canadien de recherche sur les étudiants universitaires (CUSC-CCREU)
and
Prairie Research Associates Inc. (PRA)





**Canadian University Survey Consortium
Consortium canadien de recherche sur les
étudiants universitaires**

Mission

The mission of the Consortium is to assess the Canadian university experience by surveying representative student populations enrolled in participating universities.

The Consortium is a membership not-for-profit corporation. It supports the annual collection, management, analysis and dissemination of survey data. Results provide measures of student characteristics, activities, and perceptions of the quality of their educational experience at their universities as well as a broad base of comparative information for the benefit of participating institutions.

Purpose

The purpose of the Consortium is to:

- Offer students an opportunity to assess their university experience.
- Provide access to a broad base of comparative and collective data on the Canadian university experience, including measures of student characteristics, experiences, participation, expectations and satisfaction.
- Manage and provide reliable, consistent data to track over time the quality of the post-secondary experience as perceived by students, in order to assess institutional strengths and educational outcomes, and to inform decisions about needed improvements.
- Contribute to accountability reports to institutional governing bodies, governments and the public.

Visit www.cusc-ccreu.ca for more information about CUSC-CCREU, membership, the surveys, registration for the survey, *Data Licensing and Membership Agreement*, and publications.

website: www.cusc-ccreu.ca

email: admin@cusc-ccreu.ca

Suite of surveys - questions summary

- ✓ = all of the questions in this theme are on the survey
 some = some of the questions are on the survey
 0 = none of the questions are on the survey

question theme	Focus:	first year making transitions	middle years persistence	graduating retrospective and career pathway
Academic history		some	some	✓
Applications to post-secondary		✓	0	0
Activities - academic, on-campus, volunteer		0	✓	✓
Comments (open ended) - negative, positive		✓	✓	✓
Commitment to completion		✓	✓	0
Commuting to campus		0	✓	✓
Current employment		✓	✓	✓
Current living arrangements		✓	✓	✓
Demographics - age, citizenship, ethnicity, gender		✓	✓	✓
Demographics - marital status, children		✓	✓	0
Demographics - parent/ guardian education		✓	✓	✓
Disability - types, accommodation		✓	✓	✓
Expectations versus experience		✓	some	some
Services - use, satisfaction		✓	✓	✓
Finances - credit cards		✓	✓	✓
Finances - financial assistance from this university		✓	0	0
Finances - income sources, amount		0	✓	✓
Finances - repayable debt sources, amount		0	✓	✓
Goal development - career/ employment plans		✓	✓	✓
Goal development - major/ academic program		✓	✓	some
Growth and development - knowledge, skills		0	✓	✓
Motivation - reasons to attend university		✓	0	0
Overall evaluation of university experience		some	some	✓
Post-graduation - education plans		0	0	✓
Post-graduation - employment plans		0	0	✓
Professors, teaching, treatment		✓	✓	✓
Selection - reasons to attend this university		✓	0	0
Sources of information - about this university		✓	0	0
Staff		✓	✓	✓
Transition to university		✓	0	0

CUSC-CCREU surveys operate on a 3-year cycle:

- Survey of First Year Students will be conducted in 2022, 2025, 2028, etc.
- Survey of Middle Years Students will be conducted in 2023, 2026, 2029, etc.
- Survey of Graduating Students will be conducted in 2021, 2024, 2027, etc.

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Highlighting indicates that this section is changed for 2021 compared to the 2020 Procedures Manual

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1. Introduction and survey

Welcome to the *CUSC-CCREU 2021 Survey of Graduating Students* that will be administered online in Winter 2021. The online survey is available in English and French, and students may complete the survey using a computer or a mobile device.

We appreciate your cooperation in following the procedures and meeting the deadlines outlined in this manual. This will help to ensure that results are comparable across all institutions, and the data and reports can be ready for distribution by the end of June 2021.

2. Participation

The questions in the Survey of Graduating Students focus on retrospective and career pathway (see Suite of surveys - questions summary). Visit www.cusc-ccreu.ca for more information about CUSC-CCREU, the survey questionnaire, registration for 2021 membership and the survey, and publications with results from previous surveys.

Please send a message to admin@cusc-ccreu.ca if you have questions about participating in the survey.

2.1 CUSC-CCREU Member

Any Canadian university with degree granting authority may apply to become a member of CUSC-CCREU by paying the annual membership fee, **and signing and abiding by the Corporation's Data Licensing and Membership Agreement** (see Appendix A). Membership applications are reviewed and approved by the Board of Directors. The term of membership is annual from the first (1st) day of September and ends at the adjournment of the Annual General Meeting (AGM) of members in the subsequent year (about 14 months later).

Member universities can choose to participate in the survey by completing the online *Registration* available at www.cusc-ccreu.ca **"Taking Part"**. The university pays for the membership fee, cost of the survey results package, any options ordered, plus applicable taxes. Members that participate in the survey will receive master data files **containing responses to closed-ended survey** items from all participating member universities, the master report, data files of all responses from their students, their **university's** reports, and optional items that they ordered (see section 12. Registration, Item E. Survey Results Package and Item F. Optional additions).

CUSC-CCREU members are eligible to attend and participate as a voting member at the Annual General Meeting (AGM) which is usually held in October.

2.2 Non-member

Post-secondary institutions that are not eligible for membership or do not wish to become members may participate in CUSC-CCREU surveys. Non-member institutions can choose to participate in the survey by completing the online *Registration* available at www.cusc-ccreu.ca **"Taking Part"**. Non-member institutions are not required to sign the *Data Licensing and Membership Agreement* since they will receive data files of responses only from their students, **their institutions' reports**, and optional items that they ordered. Responses from students at non-member institutions will be excluded from master data files and master reports (see section 12. Registration Item E. Survey Results Package). A participation fee is charged, in addition to the survey results package cost and the options that the institution orders plus applicable taxes.

3. Survey contractor

CUSC-CCREU has hired Prairie Research Associates Inc. (PRA) to administer and manage the online survey, email the invitation and reminders to your students, collect and analyze the data, and generate data files and reports.

If you have questions or concerns specifically about the survey procedures and timelines, please contact Nicholas Borodenko, Partner at PRA in Winnipeg, MB by:

email borodenko@pra.ca

phone 204-594-2080

toll-free 1-888-877-6744

fax 204-989-2454

4. Timeline

Please complete the online *Registration* by Friday, December 11, 2020 which is available at www.cusc-ccreu.ca **“Taking Part”** Usually late registrations can be accommodated but institutions that registered by this date will have priority.

Table 4 presents a schedule that can be modified, within limits, to accommodate participating institutions. We strongly encourage you to start the survey at your institution as soon as possible in the New Year. The earliest the survey can be started is Monday, January 11, 2021; the latest the survey can be started is Friday, March 19, 2021. The survey closes for all institutions on Sunday, April 11, 2021.

You can change the date when the survey starts at your institution after you have completed the *Registration* but other institutions that have previously chosen the same date will have priority.

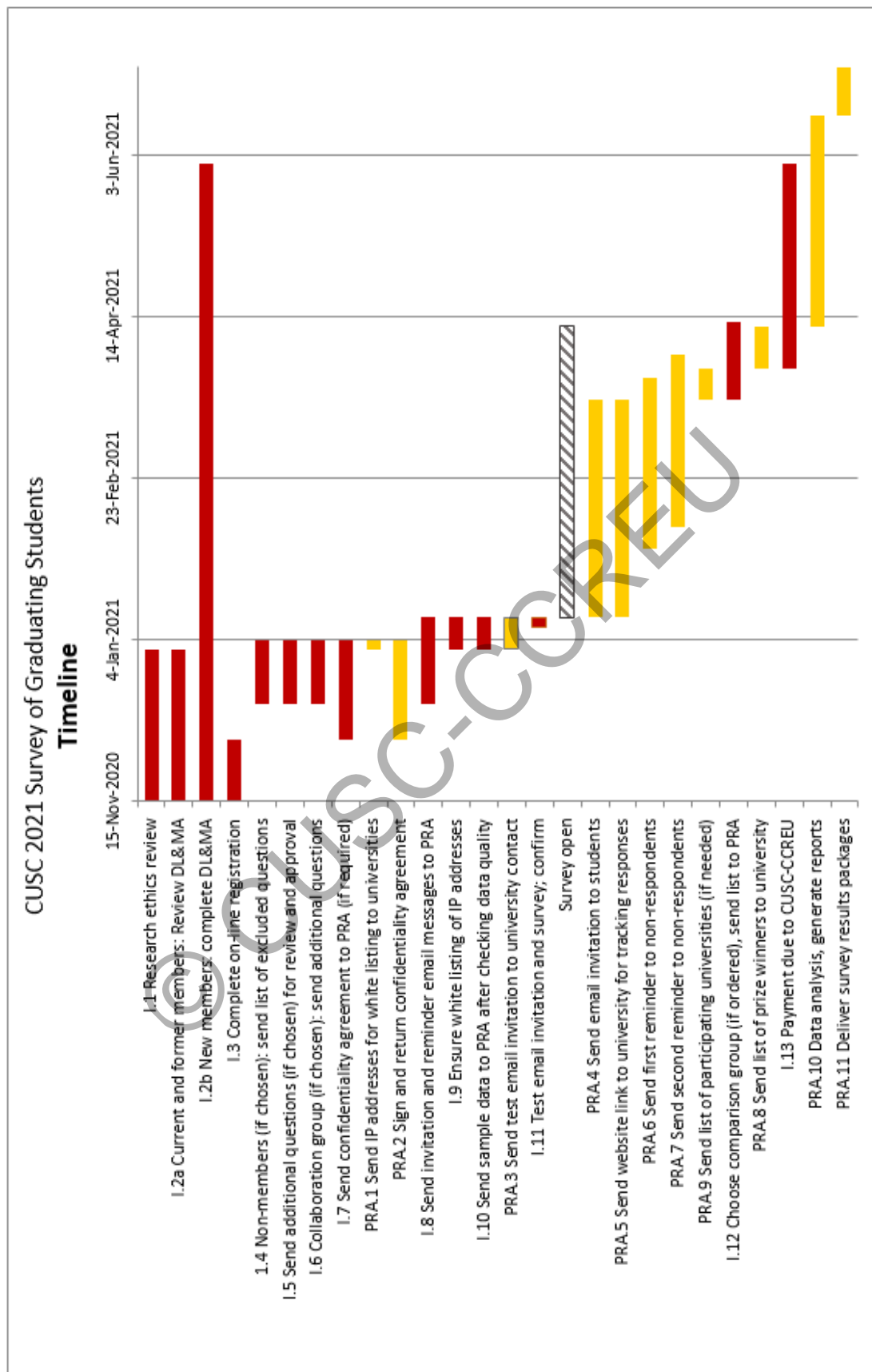
Ensure that the start date you have chosen does not coincide with events at your institution such as winter/ spring break (study week), exams and other surveys.

When registering online, each institution can specify when their survey closes. CUSC-CCREU advises leaving the survey open until the last day, Sunday, April 11, 2021. PRA will provide a website link that will show the daily number of responses for each institution to assist in deciding whether to close your survey early.

Table 4 Timeline

Responsibility	Activity	Deadline
Institution	I.1 Begin research ethics review (if necessary at your institution)	As soon as possible
Institution	I.2a Current and former CUSC members: review your institution's Data Licensing & Membership Agreement (DL&MA) as a reminder of your duties and responsibilities with CUSC-CCREU data	By December 18, 2020
Institution	I.2b New CUSC members: complete Data Licensing & Membership Agreement (DL&MA; see Appendix A); send to admin@cusc-ccreu.ca	By May 31, 2021
Institution	I.3 Complete the online Registration at www.cusc-ccreu.ca "Taking Part"	By December 11, 2020
Institution	I.4 Non-members only: If chosen, send the list of CUSC-CCREU standard survey questions that your institution chooses to omit to PRA borodenko@pra.ca	At least four weeks prior to the start of your institution's survey
Institution	I.5 If your institution chooses to ask additional questions, send them for review and approval to admin@cusc-ccreu.ca	At least four weeks prior to the start of your institution's survey
Institution	I.6 If chosen, set up your collaboration group and send additional survey questions for review and approval to admin@cusc-ccreu.ca	At least four weeks prior to the earliest start date of all institutions in the collaboration group
Institution	I.7 Provide PRA borodenko@pra.ca with a confidentiality agreement to sign (if your institution requires one; see Appendix A)	At least two weeks prior to the start of your institution's survey
Institution	I.8 Provide PRA borodenko@pra.ca with invitation and reminder email messages	At least one week prior to the start of your institution's survey
Institution	I.9 Confirm white listing of IP addresses or steps taken to prevent your institution's email filters from blocking the invitation and reminders (see section 8.1.2)	At least one week prior to the start of your institution's survey
Institution	I.10 Send sample data to PRA borodenko@pra.ca after completing data quality checks	At least one week prior to the start of your institution's survey
Institution	I.11 Receive test email invitation and survey; test link and survey and check additional questions (if ordered); send confirmation or feedback to PRA	At least two business days prior to the start of your institution's survey
PRA	PRA.1 Send IP addresses for white listing to participating institutions (see section 8.1.2)	By January 4, 2021
PRA	PRA.2 Sign and return confidentiality agreement (if necessary)	At least one week prior to the start of the institution's survey
PRA	PRA.3 Send test email invitation to institution contact to test the survey link and check the survey questions	At least two business days prior to the start of the institution's survey
PRA	PRA.4 Send invitation email to students with a link to the survey	Week 1 As early as January 11, 2021 and as late as March 19, 2021
PRA	PRA.5 Send website link to the institution to track daily responses	During Week 1

Responsibility	Activity	Deadline
PRA	PRA.6 Send first reminder to non-respondents	Week 2 One week after invitation email
PRA	PRA.7 Send second reminder to non-respondents	Week 3 Two weeks after invitation email, one week after first reminder
PRA	PRA.8 Send list of randomly drawn respondents' names and email addresses to the institution for distributing incentives (prizes)	By date requested by institution
PRA	PRA.9 For comparison reports, send list of participating institutions to each institution	March 29, 2021
Institution	I.12 Choose institutions for comparison reports (if ordered); send list of at least 4 institutions to PRA borodenko@pra.ca	April 12, 2021
	Survey closes	Sunday, April 11, 2021
Institution	I.13 Payment due to CUSC-CCREU for membership (if chosen), survey results package and options ordered	May 31, 2021
PRA	PRA.10 Clean and analyze data; write reports	By mid-June 2021
PRA	PRA.11 Send notice to institutions that have paid that their survey results packages are available on the FTP site	By June 30, 2021
PRA	PRA 12. Webinar with presentation of overall national survey results	Summer 2021
PRA	PRA 13. Delete all institutions' sample files	September 30, 2021



Note: Not all items listed in the sample timeline apply to all institutions.

5. Sample

5.1 Confidentiality agreement

An institution that requires PRA to sign a confidentiality agreement before it can provide a sample file containing student data should send the agreement to PRA borodenko@pra.ca at least two weeks prior to the start **of your institution's survey**. See Appendix B for a template that can be adjusted to suit your **institution's** situation.

5.2 Standard sample

The standard sample for 2021 is restricted to undergraduate Baccalaureate students who are enrolled in the final year of their program and are eligible to graduate in Spring 2021. To ensure that the standard samples from all institutions consist of similar students, please:

- include only students who are enrolled in the Winter 2021 semester;
- include only students enrolled in first-entry (first-level) 3-year or 4-year or **5-year Bachelor's** programs (programs designed for direct entry from high school or CEGEP);
- include students who have prior post-secondary experience at your institution and/or other institutions (include continuing students, returning students, transfer students);
- include part-time and full-time students, students from in-province and out-of-province, Canadian and international students, and distance students as well as on-campus students;
- for students in a **3-year Bachelor's program, include those who are in third year**
- for students in a **4-year Bachelor's program include those who are in fourth year**
- **for students in a Bachelor's program that takes more than 4 years**, include those who are in their last year
- exclude first year, middle years, independent, special, Undeclared, Certificate, Diploma, and Continuing Education students.

It may not be possible to gauge graduating students with 100 percent accuracy, but make your best estimate based on available information. At some institutions, eligibility to graduate is based on the number of credits completed. At other institutions, the criteria used is students that have applied to graduate.

The usual standard sample size is 1,000 (one thousand) students. It is essential that your sampling procedure ensures that each eligible undergraduate student has an equal chance of being included in the standard sample.

CUSC-CCREU allows institutions to provide a census sample (all graduating students) of more than 1,000 students. Institutions that have a graduating cohort of less than 1,000 students can choose the option for a smaller sample when registering.

The master Excel data file and master SPSS data file will contain responses only from students who were in standard samples and were at a CUSC-CCREU member institution. PRA will use only the responses from the standard samples in institution reports and the master report (see section 11. Reports).

CUSC-CCREU recommends that you keep a copy of your sample file. After September 30, PRA will destroy all records of student information (e.g. sample files). PRA will notify each institution, and copy the **CUSC-CCREU Board, that their students' information has been destroyed**.

5.3 Sample weighting

The *Registration* asks for the total number of students in Winter 2021 semester who fit the definition of the standard sample. **If you're not sure of the** actual number, provide an estimated number. When you have the final number, please email it to PRA borodenko@pra.ca. This information will be used to calculate weights for responses that will be provided in the data files and applied in analyses of the survey data.

5.4 Special sample

In addition to the standard sample, you can include a special sample that does not have to meet the standard sample definition. This is a way to survey students who cannot be included in the standard sample or to oversample certain groups of students (e.g. Indigenous, international, those in a particular academic program).

The special sample data should be provided in the same format as the standard sample (see section 5.5 Format of the sample file). The special sample records must be distinguished from the standard sample records **in the “sample” field**. Students in the special sample will be contacted using the same invitation email and reminders as the standard sample and on the same schedule.

The data records from both the standard sample and the special sample will be included in your institution’s SPSS and Excel data files with a field to indicate the sample from which each record came. PRA will use only the responses from the standard sample in your institution report and the master report. This means that responses from students in the special sample will not be shared with other institutions.

Please indicate on the *Registration* that you will be providing a special sample.

5.5 Format of the sample file

Standard and special samples must be provided to PRA at least one week prior to the start of your institution’s **survey** in an Excel file with the following fields (12 mandatory fields plus a maximum of 10 optional fields):

Table 5.5 Format of the sample file

ID	First	Last	Email	CIP	Sample	Length	Age	Citizen ship	Gender	Load	Option 1	Option 2, etc.
0001	John	Smith	jsmith@institution.ca	26.0101	standard	3	24	1	1	2	A	B33
0002	Sally	Jones	sjones@institution.ca	38.0105	standard	5	20	3	1	9	G	TU1
0003	Jane	Doe	jdoe@institution.ca	24.0101	special	4	19	2	2	1	T	K04

5.5.1 Mandatory fields

To make the survey shorter, institutions will provide some of the demographic and academic data from their information systems, e.g. citizenship and gender.

ID This is a unique identifier that your institution creates and assigns to each student in the sample. This is not **the student’s official** institution identifier. It will be included as a variable in the SPSS and Excel data files that PRA provides to your institution. We recommend that institutions maintain a cross-**walk file of students’ CUSC ID and** institution ID. Numeric, 10 digits maximum.

First Student’s first name or preferred name. It is better if the salutation in the email invitation and reminders uses the student’s first name because it personalizes the email and makes it look less like a mass email. Text, 50 characters maximum.

Last Student’s last name. Text, 50 characters maximum.

Email Student’s email address. Include the full email address. If you have more than one email address for a student, put each address in a separate field (Email 1, Email 2, etc.). For example, you **might have a student’s** institution and personal email address. In order to increase response rates it may be advantageous to try to reach a student at both email addresses. PRA will send the invitation email and reminder emails to all of the email addresses provided. Text, 250 characters maximum.

CIP *Classification of Instructional Programs* (CIP) code for **the student's first** program in two-dot-four (xx.xxxx) format. For example, a general Biology program would have a CIP code of 26.0101. If a student is enrolled in more than one program (such as a double major), you can include the CIP code for the second major in an optional field in your sample file. Text, 7 characters.

Use the *Classification of Instructional Programs (CIP) Canada 2016* available on Statistics Canada's website at <https://www.statcan.gc.ca/eng/subjects/standard/cip/2016/index> to code students' programs according to field of study.

Sample Standard sample or special sample. Values: standard, special. Text, 10 characters maximum.

Length **Normal length of the student's program.** Values: 3 = three years, 4 = four years, 5 = more than 4 years. Numeric, 1 digit.

Age Calculate each student's age as of September 1, 2020 rounded up to the nearest whole number. Values: any whole number (no decimal places), 999 = unknown. Numeric, 3 digits.

Citizenship Values: 1 = Canadian, 2 = permanent resident, 3 = international/ visa student, 9 = unknown. Numeric, 1 digit.

Gender Values: 1 = female, 2 = male, 3 = other, 9 = unknown. Numeric, 1 digit.

Load Enrolment status in Winter 2021 (or Fall 2020 if Winter data is not available). The definition of full-time and part-time should be determined by your institution's **guidelines**. Values: 1 = full-time, 2 = part-time, 9 = unknown. Numeric, 1 digit.

5.5.2 Optional fields

You can provide up to 10 optional fields of data (Option 1, Option 2, etc.) in the sample file. These fields can include any numeric or alphanumeric information that your institution may wish to attach to student records (e.g. campus, admission type, origin, entering grade). Each of the fields has a maximum length of 25 characters. They will be attached to the records in the SPSS and Excel data files for your institution, but not in the master SPSS nor the master Excel data files for all participating institutions.

5.5.3 Check sample file

Check the data in your sample file prior to sending it to PRA. Make sure the column labels match the list of mandatory fields (see section 5.5.1).

- How many students are in your sample file? Does this match what you stated on the *Registration*?
- Check that there is only 1 record (row) for each student; no duplicate records. If a student is enrolled in more than one program (such as a double major), you can include the CIP code for the second major in an optional field in your sample file.
- Are the CIP codes in two-dot-four format (xx.xxxx), e.g. 11.0701, 52.0201?
- What is the average age of the students in your sample? What is the age range? Does this match your expectations for the ages of graduating Bachelor students at the start of Fall 2020 semester?
- What percent of females are in your sample file? How does this compare to other gender statistics at your institution? Do students with a gender code of 1 have a female name?
- Conduct other checks on your sample data to ensure it meets expectations and the criteria specified in section 5.2 and section 5.5.1.

5.6 Sending sample file

After completing your registration, PRA will send you instructions, and a username and password to login to a secure FTP site that is hosted on a Canadian server. Upload your sample file at least one **week prior to the start of your institution's survey** and email PRA borodenko@pra.ca saying that you have uploaded the sample file. PRA will check your sample file to ensure it meets the criteria stated above.

6. Incentives (Prizes)

CUSC-CCREU encourages institutions to use incentives to increase response rates. The number of incentives, the type, and the amount is up to the institution. Indicate on the *Registration* whether your institution will use incentives.

If your institution uses incentives, indicate on the *Registration* the date(s) when you would like PRA to randomly draw the appropriate number of winners from students who completed the survey. These student names and email addresses will be sent to the primary contact. It is the institution's responsibility to purchase the prizes, notify the winners, and distribute the prizes.

PRA will do a maximum of 2 random draws for your institution. There is an additional fee charged for more than 2 draws.

7. Additional questions

7.1 Additional questions for your institution

Your institution can add questions to the survey that will be asked only of your students. Please indicate this on the *Registration*. Additional questions will appear on separate page(s) or screen(s) in the online survey. They must stand alone; they cannot be inserted into a section of CUSC questions. However, you can choose after which CUSC section each additional question will be placed in the survey. An additional question may branch from a response to a CUSC-CCREU standard survey question, e.g. asking students who are dissatisfied with food services why they are dissatisfied. Note: CUSC-CCREU standard survey questions cannot be modified.

Responses to these additional questions will be provided in your institution's data files. They will not be included in any reports, nor the master data files.

Additional questions must be approved by the CUSC-CCREU Board. At least 4 weeks prior to the start of your survey, prepare your additional questions using the template below and email them to admin@cusc-ccreu.ca for consideration. Additional questions must be submitted in the order **that they will appear in your institution's survey**.

If your additional questions are approved, they will display in the language(s) that you submitted them (English and/or French). If you submit questions in one language and a student chooses to respond to the survey in the other language, the questions will appear only in the language you submitted them, e.g. questions and response options in French on the English version of the survey.

Additional questions template

When is your institution's survey scheduled to start? _____ (date)

Additional question #1: [type question here in English and/or French]

Response options: [if applicable, list them here in English and/or French]

Where in the survey would you like this question? After CUSC section _____

Skip logic or branching to/ from another question:

☐ No ☐ Yes - branch from/ to which question? _____

If you have more than 1 additional question, follow the template above for each question.

Note: If you add a question that has multiple items, each item is considered a separate question. There is a fee charged for each additional question.

Example This is FOUR questions, not one question.
 Indicate your rating for each of the following issues.
 Issue A Very poor, Poor, Good, Very good
 Issue B Very poor, Poor, Good, Very good
 Issue C Very poor, Poor, Good, Very good
 Other issue [text box, open-ended]

7.2 Additional questions for collaboration group

This is for a group of institutions to all ask the same additional questions. You are responsible to set up the collaboration group, decide on the additional questions, and sign data sharing agreements, if needed. Indicate on the *Registration* that your institution is in a collaboration group. The cost of the additional questions and the collaboration report will be shared by the collaborating institutions.

Each collaborating institution will receive all of the response data from the additional questions for all collaborating institutions and the collaboration report (see section 11.6 Collaboration report).

The collaboration group's additional questions must be approved by the CUSC-CCREU Board. See section 7.1 Additional questions for more information. Prepare your additional collaboration questions using the Additional questions template in section 7.1 and email them to admin@cusc-ccreu.ca at least four weeks prior to the earliest start date of all institutions in the collaboration group.

8. Omit standard survey questions

This is for NON-MEMBER institutions only. The CUSC-CCREU standard survey questions are available at www.cusc-ccreu.ca **"Taking Part"**. You may choose to exclude CUSC-CCREU standard survey questions from your **institution's** survey. For example, the questions about residence on campus may not apply to your institution. There is a fee charged to cover the costs of PRA programming your survey to exclude these questions. Send the list of questions to be excluded to PRA at least 4 weeks before your survey is scheduled to start.

Note: Students at CUSC-CCREU member institutions are asked all of the standard survey questions.

9. Invitation and reminders

In the online *Registration* indicate how your institution would like to have the survey invitation and reminders sent to students - by email or through a learning management system.

You may use the CUSC-CCREU logo when advertising/ promoting the survey to your students. CUSC-CCREU logos are available at https://cusc-ccreu.ca/?page_id=694&lang=en

9.1 Via email

PRA will distribute all emails inviting and reminding students to complete the online survey. Email invitations and email **reminders will not be sent during your institution's winter/ spring break.**

At least one week before your survey is scheduled to start, send to PRA borodenko@pra.ca the text for your institution's email invitation and reminder messages, **and your institution's logo.** The messages will display in the language(s) that you submitted them (English and/or French).

In all email invitations and reminders, there is a link for students to opt out from receiving further emails about the survey. Bounce-backs are sent to noreply@pra.ca and replies are sent to cusc@pra.ca. PRA will respond to any emails sent by students (in English or French, as appropriate).

There is an additional fee for customizations that require chargeable HTML programming from PRA, such as a different color scheme, a different format, letters of consent, etc. PRA will contact institutions prior to making these types of changes or charging for such changes. Please note that changes to the wording of the email message, or inclusion of an institutional logo do not constitute major changes and will be accommodated without additional charge.

9.1.1a Invitation email

The template for the invitation email and suggested text for the message is below. The order of items and the blue highlighted areas are standard and cannot be changed. Some institutions may be required to include additional information to meet the informed consent requirements according to their research ethics approval process. Institutions can change the text of the introduction and body (non-highlighted portions) of the invitation email to suit their requirements.

TEMPLATE: INVITATION EMAIL

institution logo (Height at 70px and width cannot exceed 500px. Provide as jpeg or png)

From: PRA on behalf of [institution name]

Subject: [institution name] wants feedback from graduating students

Dear <Student First Name>:

I am writing to request your participation in the *CUSC-CCREU 2021 Survey of Graduating Students*. This study is being conducted at more than 40 Canadian institutions to help us learn about our students and their experiences at [your institution name]. By completing this survey, you are making a substantial contribution to future research that identifies changes and patterns in the experience of undergraduate students from Canadian institutions.

You can participate in this important project by clicking on the link below and completing the questionnaire. The survey should take about 20 minutes to complete. Each question requires a response. By completing the questionnaire, you will automatically be entered into a draw to win [insert incentive].

To complete the survey, click on the link below or copy and paste the link into your browser. If you are asked for your survey access code, it will be the last 8 characters of the link. The survey link below is unique to you and can only be used once.

[CLICK HERE]

[survey link]

All of your responses are confidential. If you have problems, please contact Nicholas Borodenko of PRA, the research company CUSC-CCREU hired to conduct this research, at cusc@pra.ca.

Thank you in advance for providing this important feedback.

[institution representative name]

[title]

[institution name]

Use this link to prevent future mailings to this email address regarding this survey: [Unsubscribe link]

9.1.1b Reminder emails

About one week following the invitation email, PRA will send non-respondents the first reminder email. About two weeks after the invitation email, PRA will send non-respondents the second reminder email. If you want reminders to be sent on specific dates, please indicate this when sending your invitation and reminder email messages to PRA.

The templates for reminder emails and suggested text for the messages are below. You can change the text of the reminder messages (non-highlighted portions) to suit your institution.

If your institution would like more than 2 reminder emails sent to non-respondents, indicate this on your *Registration*. There is an additional fee charged. A maximum of 4 reminders will be sent. Please start the survey early enough to allow for sufficient time between reminders.

TEMPLATE: FIRST REMINDER EMAIL

institution logo (Height at 70px and width cannot exceed 500px. Provide as jpeg or png)

From: PRA on behalf of [institution name]

Subject: REMINDER: [institution name] wants feedback from graduating students

Dear <Student First Name>:

Remember receiving an email about the *CUSC-CCREU 2021 Survey of Graduating Students*? Your input is very important to us, and we noticed that you have not yet completed the survey.

You can take the time now or in the next few days to complete the questionnaire. Your responses are very important in helping us learn more about students and how we can help them achieve success. Remember, by completing this questionnaire, you will automatically be entered into a draw to win [insert incentive]. Use the following link to access the questionnaire.

To complete the survey, click on the link below or copy and paste the link into your browser. If you are asked for your survey access code, it will be the last 8 characters of the link. The survey link below is unique to you and can only be used once.

[CLICK HERE]

[survey link]

If you are having any problems, please contact Nicholas Borodenko of PRA at cusc@pra.ca.

Thank you for your help,

[institution representative name]

[title]

[institution name]

Use this link to prevent future mailings to this email address regarding this survey: [Unsubscribe link]

TEMPLATE: FINAL REMINDER EMAIL

institution logo (Height at 70px and width cannot exceed 500px. Provide as jpeg or png)

From: PRA on behalf of [institution name]

Subject: LAST CHANCE: [institution name] wants feedback from graduating students

Dear <Student First Name>:

Although the majority of students have now completed their *CUSC-CCREU 2021 Survey of Graduating Students*, we noticed that you have not yet completed yours.

You can help in this important research by clicking on the link below and completing the questionnaire. If you are having problems, please contact Nicholas Borodenko of PRA at cusc@pra.ca. Remember, by completing this questionnaire, you will automatically be entered into a draw to win [insert incentive].

To complete the survey, click on the link below or copy and paste the link into your browser. If you are asked for your survey access code, it will be the last 8 characters of the link. The survey link below is unique to you and can only be used once.

[CLICK HERE]

[survey link]

Hoping to hear from you soon, I offer our best wishes for your present and future activities.

Sincerely,

[institution representative name]

[title]

[institution name]

Use this link to prevent future mailings to this email address regarding this survey: [Unsubscribe link]

9.1.2 Institution email system and white list

Your institution's email servers might be configured to block emails or tag emails as spam that contain links to outside web addresses. Please check with your IT department to ensure that your institution's **systems will not block the invitation and reminder messages**. PRA will provide institutions with the IP address(es) of the email server(s) that will send the messages so you can arrange for your IT department to white list them. PRA will need confirmation at least one week prior to the start of your institution's **survey** that the appropriate steps have been taken to ensure emails will reach students.

9.1.3 Test invitation and survey

About 2 business days before your institution's survey start date, PRA will send the primary contact your institution's **email invitation so that you can test the link** and the survey. Please check the email invitation and the survey questions. If your institution requested additional questions, be sure they are in the survey. Contact PRA borodenko@pra.ca if changes should be made. Your survey will be launched after PRA receives authorization from your primary contact.

9.2 Via learning management system

In addition to PRA sending email invitations and reminders, you may choose the option to use your **institution's** learning management system or student portal for an additional fee. After you send the sample file to PRA, a file will be sent back to you with a unique survey link for each student. **It is the institution's responsibility to load the links onto its learning management system** or student portal and to write the survey invitation and reminder messages (see section 9.1 Via email).

PRA will provide two lists of students that have completed the survey - one before the first reminder is to be sent, and one **before the second reminder. It is the institution's responsibility to** program their learning management system so these students will not be sent reminders.

CUSC-CCREU recommends that you follow the same process in your learning management system for email invitations and reminders as described in section 9.1 Via email, i.e. develop messages, test messages, send invitation, and send reminders to non-responders.

10. Response tracking

PRA will provide each institution with a website link to track the response rate for their students. The daily number of responses can be monitored, which will assist in deciding whether to close the survey early, or to send additional email reminders. Each institution can see the response rate for all other institutions.

11. Reports

This section describes general information about the reports that show results from responses to the survey, and each type of report that is part of the survey results package or an additional option that can be ordered on the *Registration*. CUSC members and non-members will download all reports and data from the secure FTP site. After payment is received, a login will be sent to you.

11.1 CUSC Groups

For comparison purposes, CUSC-CCREU member institutions are categorized into three groups.

- Group 1 consists of institutions that offer primarily undergraduate studies and have smaller student populations.
- Group 2 consists of institutions that offer both undergraduate and graduate studies and tend to be of medium size in terms of student population.
- Group 3 consists of institutions that offer both undergraduate and graduate degrees, with most having professional schools as well. These tend to be the largest institutions in terms of student population.

Statistics are displayed for each of these groups in the master report (see section 11.3 Master report) and institution long report (see section 11.5 Institution long report).

11.2 Completed survey

A completed survey is defined as a student who answered up to the Living Arrangements section (approximately 80% of the questions) on the standard survey. Responses from students that completed all of the required questions on the survey, and were in the standard samples from participating institutions that are CUSC-CCREU members, are included in the master Excel data file, master SPSS data file, and master report. Responses from students that did not complete all of the required questions, or from non-member institutions, are excluded from the master data file and master report; these responses are included in each institution's data files.

11.3 Master report

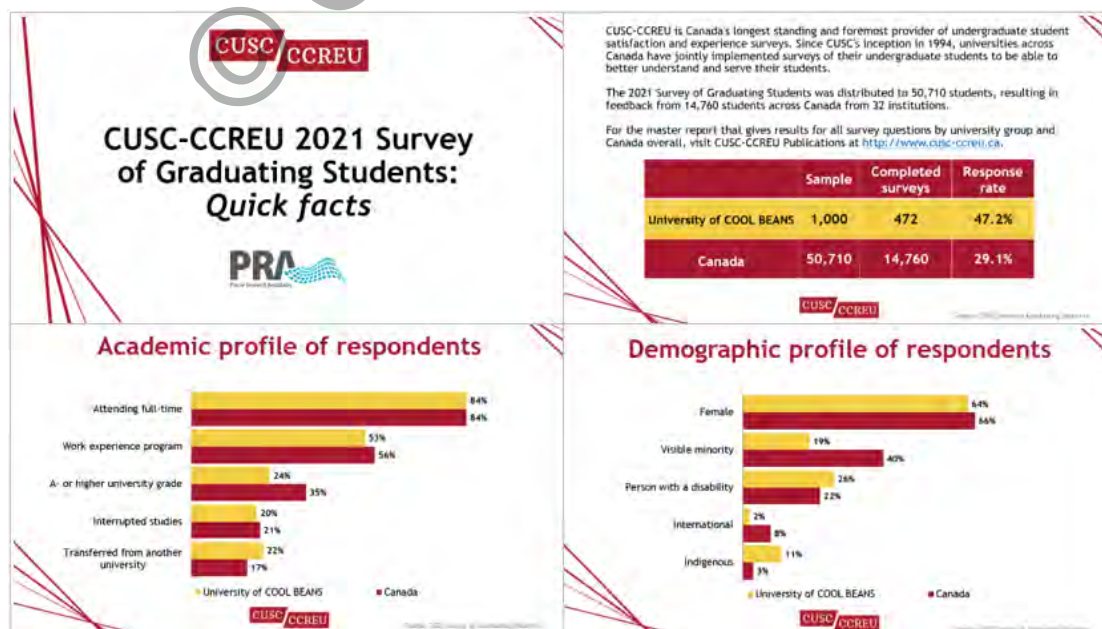
Each participating institution (members and non-members) receives the master report. Results in the master report are from the master data file which contains responses only from students who were in the standard sample, were at a CUSC-CCREU member institution, and completed the survey (see section 11.2 Completed survey). The master report has text and tables that show results for all respondents and for respondents in Group 1, Group 2, and Group 3 institutions (4 columns of statistics) - see the sample table below. Visit www.cusc-ccreu.ca "Publications" for master reports from previous years.

Sample Master report table

Table 1: Personal profile				
	All students (n=15,109)	Group		
		1 (n=3,046)	2 (n=5,784)	3 (n=6,278)
Gender Q50				
Male	33%	32%	37%	30%
Female	66%	68%	63%	69%
Other	<1%	<1%	<1%	<1%
Note: Columns may not sum to 100% due to rounding.				

11.4 Institution short report

Your institution short report will consist of a PowerPoint presentation with a focus on graphics and highlights that showcase the results from key survey questions. Statistics will be calculated from completed surveys (see section 11.2 Completed survey). Results from your institution will be displayed and compared to results from all respondents (Canada). The image below is four slides of a sample institution short report.



11.5 Institution long report

Your institution long report will contain text and tables with results from all closed-ended survey questions for all respondents, as well as respondents from Group 1, Group 2 and Group 3 institutions (see section 11.1 Groups), and respondents from your institution (5 columns of statistics) - see the sample table below. Statistics will be calculated from completed surveys (see section 11.2 Completed survey).

Sample Institution long report table

Table 2: Personal profile					
	All students (n=15,109)	Group			Your institution
		1 (n=3,046)	2 (n=5,784)	3 (n=6,278)	(n = 289)
Gender Q50					
Male	33%	32%	37%	30%	34%
Female	66%	68%	63%	69%	66%
Other	<1%	<1%	<1%	<1%	-
Note: Columns may not sum to 100% due to rounding.					

11.6 Collaboration group report

The collaboration report is for CUSC-CCREU members and non-members. It has results from a group of institutions that ask the same additional questions (see section 7.2). This report will show results for the additional questions in text and tables with several columns of statistics - respondents in the aggregate collaboration group, and each institution's respondents (see the sample table below).

Sample Collaboration group report table

Collaboration group (n = 1,215)	Institution A (n =215)	Institution B (n = 252)	Institution C (n = 265)	Institution D (n = 141)	Your institution (n = 342)
Additional question 1					
ADDQ1 option a	27%	30%	32%	28%	25%
ADDQ1 option b	65%	69%	52%	62%	75%
ADDQ1 option c	8%	<1%	16%	10%	0%
Note: Columns may not sum to 100% due to rounding.					

11.7 Comparison report

The comparison report is for CUSC-CCREU members only. It has text and tables with 3 columns of statistics - all respondents, respondents in the aggregate comparison group, and your institution's respondents (see the sample table below). Statistics will be calculated from completed surveys (see section 11.2 Completed survey). **The default comparison group "Similar institutions" will be your CUSC group (Group 1 or Group 2 or Group 3; see section 11.1 CUSC Groups) or you may specify a comparison group of your choice. There must be at least 4 (four) CUSC-CCREU member institutions in the group. A list of participating institutions will be sent to you in March 2021 so that you can choose your comparison group.**

Sample Comparison report table

	All respondents (n = 15,109)	Similar institutions (n = 1,428)	Your institution (n = 362)
Gender Q50			
Male	33%	30%	28%
Female	66%	69%	72%
Other	<1%	<1%	-
Note: Columns may not sum to 100% due to rounding.			

11.8 Executive report

The executive report is for CUSC-CCREU members only. It is a 4 to 6 page summary in text with a few tables and **no figures that highlights key findings and provides a comparison of your students'** responses to responses from all institutions, and responses from a comparison group (see the sample table below). Statistics will be calculated from completed surveys (see section 11.2 Completed survey). The default comparison group **"Similar institutions"** will be your CUSC group (Group 1 or Group 2 or Group 3; see section 11.1 CUSC Groups) or you may specify a comparison group of your choice. There must be at least 4 institutions in the comparison group. A list of participating institutions will be sent to you in March 2021 so that you can choose your comparison group.

Sample Executive report table: Key academic differences

	All respondents (n = 18,204)	Similar institutions (n = 1,773)	Your institution (n = 470)
Full-time student status	85%	85%	95%
Has not interrupted studies	79%	81%	68%
Did not have a delay in program	64%	69%	57%

11.9 Categorize open-ended responses

PRA will provide the verbatim responses to open-ended questions in an Excel file to each institution. Institutions may choose to have PRA code these responses into broad categories or themes. For example, responses to this question "Looking back on your experiences as a student, what aspects of your experience at [institution name] have been most positive?" **could be coded** into categories such as: Campus / facilities; Knowledge / experience gained from courses; Nothing; Other students / making friends; Professors (great instructors, approachable, helpful, etc.); Small class size; etc.

12. Registration

Use the information below and in other sections of this *Procedures Manual* to complete the online Registration at www.cusc-ccreu.ca **"Taking Part"** for the membership fee (if chosen) and to participate in the 2021 Survey of Graduating Students. Sections below have screen shots of the online Registration with some example responses.

Item A. Institution contact

Indicate the name, institution department, street/ physical address, and email address for the primary contact. The primary contact should be the person who will be sending the sample file and email messages to PRA, and testing the email invitation and survey questions. Include information for a secondary contact, if applicable. To help with the payment process, please provide the name, street/ physical address, and email address for the financial contact in your Accounts Payable Department.

If you need to change contact information after you have submitted the *Registration*, please send an email to admin@cusc-ccreu.ca and borodenko@pra.ca

Institution Information

Please refer to the 2021 Procedures Manual when completing the registration. You may find it helpful to have it open in another window alongside this registration form.

Department/Unit *

Institution *

Institution Address *

Address Line 1

Address Line 2

City

City

Province

Province

A1A1A1

Postal Code

Institution Contacts

Primary Contact Name *

The primary contact should be the person who will be sending the sample file and email messages to PRA, and testing the email invitation and survey questions.

Primary Contact Email *

Please re-enter the email to confirm

Primary Contact Phone *

Secondary Contact Name

This is a second contact for the administration of the CUSC-CCREU survey should the primary contact not be available

Secondary Contact Email

Please re-enter the email to confirm

Secondary Contact Phone

Financial Contact *

A contact for your institution for invoicing and payment questions.

Financial Contact Email *

Please re-enter the email to confirm

Financial Contact Phone *

Item B. Participation

Member: Any Canadian institution with degree granting authority may apply to become a member of CUSC-CCREU by paying the annual membership fee, and signing and abiding by the Corporation's Data Licensing and Membership Agreement. Membership applications are reviewed and approved by the Board of Directors. After the application has been approved, your institution must pay the membership fee for 2020-21 and a signed *Data Licensing and Membership Agreement* must be held in CUSC-CCREU files.

Non-member: Institutions that are not members of CUSC-CCREU may participate in CUSC surveys.

Please send a message to admin@cusc-ccreu.ca if you have questions about membership or participation. On the *Registration*, you will be asked to choose one of the options listed below.

Registration Type

Please indicate if you are registering for the 2021 Survey of Graduating Students (includes the option to purchase the 2020–21 membership if applicable) or are only registering for a 2020–21 CUSC–CCREU membership (please see Procedures Manual 2.1) *

- ☐ Participation in 2021 Survey of Graduating Students
- ☐ 2020–21 CUSC–CCREU Membership Only

Survey Participation and Membership

Membership and Participation (Procedures Manual Section 2) *

- ☐ Participating as a CUSC–CCREU Member
- ☐ Participating as a non-member

Item C. Survey information

These are the questions that you need to complete in the online *Registration* about administering the survey at your institution.

Survey Information

C.1.1 What is the total population of students at your institution who meet the definition of "Graduating Student" in the Procedures Manual (5.2)? If you are not sure, please provide an estimate. *

Please indicate if the answer above is an actual count or estimate.

- ☐ Actual Count
☒ Estimate

C.1.2 What is the total number of students of the number above whom you are selecting for the standard sample for the survey? 1000 is the standard sample size but you may choose other sample sizes. *

(Procedures Manual section 5.2)

C.2. Will you be surveying a special sample?

- ☒ Yes
☐ No

(Procedures Manual section 5.4)

Number of students in the special sample.

Survey Dates

C.3. When do you want the survey to start? *

Please indicate a date between January 7 and March 22, 2021

(Procedures Manual section 4)

C.4. When do you want the survey to end? *

Please indicate a date before April 12, 2021

(Procedures Manual section 4)

C.5. Please indicate the start and end dates for your institution's winter/spring break. Start Date of Winter/Spring Break.

End Date of Winter/Spring Break

Incentives

C.6. Will your institution be using incentives? *

☒ Yes

☐ No

(Procedures Manual section 6)

C.7. When would you like PRA to send you a list of respondents drawn for incentives?

Survey Options

C.8. In which languages would you like to receive reports and data? *

☐ English

☐ French

☐ Both English and French

C.9. When would your institution like to be invoiced for the items you order? *

☐ Before March 31, 2021

☐ After March 31, 2021

☐ Other (please specify)

Item D. Email requirements

If you are using students' university email addresses, are there any requirements that PRA should follow so that email invitations and reminders are not blocked or tagged as spam? If so, please explain.

D. If you are using students' institutional email addresses, are there any requirements that PRA should follow so that email invitations and reminders are not blocked or tagged as spam?

(Procedures Manual section 9.1.2)

Item E. Survey results package

For all participating institutions, this includes:

- Administration of the online survey by PRA to the standard sample (and special sample) of students at your institution, including distribution of the invitation email and 2 reminder emails, and responding to students who send an email to cusc@pra.ca
- PRA will provide you with a website link to track the response rate from your institution's students.
- If your institution uses incentives (see section 6. Incentives), PRA will randomly select the appropriate number of respondents from your institution on the date(s) you indicate on the *Registration*. These student names and email addresses will be sent to the primary contact.

After payment has been received, CUSC-CCREU members will download all reports and data from **PRA's secure FTP site** that is hosted on a Canadian server. A login will be sent to you in June 2021. These will include:

- o Data from your respondents' **answers to closed**-ended survey questions in SPSS and Excel files including any additional questions you asked (see section 7 Additional questions).
- o **Your respondents' verbatim answers to open**-ended survey questions in an Excel file.
- o The *CUSC-CCREU 2021 Master Report* (see section 11.3 Master report).
- o Your institution short report (see section 11.4 Institution short report).
- o Your institution long report (see section 11.5 Institution long report).
- o Optional data and reports that you ordered (see section 12. Item F.)
- o Updated crosswalk table of CUSC survey questions.
- o Data dictionary with variable names, labels and response options.
- o For CUSC-CCREU members, also included is data from all member institutions **respondents' answers to closed**-ended questions in the master Excel data file and master SPSS data file, and banner tables in SPSS and html that compare results by institution group and by each participating institution.

After payment has been received, non-members will **download all reports and data from PRA's** secure FTP site that is hosted on a Canadian server. A login will be sent to you in June 2021. These will include:

- o **Data from your respondents' answers to closed**-ended survey questions in SPSS and Excel files including any additional questions you asked (see section 7 Additional questions).
- o **Your respondents' verbatim answers to open**-ended survey questions in an Excel file.
- o The *CUSC-CCREU 2021 Master Report* (see section 11.3 Master report).
- o Your institution short report (see section 11.4 Institution short report).
- o Your institution long report (see section 11.5 Institution long report).
- o Optional data and reports that you ordered (see section 12. Item F.)
- o Updated crosswalk table of CUSC survey questions.
- o Data dictionary with variable names, labels and response options.

On the *Registration*, you will be asked to choose one of the options listed below.

E. Survey Results Package

Number of students invited to participate (standard sample plus special sample) *

- ☒ Up to 500 students (\$2,950)
- ☐ 501 to 1,000 students (usual size) (\$3,275)
- ☐ 1,001 to 1,500 students (\$3,525)
- ☐ 1,501 to 2,000 students (\$3,800)
- ☐ 2,001 to 3,000 students (\$4,100)
- ☐ 3,001 to 5,000 students (\$4,350)
- ☐ 5,001 to 7,000 students (\$4,900)
- ☐ 7,001 to 15,000 students (\$5,325)
- ☐ More than 15,000 students (CUSC-CCREU will contact you for a cost estimate)

(Procedures Manual section 5.2 and 5.4, and item E.)

Item F. Optional additions

On the *Registration*, you may choose one, several, or none of the following options.

F.1 More than 2 draws for incentives

PRA will do 2 draws for your institution. There is an additional fee charged for more than 2 draws.

F. Optional Additions

F.1. More than 2 draws for incentives – \$50 per draw *

☐ No

☒ Yes

(Procedures Manual section 6)

Number of additional draws

F.2 Additional reminders

If your institution would like PRA to send more than 2 reminder emails to non-respondents, indicate the number of additional reminders. A maximum of 4 reminders in total will be sent.

F.2. Additional reminder emails – \$150 per reminder. *

☐ None

☐ 1 additional reminder

☒ 2 additional reminders

(Procedures Manual section 9.1.1b)

F.3 Additional questions

An institution can include additional survey questions that will be asked only of its students. The cost varies depending on the number and type of questions, from a minimum of \$150 per question. Please send your additional questions at least 4 weeks prior to the start of your survey to admin@cusc-ccreu.ca for review and approval by the CUSC-CCREU Board and a quote for the cost.

F.3. Additional questions – \$150 per question. These are custom questions for your institution not those from participation in a collaboration group (see F.6). *

☐ No additional questions

☒ Yes, we will add questions

(Procedures Manual section 7.1)

Please send your additional questions to CUSC-CCREU (admin@cusc-ccreu.ca) at least **4 weeks prior to 01/27/2021, your requested survey start date.**

F.4 Omit standard survey questions

For non-member institutions only: there is a fee charged for each CUSC-CCREU standard survey question that you do not want your students to be asked.

F.4. Omit standard survey questions – \$150 per question☐ No☒ Yes

(Procedures Manual section 8)

Number of questions to be omitted**F.5 Collaboration data and report**

For institutions that are collaborating with other participating institutions to all ask the same additional questions, each institution needs to indicate on the *Registration* that they are part of the group. Please send your additional questions **at least four weeks prior to the earliest start date of all institutions in the collaboration group** to admin@cusc-ccreu.ca for review and approval by the CUSC-CCREU Board and a quote for the cost. The cost of the additional questions and collaboration report will be shared by the collaborating institutions (\$TBD = Cost To Be Determined).

F.5. Collaboration data and report – costs shared, \$TBD. Is your institution in a collaboration group? *☒ Yes☐ No

(Procedures Manual section 7.2, 11.6)

If "Yes", which institutions are collaborating?None **F.6 Comparison report**

The comparison group will be either your CUSC group (Group 1 or Group 2 or Group 3) or a comparison group of your choice.

☐ F.6 Comparison report – add \$400 (Procedures Manual section 11.7)**F.7 Executive report**

The executive report is a 4 to 6 page summary in text with a few tables and no figures that **highlights key findings and provides a comparison of your students' responses against responses** from all institutions, and responses to your CUSC group (Group 1 or Group 2 or Group 3) or a comparison group of your choice.

☐ F.7 Executive report – add \$800 (Procedures Manual section 11.8)**F.8 Categorize responses to open-ended questions**

PRA will provide the verbatim responses to open-ended questions in an Excel file to each institution. Institutions may choose to have PRA code these responses into broad categories or themes.

☐ F.8 Categorize responses to open-ended questions add \$0.65 for each respondent's completed open-ended question (Procedures Manual section 11.9)

F.9 Printed and bound paper copy of report

If you would like to receive a printed and bound paper copy of a report, please indicate this on the *Registration*.

F.9. All reports that you order will be in electronic format transferred through a secure FTP site. If you would like a bound paper copy of a report, please order below.

- ☐ Master report – add \$50
- ☐ Institution long report – add \$50
- ☐ Comparison report – add \$50
- ☐ Collaboration report – add \$50

F.10 Learning management system

If your institution would like to use its learning management system to send survey invitations and reminders, please indicate this on the *Registration*.

F.10 Learning Management System. Would your institution like to use its student portal or learning management system to send survey invitations and reminders?

- ☐ F.10 Learning management system – add \$150 (Procedures Manual section 9.2)

F.11 COVID-19 Module questions

This year, the 2021 *Survey of Graduating Students* will include a COVID-19 module that will explore the impact of the pandemic on students' **instructional environment, experiential learning** environment, graduation plans and access to services. There are no additional fees. The module questions can be found here: [COVID-19 Module questions](#). If your institution wishes to opt-out from this module, please indicate this on your *Registration*.

F.11 COVID-19 Module Questions. This year the survey will include a COVID-19 module that will explore the impact of the pandemic on students. There is no cost to this, but you may choose to opt-out of these questions.

- ☐ Opt-Out

After you click the “submit” button on the *Registration*, you will be sent a registration confirmation by email within 4 (four) business days.

13. Withdrawal

If your institution withdraws from participating in the CUSC-CCREU survey with at least 2 (two) **weeks’ notice prior to your scheduled start date (date that the email invitation was to be sent)**, your institution will not be charged a fee. Your institution will be charged a fee if you withdraw with less than 2 (two) **weeks’ notice**. **This** fee is to cover the costs of PRA programming the survey and emails for your institution.

14. Invoices and payment

Invoices for membership, survey participation and options ordered will be emailed to institutions by CUSC-CCREU according to the date you indicate on the *Registration*. Invoices will be sent by the last week of February 2021 for those institutions requesting their invoice prior to March 31, 2021 or by the end of April 2021 for those institutions requesting it after March 31, 2021. Payment to CUSC-CCREU is due upon receiving an invoice.

CUSC-CCREU prefers to receive payment via direct deposit (electronic funds transfer, EFT). Please contact Wayne Sun (see below) for information on how to do this.

Alternatively, you may pay by cheque. Please make cheques payable to CUSC-CCREU and mail them to Wayne Sun (see below).

Wayne Sun
CUSC-CCREU Treasurer
c/o Institutional Research and Planning
Simon Fraser University
8888 University Drive, Strand Hall Annex
Burnaby, BC V5A 1S6
email treasurer@cusc-ccreu.ca

Applicable taxes (GST or HST) will be added to your institution's **invoices**.

Payment to CUSC-CCREU is due by May 31, 2021 for invoices issued prior to this date. Your institution will receive your survey results package (data and reports) after your membership fee (if applicable) and survey results package fees have been received and paid in full.

15. Prices/ Prix

The price for each 2021 CUSC-CCREU product and service is in the list below. The prices are also stated in section 12. Registration Item E and Item F, and in the online *Registration*.

B. Participation See Procedures Manual section 2 CUSC-CCREU membership (\$500) Non-member (\$250)	B. Participation Manuel des procédures, section 2 Adhésion au CUSC-CCREU (500 \$) Coût pour une participation au sondage sans adhésion au CUSC-CCREU (250 \$)
E. Survey results package See Procedures Manual section 5.2, 5.4, and 12. Item E <i>Number of students invited to participate (standard sample plus special sample)</i> Up to 500 students (\$2,950) 501 to 1,000 students (usual size) (\$3,275) 1,001 to 1,500 students (\$3,525) 1,501 to 2,000 students (\$3,800) 2,001 to 3,000 students (\$4,100) 3,001 to 5,000 students (\$4,350) 5,001 to 7,000 students (\$4,900) 7,001 to 15,000 students (\$5,325) More than 15,000 students (CUSC-CCREU will contact you for a cost estimate)	E. Frais de base Manuel des procédures, sections 5.2, 5.4, et 12. Item E Nombre d'étudiants invités à participer <i>(échantillon standard et échantillon spécial inclus)</i> Jusqu'à 500 étudiants (2 950 \$) 501 à 1 000 étudiants (grosueur habituelle de l'échantillon standard) (3 275 \$) 1 001 à 1 500 étudiants (3 525 \$) 1 501 à 2 000 étudiants (3 800 \$) 2 001 à 3 000 étudiants (4 100 \$) 3 001 à 5 000 étudiants (4 350 \$) 5 001 à 7 000 étudiants (4 900 \$) 7 001 à 15 000 étudiants (5 325 \$) Plus de 15 000 étudiants (CUSC-CCREU vous contactera pour l'estimation du coût)
F. Optional additions See Procedures Manual section 12. Item F F.1 More than 2 draws for incentives (\$50 per draw) F.2 Additional reminder emails (\$150 per reminder) F.3 Additional questions (\$150 per question) F.4 Omit standard survey questions, non-members only (\$150 per question) F.5 Collaboration data and report (price to be determined) F.6 Comparison Report (\$400) F.7 Executive Report (\$800) F.8 Categorize responses to open-ended questions (\$0.65 for each respondent's completed open-ended question) F.9 Paper copy of report (\$50 each) F.10 Learning management system (\$150) F.11 COVID-19 Module (no cost)	F. Options additionnelles Manuel des procédures, section 12. Item F F.1 Tirages additionnels pour prix de participation (50 \$ par tirage) F.2 Rappels additionnels par courriel (150 \$ par rappel) F.3 Questions additionnelles (150 \$ par question) F.4 Omission de questions standards du sondage, non-membre seulement (150 \$ par question) F.5 Rapport et données du groupe de collaboration (prix à déterminer) F.6 Rapport comparatif (400 \$) F.7 Rapport sommaire (800 \$) F.8 Catégorisation des réponses aux questions ouvertes (0,65 \$ par répondant qui a offert une réponse complète) F.9 Rapport imprimé et relié (50 \$ chaque) F.10 Système de gestion des apprentissages (150 \$) F.11 Module COVID-19 (sans frais)
Applicable taxes (GST or HST) will be added to the final total	Les taxes applicables (TPS ou Taxe de vente harmonisée (TVH)) seront ajoutées au montant total final

Appendix A. Data Licensing & Membership Agreement

For institutions that become CUSC-CCREU members

Since the Canadian University Survey Consortium - Consortium canadien de recherche sur les étudiants universitaires (CUSC-CCREU) began in 1994, member institutions have been guided by an agreement that they will not publish survey results identifying any other institution or use the data in such a way that it could harm the reputation of another institution. Institutions have also safeguarded the anonymity of students who responded to the surveys. This was formalized in a Data Licensing and Membership Agreement (DL&MA) after CUSC-CCREU was incorporated in 2007 as a not-for-profit corporation under federal law.

The DL&MA describes the responsibilities that members of the Corporation have to each other. CUSC-CCREU members must complete and abide by the DL&MA (see section 2.1 of the Procedures Manual).

The DL&MA must be signed by someone who has signing authority for your institution, e.g. **President, Provost, Registrar, Vice President Finance**. This may require consulting your institution's legal counsel. A signed DL&MA must be sent to admin@cusc-ccreu.ca electronically, then CUSC-CCREU Board signatures and the corporate seal will be affixed. An electronic copy and one paper copy will be returned to you for your files.

The signed and sealed DL&MA is in effect forever. There is no need to renew it each year; see DL&MA clause 18. Survival.

A template of the DL&MA is on the following pages

If you would like the DL&MA template in MS Word format, contact admin@cusc-ccreu.ca



Canadian University Survey Consortium
Consortium canadien de recherche sur les
étudiants universitaires

Data Licensing & Membership Agreement

This Agreement is effective as of the ____ day of _____, 20____

BETWEEN:

The Canadian University Survey Consortium -
Consortium canadien de recherche sur les étudiants universitaires
(the “Corporation”)

-and-

name of university
(the “Member”)

WHEREAS:

PREAMBLE

A. The mission of the Canadian University Survey Consortium - Consortium canadien de recherche sur les étudiants universitaires (the Corporation, or CUSC-CCREU) is to assess the Canadian university experience by surveying representative student populations enrolled in participating institutions.

The Consortium is a membership not-for-profit corporation. It supports the annual collection, management, analysis and dissemination of survey data. Results provide measures of student characteristics, activities, and perceptions of the quality of their educational experience at their universities as well as a broad base of comparative information for the benefit of participating institutions.

B. The purpose of the Consortium is to:

- Offer students an opportunity to assess their university experience.
- Provide access to a broad base of comparative and collective data on the Canadian university experience, including measures of student characteristics, experiences, participation, expectations and satisfaction.

- Manage and provide reliable, consistent data to track over time the quality of the post-secondary experience as perceived by students, in order to assess institutional strengths and educational outcomes, and to inform decisions about needed improvements.
 - Contribute to accountability reports to institutional governing bodies, governments and the public.
- C. The exchange of confidential data among member institutions requires goodwill and trust among the members. This Agreement shall be guided by the principle that members of CUSC-CCREU will act in the best interests of all members of the Corporation. The primary consideration in issues of disclosure of research results shall be the avoidance of public comparisons that could damage the reputation of a member institution;
- D. Statistical measures and analysis of survey data may be of interest to wider audiences than the members of the Corporation for policy formulation, advocacy or publication of research. Members are encouraged to make best use of the survey data, including publication of research results, observing confidentiality requirements;
- E. The Corporation and the Member wish to define their respective obligations in relation to the use of the Data that is shared between the Corporation and the Members;

NOW THEREFORE, in consideration of the premises and the mutual promises herein made, and in consideration of the representations, warranties, undertakings and covenants herein contained, of the Corporation and the Member, the parties hereby agree as follows:

DEFINITIONS

1. In this Agreement, unless the context otherwise specifies or requires:
 - a) **“Data” means an electronic record of the answers to the questions on the survey** instrument given by each respondent at the universities which participated in the survey.
 - b) **“Aggregate Data” means all of the data or data for groups of universities.** Generally, aggregate data is expressed as statistics and research findings across data drawn from all universities or groups of universities.
 - c) **“Member Institution” and “Member” mean a university which is a member of CUSC-CCREU.**
 - d) **“Publish” means dissemination of research findings beyond the senior administration of a member institution.**
 - e) **“Senior Administration” means the officers of a member institution with overall responsibility for academic programs and student services.**

OWNERSHIP OF SURVEY DATA

2. The data collected in surveys of students attending a member institution is the property of that institution.

EXCHANGE OF SURVEY DATA AMONG MEMBERS

3. Each member will make its survey data available to the other members for the general purposes as outlined in the Preamble herein. Each member is bound by restrictions on the use and disclosure of data belonging to other members.

COMPARISONS LIMITED TO AGGREGATE DATA

4. The only interuniversity comparisons permitted for publication or circulation beyond a **member’s senior administrators are those that are based on the aggregate data for all members** or the aggregate data for the groups of members identified by CUSC-CCREU.
5. A member may prepare and circulate reports based on aggregated data from selected groups of member institutions for internal use only to senior administrators of its institution.

LIMITATIONS ON THE USE OF DATA

6. A member may not publish statistical measures or analysis of its own data for purposes of institutional promotion in a manner that would harm the reputation of another member institution.
7. Members may not publish statistical measures or analysis of data collected at another member institution with the name of the institution disclosed. Members may publish statistical measures and analysis of their own data.
8. A member may not publish statistical measures or analysis of data collected at another member institution that would allow an informed reader to identify the institution by reference to location, uncommon programs or other information contained in the published material.

REQUIREMENTS FOR CONFIDENTIALITY

9. A member may make available to its senior administrators statistical measures and analysis of data from another member, with the identity of the member disclosed, for the purposes outlined in the Preamble above. The member disclosing the identity of another member in these circumstances must ensure that those to whom the information is made available are aware of its confidential nature and restricted audience.
10. A member institution may be requested to disclose data or statistical measures under freedom of information legislation or other requirements for accountability. In these circumstances members may disclose their own data in order to fulfill the request. Members shall not disclose data that belongs to other member institutions unless the request explicitly demands it and legal counsel advises that the request must be fulfilled. If it must be fulfilled the member institution shall notify immediately the other member institution(s). If it does not have to be fulfilled the requester should be referred to the other member institution(s) which should be notified immediately.

EXCLUSIVE USE OF INSTRUMENTS AND METHODOLOGY

11. The survey instruments and methodology are for the exclusive use of the members and are not to be shared with organizations outside the Corporation.

INDEMNITY

12. The Member indemnifies and holds the Corporation, its directors, officers, employees or agents harmless in respect of any claim which may be brought against the Corporation, or which may **be suffered or incurred directly or indirectly as a result of a breach of the Member's obligations** under this Agreement or as a result of the negligent or willful act of the Member, its directors, officers, employees or agents.

SEVERABILITY

13. Should any portion of this Agreement be declared invalid or unenforceable, then such portion shall be deemed to be severable from this Agreement and shall not affect the remainder hereof.

INSTITUTIONAL CONTACT AND NOTICE

14. Each member shall designate a primary institutional contact person who will be the point of contact for coordination of CUSC-CCREU surveys at the institution and the person to whom the survey data files and reports are delivered. The contact person will have responsibility for safeguarding the data within the member institution and ensuring it is not accessed or distributed inappropriately. It is incumbent upon the contact person to provide for a legacy within the institution and CUSC-CCREU such that there is a continued adherence to this membership agreement.

15. Any notice, request, payment or other communication required or permitted to be given by either party shall be in writing and shall be given, made or communicated by personally delivering the same by e mail, or by certified or registered mail addressed as follows:

To the Member:	Department (fill in information)	Primary Contact Person
	Institution	Position
	Address	Phone
	City, province, postal code	Email
To the Corporation:	Department (fill in information)	Name
	University	Position
	Address	Phone
	City, province, postal code	Email

or to such other address, individual or phone number or email address as may be designated by notice given by either party to the other party.

TERM

16. The term of this Agreement shall be for one year, with automatic renewal each year, provided the member continues to be a member of the Corporation.

NONASSIGNMENT

17. The Member shall not, without obtaining the prior written consent of the Corporation, assign or transfer this Agreement or any interest herein.

SURVIVAL

18. In the event that an institution ceases to be a member of CUSC-CCREU and continues to hold data from surveys, the institution is bound by the following sections of this Agreement which shall survive beyond the termination of this Agreement including but not limited to Sections 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 and 12.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date first written above.

Signed for: Member Institution

Name	_____	Witness	_____
			name
Signature	_____	Witness	_____
			signature
Position	_____		
Institution	_____		
Address	_____		
Phone:	_____		
Email:	_____		

Signed for: Canadian University Survey Consortium -
Consortium canadien de recherche sur les étudiants universitaires (CUSC-CCREU)

Name	_____	Witness	_____
			name
Signature	_____	Witness	_____
			signature
Position	_____		
Institution	_____		
Address	_____		
Phone:	_____		
Email:	_____		

Name	_____	Witness	_____
			name
Signature	_____	Witness	_____
			signature
Position	_____		
Institution	_____		
Address	_____		
Phone:	_____		
Email:	_____		

Appendix B. Confidentiality Agreement with PRA

At some institutions, a confidentiality agreement or non-disclosure agreement with PRA is required. An institution that requires PRA to sign a confidentiality agreement before it can provide a sample file containing student data should send the agreement to PRA borodenko@pra.ca at least two weeks prior to the start of your institution's survey.

For your information, the contract that CUSC-CCREU has with PRA includes these items about use of student data and confidentiality.

B.1 [PRA Inc. **shall**] **Not use students' email addresses or any other contact information for any purpose other than soliciting participation in this Survey.**

B.7 [PRA Inc. shall] After September 30 each year, destroy all records of student information (e.g. sample files) after the Survey is completed. Then notify each institution, and copy the CUSC-CCREU Board, **that their students' information has been destroyed.**

F.1 PRA Inc. acknowledges that all information collected for CUSC-CCREU during the course of the work/ contract as well as the nature and subject of the research is strictly confidential to CUSC-CCREU.

F.2 PRA Inc. agrees that any information, data, documents and any other materials disclosed to PRA by CUSC-CCREU or otherwise produced or developed by PRA Inc. in providing the Services, whether digitally or non-digitally (the "Materials"), will not be:

- a) **published or disclosed to any third party except to: those of PRA's officers and employees** who are directly concerned with the use and development or application of the Materials in the provision of the Services, and third parties to the extent necessary to provide the Services; nor
- b) used, sold or otherwise disposed of by PRA Inc. other than in the provision of the Services under this Agreement.

F.3 PRA Inc. shall:

- a) comply with any rules or directions made or given by CUSC-CCREU with respect to safeguarding or ensuring the confidentiality of the Materials;
- b) advise its officers and employees to whom PRA Inc. may disclose the Materials, of the confidentiality and ownership provisions of this Agreement; and
- c) do that which is necessary and reasonable to prevent unauthorized disclosures, use or sale (or other disposition for value) of the Materials.

On the following pages is a template that can be adjusted to suit the situation at your institution.

If you would like the Confidentiality Agreement template in MS Word format or in French, contact admin@cusc-ccreu.ca

CUSC-CCREU 2021 Survey of Graduating Students (the “Survey”)

Confidentiality Agreement

BETWEEN:

[name of institution]
(the “Institution”)

- and -

PRA Inc.
(Prairie Research Associates)

WHEREAS:

- a) PRA Inc. is responsible for administering annual surveys on behalf of the Canadian University Survey Consortium - Consortium canadien de recherche sur les étudiants universitaires (CUSC-CCREU) for institutions that participate in the surveys, a project that has been ongoing since 1994. The surveys are designed to obtain information from undergraduate Baccalaureate students about their experience at their Institution, their assessment of programs and services provided by their Institution for their learning and personal development, their motivations for attending the Institution, and other matters.
- b) The Institution wishes to participate in this Survey by supplying a sample file containing certain personal information, including email addresses and names, of students at the Institution to PRA Inc.

NOW THEREFORE the parties agree as follows:

1. For the research to be of value it is necessary for PRA Inc. to contact individual students directly and to seek their voluntary participation in the survey.
2. The results of this research will help the Institution identify aspects of the undergraduate student experience that should be improved to enhance programs and services for students. The parties believe that it is in the public interest for the Institution to have information that will assist in improving the student experience both inside and outside the classroom.
3. The Institution agrees to submit a sample file to PRA Inc. containing the email addresses and names of students registered at the Institution by a date agreed upon by the Institution and PRA Inc.
4. PRA Inc. shall not use the email addresses or any other contact information for any purpose other than soliciting participation in this Survey.
5. PRA Inc. shall not disclose any personal information about any individual obtained in the course of administering the Survey to any other person or organization except the subcontractor

engaged by PRA to host the online survey and send the invitations and reminders to participate by email. The subcontractor is bound by the same conditions outlined in this document as are applicable to PRA.

6. Reports based on the information obtained through the survey will contain aggregate data in a manner that the information cannot be linked to a particular individual.
7. PRA Inc. will destroy all electronic **records of the students' email addresses and names after the Survey is completed.**

IN WITNESS WHEREOF, the parties hereto have signed this Memorandum of Understanding on the date written below.

Signed for the Institution

Name	_____	Date	_____
Signature	_____	Position	_____
Email	_____	Phone	_____

Signed for PRA Inc.

Name	_____	Date	_____
Signature	_____	Position	_____
Email	_____	Phone	_____