

CUSC

Canadian University
Survey Consortium

CCREU

Consortium canadien de recherche
sur les étudiants universitaires



PROCEDURES MANUAL

2015 Survey of Graduating Students

Updated October 9, 2014

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



CUSC**Canadian University
Survey Consortium****CCREU****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 2015 survey, *Data Licensing and Membership Agreement*, and publications.

New 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
 O = none of the questions are on the survey

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

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

- Survey of First Year Students will be conducted in 2016, 2019, 2022, etc.
- Survey of Middle Years Students will be conducted in 2014, 2017, 2020, etc.
- Survey of Graduating Students will be conducted in 2015, 2018, 2021, etc.

Changes to the Procedures Manual for the 2015 survey

Table of Contents

1. Introduction	5
2. Participation	5
2.1 Member.....	5
2.2 Non-member	5
3. Survey contractor.....	5
4. Timeline.....	6
5. Sample.....	7
5.1 Confidentiality agreement	7
5.2 Standard sample	7
5.3 Sample weighting.....	8
5.4 Special sample	8
5.5 Format of the sample file	8
5.5.1 Mandatory fields	9
5.5.2 Optional fields	9
5.5.3 Sending sample file to PRA	10
6. Coding	10
6.1 CIP codes	10
6.2 Responses to open-ended questions	10
7. Incentives	10
8. Additional questions	10
9. Email invitation and reminders.....	11
9.1 Email messages	11
9.1.1 Email header	11
9.1.2 Invitation email	11
9.1.3 Reminder emails	11
9.2 University email system and white list	11
9.3 Test.....	12
10. Response tracking	12
11. Groups, master report	12
12. Withdrawal.....	13
13. Registration	13
14. Invoices and payment	15
Appendix. Sample emails	16

1. Introduction

Welcome to the *CUSC-CCREU 2015 Survey of Graduating Students*, another survey in an improved suite of surveys that will be administered on-line to graduating Baccalaureate students in Winter 2015. The survey is available in English and French.

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 universities and the response data can be ready for distribution by June 2015.

2. Participation

2.1 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*. Membership applications are reviewed and approved by the Board of Directors. The term of membership is from September 1 to August 31 each year.

Member universities pay for the cost of the survey package and options ordered (see section 13). Members receive a master data file containing responses to closed-ended survey items from all participating member universities, a data file of all responses from their students, their university's report, and the master report (see section 11, and section 13 Item E).

Visit www.cusc-ccreu.ca for more information about CUSC-CCREU, the surveys, registration for the 2015 survey, *Data Licensing and Membership Agreement*, and publications.

2.2 Non-member

Post-secondary institutions that do not wish to become members may participate in CUSC-CCREU surveys at the discretion of the Board. Non-member institutions are not required to sign the *Data Licensing and Membership Agreement* since they will not be receiving data from other institutions. A participation fee is charged, in addition to the survey package cost and the options that the institution chooses (see section 13). These institutions will receive data only from their students. Their students' responses will be excluded from master data files and master reports (see section 13 Item E).

Please contact Kate McGovern, CUSC-CCREU Board member, at kate.mcgovern@uregina.ca if you have questions about participating in the survey.

3. Survey contractor

CUSC-CCREU has hired Prairie Research Associates Inc. (PRA) to administer and manage the on-line survey, collect and analyze the data, and produce data files and reports.

If you have questions or concerns specifically about the survey procedures and timelines, please contact Nicholas Borodenko, Senior Research Manager 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

Table 4 presents a schedule that can be modified, within limits, to accommodate participating universities. We strongly encourage you to start the survey at your university as soon as possible in the New Year. The latest the survey can be started is **March 27, 2015**.

The only date in the schedule that cannot be changed is **April 17, 2015** when the survey closes.

To assist with coordination of the survey please complete the on-line *2015 Registration* by **December 12, 2014** which is available at <https://www.surveyfeedback.ca/surveys/wsb.dll/s/1g3877>

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

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

Table 4 Timeline

Responsibility	Activity	Deadline
University	U.1 Begin research ethics review (if necessary at your university)	As soon as possible
University	U.2 Complete the on-line Registration	December 12, 2014
University	U.3 Send additional questions (if chosen) for your university's survey to kate.mcGovern@uregina.ca and to borodenko@pra.ca	At least four weeks prior to the start of your university's survey
University	U.4 Provide PRA borodenko@pra.ca with a confidentiality agreement to sign (if your university requires one)	At least two weeks prior to the start of your university's survey
University	U.5 Provide PRA borodenko@pra.ca with invitation and reminder email messages	At least one week prior to the start of your university's survey
University	U.6 Confirm white listing ¹ of IP addresses or steps taken to prevent your university's email filters from blocking the invitation and reminders	At least one week prior to the start of your university's survey
University	U.7. Send sample data to PRA	At least one week prior to the start of your university's survey
PRA	PRA.1 Send IP addresses for white listing ¹ to participating universities	By January 8, 2015
PRA	PRA.2 Sign and return confidentiality agreement (if necessary)	At least one week prior to the start of the survey
PRA	PRA.3 Send email invitation to university contact to test the survey link and check the survey questions	At least one week prior to the start of the survey
PRA	PRA.3 Send invitation email to students with a link to the survey	Week 1 As early as January 2, 2015 and as late as March 27, 2015
PRA	PRA.4 Send website link to the university to track daily responses	During Week 1
PRA	PRA.5 Send first reminder to non-responders	Week 2 One week after invitation email

Responsibility	Activity	Deadline
PRA	PRA.6 Send second reminder to non-responders	Week 3 Two weeks after invitation email, one week after first reminder
	Survey closes	Friday, April 17, 2015
PRA	PRA.7 Send list of randomly drawn respondents' names and email addresses to the university for distributing incentives	By April 21, 2015
PRA	PRA.8 Clean and analyze data; write reports; present overall results; send data and reports to universities	By June 16, 2015 at the Semi-Annual meeting

Note 1: White listing means ensuring that the invitation and reminder emails sent to your university from email servers identified by their IP numbers or DNS names is not rejected, deleted or identified as spam. Your central IT staff may have to do the white listing since they manage the servers at your university that process incoming email and deliver it to mailboxes (see section 9.2).

PRA may recommend that a university's survey close prior to April 17, 2015 if the last reminder has been sent and responses have dwindled to very low numbers. This will be done in consultation with the university which has the option to keep the survey open until April 17. PRA will provide each university with a website link that will show the daily number of responses to assist in deciding whether to close early. CUSC-CCREU advises closing early if responses have stopped to give PRA enough time to clean data, complete analyses, write reports and create data files.

5. Sample

5.1 Confidentiality agreement

A university 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 university's survey.

5.2 Standard sample

The standard sample for 2015 should be restricted to **undergraduate students who are in the final year of their program and are eligible to graduate in Spring 2015.**

To ensure that the standard samples from all of the universities consist of similar types of students, please:

- include only students enrolled in first-entry (first-level) Bachelor's programs;
- 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** independent, special, Undeclared, Certificate, Diploma, and Continuing Education students.

It may not be possible to gauge graduating students with 100 percent accuracy, but please make your best estimate based on available information. At some universities, eligibility to graduate is based on

the number of credits completed. At other universities, the criteria used is those that have applied to graduate.

It is essential that your sampling procedure ensures that each eligible undergraduate student has an equal chance of being included in the standard sample.

The usual minimum standard sample size is one thousand (1,000) students. CUSC-CCREU allows universities to provide a census sample (all graduating students). Universities that do not have a graduating cohort of at least 1,000 students can choose the option for a smaller sample.

5.3 Sample weighting

The *Registration* asks for the total number of students who fit the definition of the standard sample. If you're not sure of the actual number, provide an approximate 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 which will be provided in the data files and can be applied in analysis of the survey data.

5.4 Special sample

In addition to the standard sample, you can draw 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., aboriginal, 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). 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.

PRA will use only the respondents from the standard sample in written reports for your university. The data records from both the standard sample and the special sample will be included in your university's SPSS and Excel data files with a field to indicate the sample from which each record came. The master Excel data file and master SPSS data file will contain only records from the standard samples from the participating universities that are CUSC-CCREU members (see section 13).

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

5.5 Format of the sample file

Standard and special samples should be provided to PRA at least one week prior to the start of your university's survey in an Excel file with the following fields:

Table 5.5 Format of the sample file

ID	First	Last	Email	CIP	Sample	Length	Age	Citizenship	Gender	Load	Option 1
0001	John	Smith	smith@university.ca	26.0101	standard	3	24	1	1	2	A
0002	Sally	Jones	sjones@university.ca	38.0105	standard	5	20	3	1	9	G
0003	Jane	Doe	jdoe@university.ca	24.0101	special	4	19	2	2	1	T

5.5.1 Mandatory fields

To make the survey shorter, universities 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 university creates and assigns to each student in the sample. **This is not the student's official university identifier.** It will be included as a variable in the SPSS and Excel data files that PRA provides to your university. We recommend that universities 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 university and personal email addresses. 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 format (see section 6.1). For example, a general Biology program would have a CIP code of 26.0101. If you wish to include a CIP code to a second program, use another field for it (CIP 1, CIP 2, etc.). Please only include a second CIP code if you also include a second program code. Text, 7 characters.

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, 2014. 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 2015 (or Fall 2014 if Winter data is not available). The definition of full-time and part-time should be determined by your university'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 university may wish to attach to student records (e.g. campus, convocation date, number of years the student was at your institution, admission type, origin, cumulative GPA). Each of the fields has a maximum length of 25 characters. They will be attached to the data records in the SPSS and Excel data files for your university, but not in the master SPSS or the master Excel data files for all participating universities.

5.5.3 Sending sample file to PRA

To ensure privacy of student data, password protect the sample file. Send the sample data to PRA borodenko@pra.ca at least one week prior to the start of your university's survey. Send the password to PRA in a separate email from the one containing the sample file.

6. Coding

6.1 CIP codes

Use the *Classification of Instructional Programs* manual (Canada 2011 version) available on Statistics Canada's website at <http://www.statcan.gc.ca/subjects-sujets/standard-norme/cip-cpe/2011/index-indexe-eng.htm> to code students' majors according to field of study.

If a student is in more than one program (double major), you can include the CIP code for the second major in your sample file. PRA will use the CIP for the first program to group students by field of study for reporting.

6.2 Responses to open-ended questions

PRA will provide the verbatim responses to open-ended questions from your students in an Excel file. Universities may choose to have PRA code these responses into broad categories or themes (see section 13. Item F.6).

7. Incentives

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

If your university uses incentives, after the survey closes PRA will randomly select the appropriate number of respondents based on the number of incentives your university offered. These student names and email addresses will be sent to the primary contact. It is the university's responsibility to purchase the prizes, notify the students, and distribute the prizes.

8. Additional questions

Your university can add questions to the end of the survey that will be asked only of your students. Please indicate this on the *Registration*. Responses to these additional questions will be provided in your university's data files. They will not be included in university reports, nor the master report nor the master Excel or master SPSS data files.

Additional questions need to be approved by the CUSC-CCREU Board to ensure they fit with CUSC-CCREU's mission and purpose (see page 2) and do not lengthen the survey inordinately. At least 4 weeks prior to the start of your survey, email them to kate.mcGovern@uregina.ca and borodenko@pra.ca for consideration.

9. Email invitation and reminders

PRA will distribute all emails inviting and reminding students of the survey and providing a link to the survey.

9.1 Email messages

At least **one week** before your survey is scheduled to start, send to PRA borodenko@pra.ca your university's versions of the email invitation and reminder messages (see the Appendix for sample messages). The messages should be sent exactly as you want them to appear, including logos and images.

9.1.1 Email header

The default information that PRA will use is shown below. Universities can change the email address and subject line of the email header.

Name: PRA on behalf of UNIVERSITY NAME
 From: CUSC@pra.ca
 Subject: [university name] 2015 Student Survey
 or
 REMINDER: [university name] 2015 Student Survey
 or
 LAST OPPORTUNITY: [university name] 2015 Student Survey

Bounce-backs and replies are sent to CUSC@pra.ca. You can change this to an email address of your choosing. Please use caution if you decide to use a different email address – be sure that it is a valid address and that it is monitored frequently.

9.1.2 Invitation email

The invitation email will include the email message and a link to the on-line survey (see sample in the Appendix). Some universities may be required to include additional information to meet the informed consent requirements according to their research ethics approval process. Universities can change the invitation message to suit their requirements.

9.1.3 Reminder emails

One week following the invitation email, PRA will send non-responders the first reminder email (see sample in the Appendix). Two weeks after the invitation email, PRA will send non-responders the second reminder email. You can change the reminder messages to suit your university and also the interval at which reminders are sent – consult with PRA.

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

9.2 University email system and white list

Your university'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 university's systems will not block the invitation and reminder messages. PRA will provide universities 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 university's survey that the appropriate steps have been taken to ensure emails will reach students.

Although features like embedded graphics (e.g. logos, images), rich text formatting or HTML formatting in your invitation and reminder emails help to validate the survey, some email programs may not display these features properly. Indicate any requirements that PRA should follow on the *Registration*.

9.3 Test

A few days before your university's start date, PRA will send the primary university contact your university's email invitation so that you can test the link and the survey. Check the email invitation and the survey questions. If your university requested additional questions, be sure they are in the survey. Contact PRA if changes should be made. Your survey will be launched after PRA receives authorization from your primary contact.

10. Response tracking

PRA will provide each university 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 send additional email reminders.

11. Groups, master report

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

- Group 1 consists of universities that offer primarily undergraduate studies and have smaller student populations.
- Group 2 consists of universities that offer both undergraduate and graduate studies and tend to be of medium size in terms of student population.
- Group 3 consists of universities 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.

CUSC-CCREU master reports have tables that show results for all respondents and for respondents in Group 1, Group 2, and Group 3 universities (4 columns of statistics) – see the sample table below. Visit <http://www.cusc-ccreu.ca/publications.htm> for master reports from previous years.

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.				

12. Withdrawal

If your university withdraws from participating in the CUSC-CCREU survey with at least 4 weeks' notice prior to your scheduled start date (date the email invitation was to be sent), your university will be charged 50% of the survey package cost for which you registered. You will be charged the full survey package cost if your university withdraws with less than 4 weeks' notice. These charges are to cover the costs of PRA programming the survey and emails for your university.

13. Registration

Use the information below and in this *Procedures Manual* to complete the on-line *Registration* at <https://www.surveyfeedback.ca/surveys/wsb.dll/s/1g3877> to participate in the 2015 Survey of Graduating Students.

Item A. University contact

Indicate the university department and address for the primary contact. The primary contact should be the person who will be responsible for sending the sample file and email messages to PRA, and signing off on the test email invitation and survey questions. Include information for a secondary contact, if applicable.

Item B. Survey information

Please answer each question.

Item C. 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 (Procedures Manual section 9.2)? If so, please explain.

Item D. Participation

Canadian universities that have degree granting authority may apply to become a member of CUSC-CCREU. After the application has been approved by the CUSC-CCREU Board, your university must pay the membership fee for 2014-15 and sign a *Data Licensing and Membership Agreement*. Your university may already be a member and may have already signed the *Agreement*. Please contact Kate McGovern kate.mcgovern@uregina.ca if you have questions.

Institutions that are not members of CUSC-CCREU may participate in CUSC surveys (see section 2).

Item E. Survey package

For all participating universities, this includes:

- administration of the on-line survey by PRA to the standard sample (and special sample) of students at your university, including distribution of the invitation email and 2 reminder emails, and responding to students' questions.
- PRA will provide you with a website link to track the response rate from your university's students.
- if your university uses incentives (see section 7), PRA will randomly select the appropriate number of respondents from your university after the survey closes. These student names and email addresses will be sent to the primary contact.
- data from your respondents' answers to closed-ended survey questions in SPSS and Excel files including any additional questions you asked (see section 8).
- your respondents' verbatim answers to open-ended survey questions in an Excel file.

- electronic copy of the *CUSC-CCREU Master Report* with tables that show results for all respondents, and for respondents in Group 1, Group 2, and Group 3 universities (4 columns of statistics; see section 11). Visit <http://www.cusc-ccreu.ca/publications.htm> for master reports from previous years.
- electronic and paper copy of your university's report which contains tables with results for all respondents, respondents in Group 1, Group 2 and Group 3 universities, and respondents from your university (5 columns of statistics). There is an optional reduction if this report is not needed (see Item G).

For CUSC-CCREU members, also included is data from all member universities respondents' answers to closed-ended questions in the master Excel and master SPSS data files (see section 2).

Item F. Optional additions

You may choose one, several, or none of the following options.

F.1 Additional reminders

If your university would like more than 2 reminder emails sent to non-responders, indicate the number of additional reminders. A maximum of 4 reminders in total will be sent (see section 9.1.3).

F.2 Additional questions

A university 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 to a maximum of \$1,500 for several questions. Please contact borodenko@pra.ca and kate.mcGovern@uregina.ca who will forward them to the CUSC-CCREU Board for review and approval (see section 8) and a quote for the cost.

F.3 Comparison report

Select a group of participating universities which you want to use as a comparison group for your own university. There must be at least 4 universities in the group. The report, in paper and electronic format, will have tables with 3 columns of statistics – all respondents, respondents in the aggregate comparison group, and your university's respondents (see the sample table below). A list of participating universities will be sent to you by March 2015 so that you can choose your comparison group.

Table 2: Personal profile			
	All respondents (n = 15,109)	Comparable institutions (n = 1,428)	Your university (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.			

F.4 Executive report

Select a group of participating universities which you want to use as a comparison group for your own university. There must be at least 4 universities in the group. The report will be a 4 to 6 page summary in text (a few tables, no figures) that highlights key findings and provides a comparison of your students' responses against responses from all universities, and responses in the aggregate comparison group (see the sample table below). A list of participating institutions will be sent to you by March 2015 so that you can choose your comparison group.

Sample table: Key academic differences

	All respondents (n = 18,204)	Comparable institutions (n = 1,773)	Your university (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%

F.5 Custom report

PRA can prepare reports to meet the particular needs of your university. At least 4 weeks prior to the start of the survey, please contact borodenko@pra.ca to discuss your reporting requirements.

F.6 Categorize responses to open-ended questions

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

Item G. Optional reduction

If a university report is not needed (see description in Item B), please indicate this on the *Registration* and your cost will be reduced by \$250.

14. Invoices and payment

Invoices for survey participation and options chosen will be emailed to universities by PRA according to the date you indicate on the *Registration*. Payment to CUSC-CCREU is due upon receiving an invoice.

Please send membership payments and survey participation payments to:

Sarah Browne
CUSC-CCREU Treasurer
c/o Office of Institutional Analysis
Lakehead University
955 Oliver Road
Thunder Bay, ON P7B 5E1
email sbrowne@lakeheadu.ca phone 807-343-8902

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

Appendix. Sample emails

INITIAL EMAIL

Dear <Student First Name>:

I am writing to request your participation in the *CUSC-CCREU 2015 Survey of Graduating Students*. This study is being conducted at more than 30 Canadian universities to help us learn more about our students and their experiences at university. 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 universities.

Please participate in this important project by clicking on the link below and completing the questionnaire. The survey should take about 20 minutes to complete. **By completing the questionnaire, you will automatically be entered into a draw to win <INSERT INCENTIVE>.**

All of your responses are confidential and you do not need to answer every question. If you have any 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.

<UNIVERSITY REPRESENTATIVE NAME>
<TITLE>

FIRST REMINDER EMAIL

Dear <Student First Name>:

Remember receiving an email about the *CUSC-CCREU 2015 Survey of Graduating Students*? Your input is very important to us, and we noticed that you have not yet completed the survey.

Please 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>.** Please use the following link to access the questionnaire.

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

Thank you for your help,

<UNIVERSITY REPRESENTATIVE NAME>
<TITLE>

FINAL REMINDER EMAIL

Dear <Student First Name>:

Although the majority of students have now completed their *CUSC-CCREU 2015 Survey of Graduating Students*, we noticed that you have not yet completed yours.

Please help in this important research by clicking on the link below and completing the questionnaire. If you are having any problems, please contact Nicholas Borodenko of PRA at cusc@pra.ca. **Remember, by completing this questionnaire, you will automatically be entered into a draw at your university to win <INSERT INCENTIVE>.**

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

Sincerely,

<UNIVERSITY REPRESENTATIVE NAME>

<TITLE>

© CUSC-CCREU