

**CUSC**

Canadian University  
Survey Consortium

**CCREU**

Consortium canadien de recherche  
sur les étudiants universitaires



# **PROCEDURES MANUAL**

## **2017 Survey of Middle Years Students**

October 18, 2016

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](http://www.cusc-ccreu.ca) for more information about CUSC-CCREU, membership, the surveys, registration for the 2017 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

<b>question theme</b>	<b>Focus: first year making transitions</b>	<b>middle years persistence</b>	<b>graduating retrospective and career pathway</b>
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.

## Table of Contents

Highlighting indicates that this section is changed for 2017 compared to the 2016 Procedures Manual

<u>1. Introduction</u>	6
<u>2. Participation</u>	6
2.1 Member	6
2.2 Non-member	6
<u>3. Survey contractor</u>	6
<u>4. Timeline</u>	7
<u>5. Sample</u>	10
5.1 Confidentiality agreement	10
5.2 Standard sample	10
5.3 Sample weighting	10
5.4 Special sample	11
5.5 Format of the sample file	11
5.5.1 Mandatory fields	11
5.5.2 Optional fields	12
5.5.3 Check sample file	12
5.5.4 Sending sample file to PRA	13
<u>6. Incentives</u>	13
<u>7. Additional questions</u>	13
7.1 Additional questions for your students	13
7.2 Collaboration group	13
<u>8. Email invitation and reminders</u>	13
8.1 Email messages	14
8.1.1 Email header	14
8.1.2 Invitation email	14
8.1.3 Reminder emails	15
8.2 University email system and white list	16
8.3 Test invitation and survey	16
<u>9. Response tracking</u>	16
<u>10. Experiment</u>	16
<u>11. Reports</u>	17
11.1 CUSC Groups	17
11.2 Completed survey	17
11.3 Master report	17
11.4 University short report	18
11.5 University long report	18
11.6 Collaboration group report	19
11.7 Comparison report	19
11.8 Executive report	20

<u>12. Registration</u> .....	20
Item A. University contact.....	20
Item B. Participation.....	20
Item C. Survey information .....	21
Item D. Email requirements .....	21
Item E. Survey results package.....	21
Item F. Optional additions.....	22
F.1 Additional reminders .....	22
F.2 Additional questions .....	23
F.3 Collaboration data and report .....	23
F.4 Comparison report.....	23
F.5 Executive report.....	23
F.6 Categorize responses to open-ended questions .....	23
F.7 Printed and bound paper copy of report.....	23
Item G. Optional reductions.....	24
<u>13. Withdrawal</u> .....	24
<u>14. Invoices and payment</u> .....	24
<u>15. Prices</u> .....	25
<u>Appendix</u> .....	26

## **1. Introduction**

Welcome to the *CUSC-CCREU 2017 Survey of Middle Years Students* that will be administered on-line to middle years Baccalaureate students in Winter 2017. 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 2017.

## **2. Participation**

Visit [www.cusc-ccreu.ca](http://www.cusc-ccreu.ca) for more information about CUSC-CCREU, the surveys, registration for 2017 membership and the survey, and publications.

Please send a message to [cusc.ccreu@gmail.com](mailto: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 (see Appendix, especially items 4 through 10). 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 results package, any options ordered (plus applicable taxes). Only 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 report, and optional data and reports that they ordered (see section 12. Registration Item E. Survey Results Package).

### **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 results 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 Item E. Survey Results Package).

## **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, Partner at PRA in Winnipeg, MB by:

email [borodenko@pra.ca](mailto: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 9, 2017**; the latest the survey can be started is **Friday, March 24, 2017**.

The only date in the schedule that cannot be changed is **Friday, April 14, 2017** when the survey closes for all universities.

Please complete the on-line *Registration* by **Friday, December 9, 2016** which is available at [www.cusc-ccreu.ca](http://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**

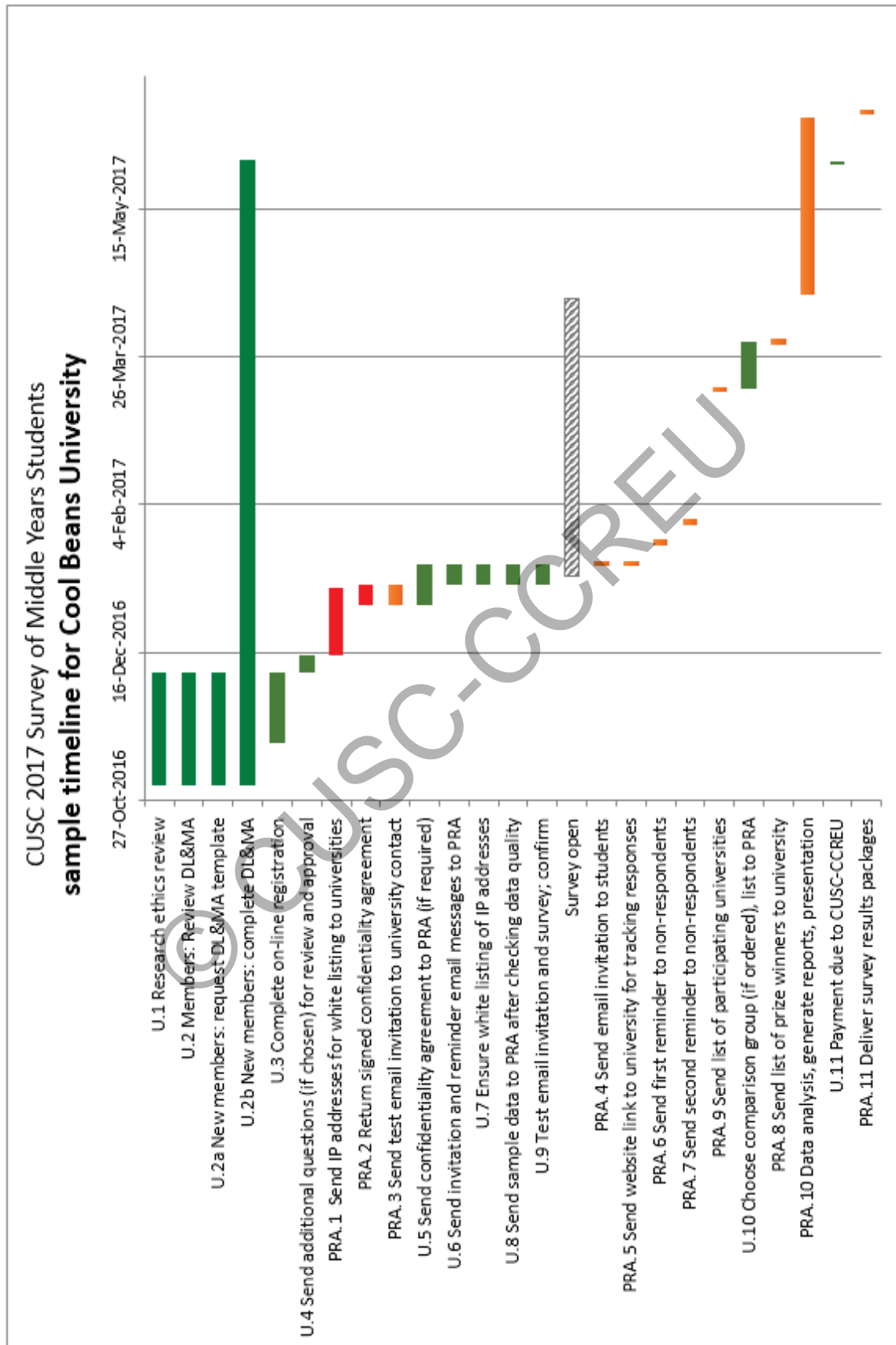
<b>Responsibility</b>	<b>Activity</b>	<b>Deadline</b>
University	U.1 Begin research ethics review (if necessary at your university)	As soon as possible
University	U.2 Current and former participants: review your university's Data Licensing & Membership Agreement (DL&MA)	Before December 9, 2016
University	U.2a New participants: Send an email to <a href="mailto:cusc.ccreu@gmail.com">cusc.ccreu@gmail.com</a> asking for a Data Licensing & Membership Agreement (DL&MA) template	Before December 9, 2016
	U.2.b New participants: Complete DL&MA and return to CUSC-CCREU	Before June 1, 2017
University	U.3 Complete the on-line Registration at <a href="http://www.cusc-ccreu.ca">www.cusc-ccreu.ca</a> <b>"Taking Part"</b>	December 9, 2016
University	U.4 Send additional questions (if chosen) for review and approval for your university's survey or collaboration group to <a href="mailto:cusc.ccreu@gmail.com">cusc.ccreu@gmail.com</a>	At least <b>four weeks</b> prior to the start of your university's survey
University	U.5 Provide PRA <a href="mailto:borodenko@pra.ca">borodenko@pra.ca</a> with a confidentiality agreement to sign (if your university requires one)	At least <b>two weeks</b> prior to the start of your university's survey
University	U.6 Provide PRA <a href="mailto:borodenko@pra.ca">borodenko@pra.ca</a> with invitation and reminder email messages	At least <b>one week</b> prior to the start of your university's survey
University	U.7 Confirm white listing <sup>1</sup> of IP addresses or steps taken to prevent your university's email filters from blocking the invitation and reminders	At least <b>one week</b> prior to the start of your university's survey
University	U.8 Send sample data to PRA <b>after completing data quality checks</b>	At least <b>one week</b> prior to the start of your university's survey
University	U.9 Test email invitation and survey; check additional questions (if ordered); send confirmation or feedback to PRA	At least <b>one week</b> prior to the start of your university's survey

<b>Responsibility</b>	<b>Activity</b>	<b>Deadline</b>
PRA	PRA.1 Send IP addresses for white listing <sup>1</sup> to participating universities	By January 7, 2017
PRA	PRA.2 Sign and return confidentiality agreement (if necessary)	At least <b>one week</b> prior to the start of the university's survey
PRA	PRA.3 Send test email invitation to university contact to test the survey link and check the survey questions	At least <b>one week</b> prior to the start of the university's survey
PRA	PRA.4 Send invitation email to students with a link to the survey	<b>Week 1</b> As early as January 11, 2017 and as late as March 24, 2017
PRA	PRA.5 Send website link to the university to track daily responses	During Week 1
PRA	PRA.6 Send first reminder to non-respondents	<b>Week 2</b> One week after invitation email
PRA	PRA.7 Send second reminder to non-respondents	<b>Week 3</b> 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 For comparison reports, send list of participating universities to each university	March 15, 2017
University	U.10 Choose universities for comparison reports (if ordered); send list of at least 4 universities to PRA	March 22, 2017
<b>Survey closes</b>		<b>Friday, April 14, 2017</b>
University	U.11 Payment due to CUSC-CCREU for membership (if chosen), survey results package and options ordered	<b>May 31, 2017</b>
PRA	PRA.10 Clean and analyze data; write reports; present overall results; send survey results packages to universities	By mid-June 2017

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.





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

## 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](mailto:borodenko@pra.ca) at least two weeks prior to the start of your university's survey.

### 5.2 Standard sample

The standard sample for 2017 is restricted to **middle years 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 students who have prior post-secondary experience at your university and/or other institutions (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;
- include second year students – those who have successfully completed the equivalent of the first year of study in a 4-year Bachelor program; at some universities, this means students that have completed at least 30 credits;
- include third year students – those who have successfully completed the equivalent of the third year of study in a 4-year Bachelor program; at some universities this means students that have completed between 60 and 90 credits;
- include students in the second year of a 3-year Bachelor program; and students in the second, third, or fourth year of a 5-year Bachelor program;
- **exclude** first-year, graduating year, independent, special, Undeclared, Certificate, Diploma, and Continuing Education students.

It may not be possible to gauge middle years students with 100 percent accuracy, but make your best estimate based on available information.

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 middle years students). Universities that a middle years 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 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](mailto: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	Year-of-study	Length	Age	Citizenship	Gender	Load	Option 1	Option 2, etc.
0001	John	Smith	jsmith@university.ca	26.0101	standard	3	3	24	1	1	2	A	
0002	Sally	Jones	sjones@university.ca	38.0105	standard	2	5	20	3	1	9	G	
0003	Jane	Doe	jdoe@university.ca	24.0101	special	3	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 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 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.

**Year-of-study** Calculated according to your university's parameters. Values: 2 = second year, 3 = third year, 4 = fourth year. Numeric, 1 digit.

**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, 2016 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 2017 (or Fall 2016 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 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*?
- 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 middle years Baccalaureate students at the start of Fall 2016 semester?
- What percent of females are in your sample file? How does this compare to other gender statistics at your university? 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.

#### **5.5.4 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](mailto: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 long reports, nor university short reports, nor the master report nor the master Excel data file nor the 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](mailto:cusc.ccreu@gmail.com) for consideration and indicate where in the survey you would like them to be placed. If your additional questions are approved, they will appear on the survey in the language(s) that you submitted them (English and/or French).

#### **7.2 Collaboration group**

This is 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. Indicate on the *Registration* that your university is in a collaboration 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](mailto:cusc.ccreu@gmail.com) for consideration and indicate where in the survey you would like them to be placed. If your additional questions are approved, they will appear on the survey in the language(s) that you submitted them (English and/or French).

### **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](mailto: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](mailto: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 middle years students

Dear <Student First Name>:

I am writing to request your participation in the *CUSC-CCREU 2017 Survey of Middle Years 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.

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. **By completing the questionnaire, you will automatically be entered into a draw to win <INSERT INCENTIVE>.**

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](mailto: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-respondents the first reminder email. Two weeks after the invitation email, PRA will send non-respondents 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-respondents, 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 middle years students

Dear <Student First Name>:

Remember receiving an email about the *CUSC-CCREU 2017 Survey of Middle Years 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.

If you are having any problems, please contact Nicholas Borodenko of PRA at [cusc@pra.ca](mailto: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 middle years students

Dear <Student First Name>:

Although the majority of students have now completed their *CUSC-CCREU 2017 Survey of Middle Years 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 have problems, please contact Nicholas Borodenko of PRA at [cusc@pra.ca](mailto: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](mailto: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, the survey questions and items appear in the same order for every respondent. CUSC-CCREU is asking universities to participate in an experiment to support or reject the hypothesis that **"randomizing the order of items on long survey questions will reduce survey priming (respondent checks the same response for every item)."** 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 randomizes the order of items in questions that have long lists. The master data files will contain a field that identifies which students received the experiment survey. 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.



While the CUSC-CCREU Board encourages universities to opt in, participation in the experiment is voluntary. Please indicate in section B. Survey information on 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 *2017 Survey of Middle Years Students* that gives the questions and items in the same order for every respondent.

## **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*. All reports are provided in Word and pdf formats on a USB flash drive (memory stick).

### **11.1 CUSC 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**

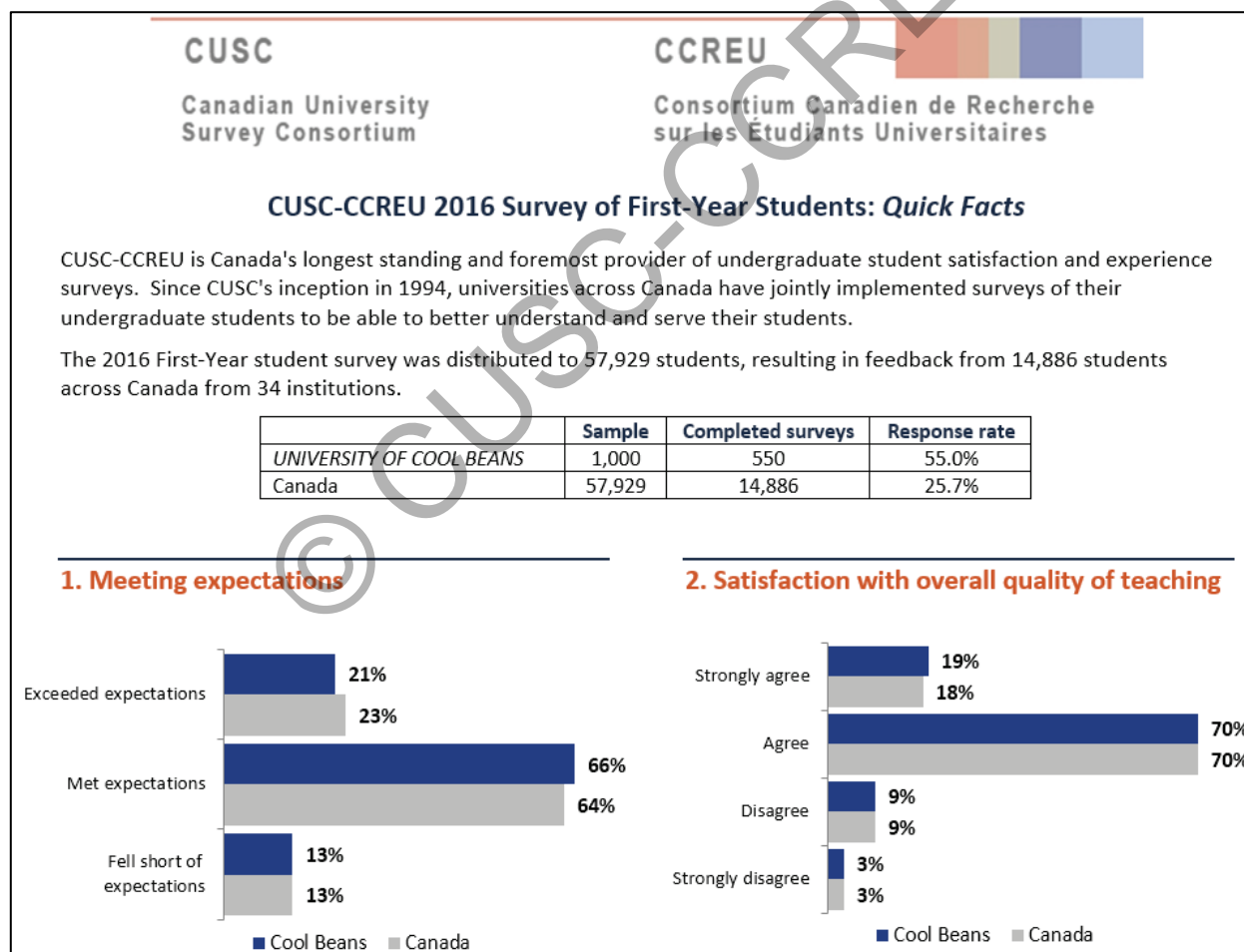
Each CUSC-CCREU member university receives the master report. The master report has text and tables that show results for all respondents and for respondents in Group 1, Group 2, and Group 3 universities (4 columns of statistics) – see the sample table below. Statistics will be calculated from completed surveys (see section 11.2 Completed survey). Visit [www.cusc-ccreu.ca](http://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

Your university short report will be 4 pages in length, with 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 results from all respondents (Canada). The image below is from page 1 of a sample university short report from last year.



### 11.5 University long report

Your university 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 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

<b>Table 2: Personal profile</b>					
	<b>All students (n=15,109)</b>	<b>Group</b>			<b>Your university</b>
		<b>1 (n=3,046)</b>	<b>2 (n=5,784)</b>	<b>3 (n=6,278)</b>	<b>(n = 289)</b>
<b>Gender Q50</b>					
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 (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 university's respondents (see the sample table below).

Sample Collaboration group report table

<b>Collaboration group (n = 1,215)</b>	<b>University A (n = 215)</b>	<b>University B (n = 252)</b>	<b>University C (n = 265)</b>	<b>University D (n = 141)</b>	<b>Your university (n = 342)</b>
<b>Additional question 1</b>					
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 2017 so that you can choose your comparison group.

Sample Comparison report table

	<b>All respondents (n = 15,109)</b>	<b>Similar universities (n = 1,428)</b>	<b>Your university (n = 362)</b>
<b>Gender Q50</b>			
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 2017 so that you can choose your comparison group.

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

	<b>All respondents (n = 18,204)</b>	<b>Similar universities (n = 1,773)</b>	<b>Your university (n = 470)</b>
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](http://www.cusc-ccreu.ca) **"Taking Part"** for the membership fee (if chosen) and to participate in the *2017 Survey of Middle Years 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](mailto:cusc.ccreu@gmail.com) and [borodenko@pra.ca](mailto:borodenko@pra.ca)

### Item B. 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 2016-17 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 [cusc.ccreu@gmail.com](mailto: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.

#### **B. Participation** (Procedures Manual section 2)

- ☐ CUSC-CCREU 2016-17 membership and participating in the survey (\$500)
- ☐ CUSC-CCREU 2016-17 membership only; not participating in the survey (\$500)
- ☐ Non-member (\$250)

**Item C. Survey information**

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

C.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 \_\_\_\_\_

C.2 Will you be surveying a special sample (Procedures Manual section 5.4)?

☐ No ☐ Yes Number of students in the special sample \_\_\_\_\_

C.3 When do you want the survey to start? (Procedures Manual section 4)

Select a date between January 9, 2017 and March 24, 2017 \_\_\_\_\_

C.4 When do you want the survey to end? (Procedures Manual section 4)

Select a date before April 15, 2017 \_\_\_\_\_

C.5 When is your university's winter/ spring break (Procedures Manual section 4)?

from \_\_\_\_\_ to \_\_\_\_\_

C.6 Will your university be using incentives (Procedures Manual section 6)?

☐ No ☐ Yes

C.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, 2017 \_\_\_\_\_

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

☐ English ☐ French ☐ both English and French

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

☐ before March 31, 2017 ☐ after March 31, 2017 ☐ Other (please specify) \_\_\_\_\_

C.10 Will your university be participating in the experiment (Procedures Manual section 10)?

☐ No ☐ Yes

**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. 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 E. Survey results 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](mailto: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 2017 Master Report* (see section 11.3 Master report).
  - Your university short report (see section 11.4 University short report). See Item G. Optional Reductions if this report is not needed.
  - Your university long report (see section 11.5 University long report). See Item G. Optional Reductions if this report is not needed.
  - Optional data and reports that you ordered (see section 12. Item F.)
  - Updated crosswalk table of CUSC survey questions
  - 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.

<p><b>E. Survey Results Package</b> (Procedures Manual section 5.2 and 5.4, and Item E.)          Number of students invited to participate (standard sample plus special sample)</p> <p><input type="checkbox"/> Up to 500 students (\$2,900)</p> <p><input type="checkbox"/> 501 to 1,000 students (usual size) (\$3,200)</p> <p><input type="checkbox"/> 1,001 to 1,500 students (\$3,450)</p> <p><input type="checkbox"/> 1,501 to 2,000 students (\$3,725)</p> <p><input type="checkbox"/> 2,001 to 3,000 students (\$4,000)</p> <p><input type="checkbox"/> 3,001 to 5,000 students (\$4,250)</p> <p><input type="checkbox"/> 5,001 to 7,000 students (\$4,800)</p> <p><input type="checkbox"/> More than 7,000 students (CUSC-CCREU will contact you for a cost estimate)</p>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

#### 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-respondents, indicate the number of additional reminders. A maximum of 4 reminders in total will be sent.

<p><b>F.1 Additional reminder emails @ \$130 per reminder</b> (Procedures Manual section 8.1.3)</p> <p><input type="checkbox"/> None</p> <p><input type="checkbox"/> 1 additional reminder</p> <p><input type="checkbox"/> 2 additional reminders</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**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 [cusc.ccreu@gmail.com](mailto:cusc.ccreu@gmail.com) for review and approval by the CUSC-CCREU Board 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**

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 [cusc.ccreu@gmail.com](mailto:cusc.ccreu@gmail.com) 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 universities (\$TBD = Cost 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 reductions**

If a university long report is not needed, and/or a university short report is not needed, please indicate this on the *Registration* and your cost will be reduced.

**G. Optional reductions**

- ☐ no university short report – minus \$100 (Procedures Manual section 11.4)  
☐ 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 4 (four) 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 membership, survey participation and options ordered 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](mailto:sbrowne@lakeheadu.ca) phone 807-343-8902

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

Payment to CUSC-CCREU is due by May 31, 2017. Your university will receive your survey results package (data and reports) after your membership fee (if applicable) and survey participation fees have been received and paid in full.



## 15. Prices

The price for each 2017 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*.

<b>B. Participation</b> See Procedures Manual section 2 CUSC-CCREU membership (\$500) Non-member (\$250)	<b>B. Participation</b> Manuel des procédures, section 2 Adhésion à CUSC-CCREU (500 \$) Coût pour une participation au sondage sans adhésion à CUSC-CCREU (250 \$)
<b>E. Survey results package</b> 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 ( <b>\$2,900</b> ) 501 to 1,000 students (usual size) ( <b>\$3,200</b> ) 1,001 to 1,500 students ( <b>\$3,450</b> ) 1,501 to 2,000 students ( <b>\$3,725</b> ) 2,001 to 3,000 students ( <b>\$4,000</b> ) 3,001 to 5,000 students ( <b>\$4,250</b> ) 5,001 to 7,000 students ( <b>\$4,800</b> ) More than 7,000 students (CUSC-CCREU will contact you for a cost estimate)	<b>E. Frais de base</b> Manuel des procédures, sections 5.2, 5.4, et 12. Item E <i>Nombre d'étudiants invités à participer (échantillon standard et échantillon spécial inclus)</i> Jusqu'à 500 étudiants ( <b>2 900 \$</b> ) 501 à 1 000 étudiants (grosueur habituelle de l'échantillon standard) ( <b>3 200 \$</b> ) 1 001 à 1 500 étudiants ( <b>3 450 \$</b> ) 1 501 à 2 000 étudiants ( <b>3 725 \$</b> ) 2 001 à 3 000 étudiants ( <b>4 000 \$</b> ) 3 001 à 5 000 étudiants ( <b>4 250 \$</b> ) 5 001 à 7 000 étudiants ( <b>4 800 \$</b> ) Plus de 7 000 étudiants (CUSC-CCREU vous contactera pour l'estimation du coût)
<b>F. Optional additions</b> See Procedures Manual section 12. 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)	<b>F. Options additionnelles</b> Manuel des procédures, section 12. 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)
<b>G. Optional reductions</b> See Procedures Manual section 12. Item G No university long report (minus \$250) <b>No university short report (minus \$100)</b> Applicable taxes (GST or HST) will be added to the final total	<b>G. Réductions optionnelle</b> Manuel des procédures, section 12. Item G • Aucun rapport complet universitaire produit (soustraire 250 \$) • <b>Aucun rapport bref universitaire produit (soustraire 100 \$)</b> Les taxes applicables (TPS ou Taxe de vente harmonisée (TVH)) seront ajoutées au montant total final

## **Appendix**

### **Data Licensing & Membership Agreement**

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 the CUSC-CCREU President by mail or electronically, then a CUSC-CCREU Board signature and the corporate seal will be affixed. One paper copy will be returned to you for your files.

A template of the DL&MA is on the following pages (updated July 2016)

**CUSC**Canadian University  
Survey Consortium**CCREU**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 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.

- 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:

<b>To the Member:</b>	Department	Primary Contact Person
	Institution	Position
	Address	Phone
	City, province, postal code	Email
<b>To the Corporation:</b>	Department	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:	_____		