

CUSC

Canadian University
Survey Consortium

CCREU

Consortium canadien de recherche
sur les étudiants universitaires



PROCEDURES MANUAL

2016 Survey of First Year Students

October 21, 2015

Prepared by:
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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 2016 survey, *Data Licensing and Membership Agreement*, and publications.

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 theme	Focus:	first year making transitions	middle years persistence	graduating retrospective and career pathway
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 – age, citizenship, ethnicity, gender		✓	✓	✓
Demographics - marital status, children		✓	✓	O
Demographics – parent/ guardian education		✓	✓	✓
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		✓	✓	some
Growth and development - knowledge, skills		O	✓	✓
Motivation - reasons to attend university		✓	O	O
Overall evaluation of university experience		some	some	✓
Post-graduation - education plans		O	O	✓
Post-graduation - employment plans		O	O	✓
Professors, teaching, treatment		✓	✓	✓
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.

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Highlighting indicates that this section is changed for 2016 compared to the 2015 Procedures Manual

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1. Introduction

Welcome to the *CUSC-CCREU 2016 Survey of First Year Students*, another survey in an improved suite of surveys that will be administered on-line to first year Baccalaureate students in Winter 2016. 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 data and reports can be ready for distribution by June 2016.

2. Participation

Visit www.cusc-ccreu.ca for more information about CUSC-CCREU, the surveys, registration for the 2016 survey, *Data Licensing and Membership Agreement*, and publications.

Please send a message to cusc.ccreu@gmail.com if you have questions about participating in the survey.

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 annual from the first (1st) day of September and ends at the adjournment of the annual meeting of members in the subsequent year (about 14 months later).

Member universities can choose to participate in the survey by completing the on-line *Registration*. The university pays for the membership fee, cost of the survey package, and any options ordered. Members 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 report, and optional data and reports that they ordered (see section 12. Registration).

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 orders (plus applicable taxes). Non-member institutions receive response data files of responses only from their students. Their students' responses will be excluded from master data files and master reports (see section 12. Registration).

3. Survey contractor

CUSC-CCREU has hired Prairie Research Associates Inc. (PRA) to administer and manage the on-line 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, 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 earliest the survey can be started is **Monday, January 11, 2016**; the latest the survey can be started is **Friday, March 25, 2016**.

The only date in the schedule that cannot be changed is **Friday, April 15, 2016** when the survey closes for all universities.

To assist with coordination of the survey please complete the on-line *Registration* by **Friday, December 11, 2015** which is available at www.cusc-ccreu.ca **“Taking Part”**

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 at www.cusc-ccreu.ca “Taking Part”	December 11, 2015
University	U.3 Send additional questions (if chosen) for your university’s survey or collaboration group to cusc.ccreu@gmail.com 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	U7. 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 7, 2016
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 test 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.4 Send invitation email to students with a link to the survey	Week 1 As early as January 11, 2016 and as late as March 25, 2016
PRA	PRA.5 Send website link to the university to track daily responses	During Week 1

Responsibility	Activity	Deadline
PRA	PRA.6 Send first reminder to non-responders	Week 2 One week after invitation email
PRA	PRA.7 Send second reminder to non-responders	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 university for distributing incentives	By date requested by university
PRA	PRA.9 Send list of participating universities to each university	March 15, 2016
University	U.8 Choose comparison group for university short report (and other comparison reports); send list of at least 4 universities to PRA	March 31, 2016
Survey closes		Friday, April 15, 2016
PRA	PRA.10 Clean and analyze data; write reports; present overall results; send data and reports to universities	By June 2016 at the Semi-Annual meeting

Note 1: White listing means ensuring that the invitation and reminder emails sent to your university from PRA email servers identified by their IP numbers or DNS names is not rejected, deleted or identified as spam. Your 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 8.2 Invitation email).

On the *Registration*, each university can choose when the survey closes for their students. 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 more time to clean data, complete analyses, create data files, and write reports.

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 2016 is restricted to **first year undergraduate students**. To ensure that the standard samples from all universities consist of similar students, please:

- include only students enrolled in first-entry (first-level) 3-year or 4-year or 5-year Bachelor's programs (programs that students can enter directly from high school or CEGEP);
- include only first-year undergraduate students who graduated from high school or CEGEP within the last two years (i.e. "immediate direct-entry" students from high school or CEGEP only);
- include only students who have no prior university or college experience, except for their current academic year (i.e. exclude 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;
- **exclude** independent, special, Certificate, Diploma, and Continuing Education 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.

The usual standard sample size is 1,000 (one thousand) students. CUSC-CCREU allows universities to provide a census sample (all first year students). Universities that do not have a first year cohort of at least 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 only records from respondents in the standard samples from the participating universities that are CUSC-CCREU members. PRA will use only the responses from the standard samples in university reports and the master report (see section 11. Reports).

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 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 which will be provided in the data files and 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 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 university'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 university report and the master report.

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

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	Option 2, etc.
0001	John	Smith	jsmith@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 university 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. For example, a general Biology program would have a CIP code of 26.0101. If a student is in more than one program (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* 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' 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, 2015 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 2016 (or Fall 2015 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, admission type, origin, entering grade). 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 nor 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 Excel sample file. Send the sample file 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. Incentives

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

If your university uses incentives, indicate on the *Registration* the date when you would like PRA to 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 winners, and distribute the prizes.

7. Additional questions

7.1 Additional questions for your students

Your university can add questions to 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 data file or master SPSS data file.

Additional questions must 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 cusc.ccreu@gmail.com and borodenko@pra.ca for consideration and indicate where in the survey you would like them to be placed.

7.2 Collaboration group

This is a new option this year for a group of universities 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. Each university must indicate on the *Registration* that they are part of the group. The cost of the additional questions and collaboration report will be shared by the collaborating universities.

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

The collaboration group's additional questions must 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 cusc.ccreu@gmail.com and borodenko@pra.ca for consideration and indicate where in the survey you would like them to be placed.

8. Email invitation and reminders

PRA will distribute all emails inviting and reminding students of the survey that also provides the link to the on-line survey.

8.1 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. The messages should be sent exactly as you want them to appear, including logos and images. Email invitations and email reminders will not be sent during your university's winter/ spring break.

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*.

At the end of all email messages there is a link for students to opt out from receiving further emails about the survey.

8.1.1 Email header

The default information that PRA will use is shown below in section 8.1.2 Invitation email and section 8.1.3 Reminder emails. Universities can change the email address and subject line of the email header.

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.

8.1.2 Invitation email

The invitation email will include the email message and a link to the on-line survey. 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.

SAMPLE INVITATION EMAIL

From: PRA on behalf of [university name]
Subject: [university name] wants feedback from first year students

Dear <Student First Name>:

I am writing to request your participation in the *CUSC-CCREU 2016 Survey of First Year 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>

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

8.1.3 Reminder emails

One week following the invitation email, PRA will send non-responders the first reminder email. 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.

SAMPLE FIRST REMINDER EMAIL

From: PRA on behalf of [university name]
Subject: Reminder [university name] wants feedback from first year students

Dear <Student First Name>:
Remember receiving an email about the *CUSC-CCREU 2016 Survey of First Year 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]

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

SAMPLE FINAL REMINDER EMAIL

From: PRA on behalf of [university name]
Subject: Last opportunity [university name] wants feedback from first year students

Dear <Student First Name>:

Although the majority of students have now completed their *CUSC-CCREU 2016 Survey of First Year 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 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]

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

8.2 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.

8.3 Test invitation and survey

About one week before your university's survey start date, PRA will send the primary contact your university's email invitation so that you can test the link and the survey. **Please check the email invitation and the survey questions.** If your university 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. 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.

10. Experiment

Currently, respondents are required to answer about 80% of the questions on the survey; they are not required to answer the demographic questions, e.g. disability, ethnicity, living arrangements (see also section 11.2 Completed survey). CUSC-CCREU is asking universities to participate in an experiment to support or reject the hypothesis that **"requiring respondents to answer survey questions decreases response rates."** There is no cost to participate in the experiment.

For universities that choose to participate in the experiment, a random selection of 10% of the students in your sample will receive the version of the survey that does not require them to answer any of the survey questions. The master data files will contain responses only from completed surveys, along with

a field that identifies which type of survey the respondent received. University data files will contain all responses from their students, regardless of the number of questions a student completed, with a field indicating the type of survey the respondent received, and a field indicating which respondents were included in the master data file. Results of the experiment will be reported by PRA at the 2016 Annual General Meeting.

While the CUSC-CCREU Board encourages universities to opt in, participation in the experiment is voluntary. Please indicate in section B. Survey information of the *Registration* whether or not your university will participate. If you do not participate in the experiment, all of the students in your sample will receive the 2016 Survey of First Year Students that requires them to answer most of the questions.

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 package or an additional option that can be ordered on the *Registration*. All reports are provided in Word and pdf formats on a USB flash drive (memory stick).

11.1 Groups

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.

Statistics are displayed for each of these groups in the master report (see section 11.3 Master report) and university long report (see section 11.5 University 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). Responses from students that completed all of the required questions on the survey, and were in the standard samples from participating universities 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, is excluded from the master data file and master report; these responses are included in each university's data files.

11.3 Master report

Each CUSC-CCREU member university receives the master report. The master report has text and 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. Statistics will be calculated from completed surveys (see section 11.2 Completed survey). 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 University short report

From the 2016 survey results, your university will receive a short report, about 4 pages in length, which has lots of graphics and some text showing results from key survey questions. Statistics will be calculated from completed surveys (see section 11.2 Completed survey). Results from your university will be displayed compared to another group. The default comparison group will be your CUSC group (Group 1 or Group 2 or Group 3; see section 11.1 Groups) or you may specify a comparison group of your choice. There must be at least 4 universities in the group. A list of participating universities will be sent to you in March 2016 so that you can choose your comparison group.

This is a pilot project to determine whether universities see value in this product. The CUSC-CCREU Board will be asking for your feedback in Summer 2016 and Fall 2016 on the university short report to decide if this a product we should continue to offer. If the university short report is offered in future years, it will be an optional report available at an additional cost.

11.5 University long report

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

Sample University long report table

Table 2: Personal profile					
	All students (n=15,109)	Group			Your university
		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 has results from a group of universities that asks the same additional questions. This report, in electronic format, will show results for the additional questions in text and tables with several columns of statistics – respondents in the aggregate collaboration group, and each university's respondents (see the sample table below).

Sample Collaboration group report table

Collaboration group (n = 1,215)	University A (n = 215)	University B (n = 252)	University C (n = 265)	University D (n = 141)	Your university (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 has text and tables with 3 columns of statistics – all respondents, respondents in the aggregate comparison group, and your university's respondents (see the sample table below). Statistics will be calculated from completed surveys (see section 11.2 Completed survey). The comparison group will be your CUSC group (Group 1 or Group 2 or Group 3) or a comparison group of your choice. There must be at least 4 universities in the group. A list of participating universities will be sent to you in March 2016 so that you can choose your comparison group.

Sample Comparison report table

	All respondents (n = 15,109)	Similar universities (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.			

11.8 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 to responses from all universities, 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 will be your CUSC group (Group 1 or Group 2 or Group 3; see section 11.1 Groups) or you may specify a comparison group of your choice. There must be at least 4 universities in the comparison group. A list of participating universities will be sent to you in March 2016 so that you can choose your comparison group.

Sample Executive report table: **Key academic differences**

	All respondents (n = 18,204)	Similar universities (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%

12. Registration

Use the information below and in other sections of this *Procedures Manual* to complete the on-line *Registration* at www.cusc-ccreu.ca “Taking Part” to participate in the *2016 Survey of First Year Students*.

Item A. University contact

Indicate the name, university department, street/ physical address, and email 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.

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

Item B. Survey information

These are the questions that you need to complete in the on-line *Registration* about administering the survey at your university.

- B.1 What is the total number of students at your university who meet the definition of the standard sample (Procedures Manual section 5.2)? If you're not sure, please provide an estimate.
- Actual _____ Estimate _____
- B.2 Will you be surveying a special sample (Procedures Manual section 5.4)?
- ☐ No ☐ Yes Number of students in the special sample _____
- B.3 When do you want the survey to start? (Procedures Manual section 4)
- Select a date between January 11, 2016 and March 27, 2016 _____
- B.4 When do you want the survey to end? (Procedures Manual section 4)
- Select a date before April 16, 2016 _____
- B.5 When is your university's winter/ spring break (Procedures Manual section 4)?
- from _____ to _____
- B.6 Will your university be using incentives (Procedures Manual section 6)?
- ☐ No ☐ Yes
- B.7 When would you like PRA to send to you a list of respondents drawn for incentives? (Procedures Manual section 6)
- Select a date before April 20, 2016 _____
- B.8 In which languages would you like to receive reports and data?
- ☐ English ☐ French ☐ both English and French
- B.9 When would your university like to be invoiced for the items you order?
- ☐ before March 31, 2016 ☐ after March 31, 2016 ☐ Other (please specify) _____
- B.10 Will your university be participating in the experiment (Procedures Manual section 10)?
- ☐ No ☐ Yes

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? If so, please explain.

C. Email requirements Are there any requirements that PRA should follow so that email invitations and reminders are not blocked or tagged as spam (Procedures Manual section 8.2)? If so, please explain. _____

Item D. Participation

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. After the application has been approved, your university must pay the membership fee for 2015-16 and a signed *Data Licensing and Membership Agreement* must be held in CUSC-CCREU files. Your university may already be a member for 2015-16 and may have already signed the *Agreement*.

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

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

D. Participation (Procedures Manual section 2)

- ☐ CUSC-CCREU 2015-16 membership – already paid
- ☐ CUSC-CCREU 2015-16 membership – need to pay (\$500)
- ☐ Non-member (\$250)

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 who send an email to cusc@pra.ca
- 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 6. Incentives), PRA will randomly select the appropriate number of respondents from your university on the date you indicate on the *Registration*. These student names and email addresses will be sent to the primary contact.
- All reports and data will be provided to your university in Word and pdf formats on a USB flash drive (memory stick). This will include:
 - Data from your respondents' answers to closed-ended survey questions in SPSS and Excel files including any additional questions you asked (see section 7.1 Additional questions).
 - Your respondents' verbatim answers to open-ended survey questions in an Excel file.
 - The *CUSC-CCREU 2016 Master Report* (see section 11.3 Master report).
 - Your university short report (see section 11.4 University short report).
 - Your university long report (see section 11.5 University long report). See Item G. Optional Reduction if this report is not needed.
 - Optional data and reports that you ordered (see section 12. Item F.)

- For CUSC-CCREU members, also included is data from all member universities 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 university.

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

E. Survey Package (Procedures Manual section 5.2 and 5.4)

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

- ☐ Up to 500 students (\$2,800)
- ☐ 501 to 1,000 students (usual size) (\$3,100)
- ☐ 1,001 to 1,500 students (\$3,350)
- ☐ 1,501 to 2,000 students (\$3,625)
- ☐ 2,001 to 3,000 students (\$3,900)
- ☐ 3,001 to 5,000 students (\$4,150)
- ☐ 5,001 to 7,000 students (\$4,700)
- ☐ More than 7,000 students (CUSC-CCREU will contact you for a cost estimate)

Item F. Optional additions

On the *Registration*, 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.

F.1 Additional reminder emails @ \$130 per reminder (Procedures Manual section 8.1.3)

- ☐ None
- ☐ 1 additional reminder
- ☐ 2 additional reminders

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 send your additional questions to borodenko@pra.ca and cusc.ccreu@gmail.com who will forward them to the CUSC-CCREU Board for review and approval and a quote for the cost.

F.2 Additional questions - \$150 per question to \$1,500 maximum (Procedures Manual section 7.1)

- ☐ No additional questions
- ☐ Yes, we will add questions

Where in the survey would you like these additional questions placed? _____

F.3 Collaboration data and report

This is a new option this year for universities that are collaborating with other participating universities to all ask the same additional questions. Each university needs to indicate on the *Registration* that they are part of the group. Please send your additional questions to borodenko@pra.ca and cusc.ccreu@gmail.com who will forward them to the CUSC-CCREU Board for review and approval. The cost of the additional questions and report will be shared by the collaborating universities (TBD = To Be Determined).

- ☐ **F.3 Collaboration data and report – costs shared, \$TBD** (Procedures Manual section 7.2, 11.6)
 Is your university in a collaboration group? ☐ Yes ☐ No
 If “Yes”, which universities are collaborating? (please specify) _____
 If “Yes”, where in the survey would you like these additional questions placed? _____

F.4 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.4 Comparison report – add \$400** (Procedures Manual section 11.7)

F.5 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 universities, and responses to a comparison group.

- ☐ **F.5 Executive report – add \$800** (Procedures Manual section 11.8)

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.

- ☐ **F.6 Categorize responses to open-ended questions**
add \$0.65 for each respondent's completed open-ended question

F.7 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.7 Printed and bound paper copy of report**
☐ Master report – add \$25
☐ University long report – add \$25
☐ Comparison report – add \$25
☐ Collaboration report – add \$25

Item G. Optional reduction

If a university long report is not needed, please indicate this on the *Registration* and your cost will be reduced by \$250.

- ☐ **G. Optional reduction – no university long report – minus \$250** (Procedures Manual section 11.5)

After you click the “submit” button on the *Registration*, you will be sent a registration confirmation by email within 3 business days.

13. Withdrawal

If your university 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 university will not be charged a fee. Your university will be charged a fee if you withdraw with less than 2 (two) weeks' notice. This charge is to cover the costs of PRA programming the survey and emails for your university.

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.

Membership payments and survey participation payments can be made by:

- 1) **Electronic Funds Transfer (EFT) or direct deposit.** Please contact Sarah Browne (see below) for information on how to do this.
- 2) **Cheque.** Please make cheques payable to CUSC-CCREU and mail them to Sarah Browne (see below).

Sarah Browne
CUSC-CCREU Treasurer
c/o Institutional Planning and 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.

15. Prices

The price for each 2016 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 on-line *Registration*.

D. Participation See Procedures Manual section 2 CUSC-CCREU 2014-15 membership (\$500) Non-member (\$250)	D. Participation Manuel des procédures, section 2 Adhésion à CUSC-CCREU (500 \$) Coût pour une participation au sondage sans adhésion à CUSC-CCREU (250 \$)
E. Survey package See Procedures Manual section 5.2, 5.4, and 11. Item E <i>Number of students invited to participate (standard sample plus special sample)</i> Up to 500 students (\$2,800) 501 to 1,000 students (usual size) (\$3,100) 1,001 to 1,500 students (\$3,350) 1,501 to 2,000 students (\$3,625) 2,001 to 3,000 students (\$3,900) 3,001 to 5,000 students (\$4,150) 5,001 to 7,000 students (\$4,700) More than 7,000 students (CUSC-CCREU will contact you for a cost estimate)	E. Frais de base Manuel des procédures, sections 5.2, 5.4, et 11. Item E <i>Nombre d'étudiants invités à participer (échantillon standard et échantillon spécial inclus)</i> Jusqu'à 500 étudiants (2 800 \$) 501 à 1 000 étudiants (grosueur habituelle de l'échantillon standard) (3 100 \$) 1 001 à 1 500 étudiants (3 350 \$) 1 501 à 2 000 étudiants (3 625 \$) 2 001 à 3 000 étudiants (3 900 \$) 3 001 à 5 000 étudiants (4 150 \$) 5 001 à 7 000 étudiants (4 700 \$) Plus de 7 000 étudiants (CUSC-CCREU vous contactera pour l'estimation du coût)
F. Optional additions See Procedures Manual section 11. Item F F.1 Additional reminder emails (\$130 per reminder) F.2 Additional questions (\$150 per question to \$1,500 maximum) F.3 Collaboration data and report (price to be determined) F.4 Comparison Report (\$400) F.5 Executive Report (\$800) F.6 Categorize responses to open-ended questions (\$0.65 for each respondent's completed open-ended question) F.7 Paper copy of report (\$25 each)	F. Options additionnelles Manuel des procédures, section 11. Item F F.1 Rappels additionnels par courriel (130 \$ par rappel) F.2 Questions additionnelles (150 \$ par question jusqu'à un maximum de 1 500 \$) F.3 Rapport et données du groupe de collaboration (prix à déterminer) F.4 Rapport comparatif (400 \$) F.5 Rapport sommaire (800 \$) F.6 Catégorisation des réponses aux questions ouvertes (0,65 \$ par répondant qui a offert une réponse complète) F.7 Rapport imprimé et relié (25 \$ chaque)
G. Optional reduction See Procedures Manual section 11. Item G No university long report (minus \$250)	G. Réduction optionnelle Manuel des procédures, section 11. Item G Aucun rapport complet universitaire produit (soustraire 250 \$)
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