



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

# PROCEDURES MANUAL

## 2019 Survey of First Year Students

October 2018

Prepared by:  
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and  
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**Canadian University Survey Consortium  
Consortium canadien de recherche sur les  
étudiants universitaires**

**Mission**

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

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

**Purpose**

The purpose of the Consortium is to:

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

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

website: [www.cusc-ccreu.ca](http://www.cusc-ccreu.ca)

email: [admin@cusc-ccreu.ca](mailto:admin@cusc-ccreu.ca)

## Suite of surveys - questions summary

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

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

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

- Survey of First Year Students will be conducted in 2019, 2022, 2025, etc.
- Survey of Middle Years Students will be conducted in 2020, 2023, 2026, etc.
- Survey of Graduating Students will be conducted in 2021, 2024, 2027, etc.

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Highlighting indicates that this section is changed for 2019 compared to the 2018 Procedures Manual

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## **1. Introduction**

Welcome to the *CUSC-CCREU 2019 Survey of First Year Students* that will be administered on-line to First Year Baccalaureate students in Winter 2019. The on-line survey is available in English and French, and students may complete the survey using a computer or a mobile device.

The questions in the Survey of First Year Students focus on making transitions (see Suite of surveys - questions summary).

We appreciate your cooperation in following the procedures and meeting the deadlines outlined in this manual. This will help to ensure that results are comparable across all institutions, and the data and reports can be ready for distribution by mid-June 2019.

## **2. Participation**

Visit [www.cusc-ccreu.ca](http://www.cusc-ccreu.ca) for more information about CUSC-CCREU, the surveys, registration for 2019 membership and the survey, and publications with results from previous surveys.

Please send a message to [admin@cusc-ccreu.ca](mailto:admin@cusc-ccreu.ca) if you have questions about participating in the survey.

### **2.1 CUSC-CCREU Member**

Any Canadian university with degree granting authority may apply to become a member of CUSC-CCREU by paying the annual membership fee, and signing and abiding by the Corporation's Data Licensing and Membership Agreement (see Appendix A, 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 General Meeting (AGM) of members in the subsequent year (about 14 months later).

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

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

### **2.2 Non-member**

Post-secondary institutions that are not eligible for membership or do not wish to become members may participate in CUSC-CCREU surveys at the discretion of the Board. Non-member institutions can choose to participate in the survey by completing the on-line *Registration* available at [www.cusc-ccreu.ca](http://www.cusc-ccreu.ca) "*Taking Part*". 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 data files of responses only from their students, their institutions' reports, and optional items that they ordered. 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

Please complete the on-line *Registration* by **Friday, December 14, 2018** which is available at [www.cusc-ccreu.ca](http://www.cusc-ccreu.ca) "*Taking Part*". Usually late registrations can be accommodated but institutions that registered by this date will have priority.

Table 4 presents a schedule that can be modified, within limits, to accommodate participating institutions. We strongly encourage you to start the survey at your university as soon as possible in the New Year. The earliest the survey can be started is **Monday, January 7, 2019**; the latest the survey can be started is **Friday, March 22, 2019**.

The only date in the schedule that cannot be changed is **Friday, April 12, 2019** when the survey closes for all institutions.

You can change the date when the survey starts at your university after you have completed the *Registration* but other institutions 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 institution such as winter/ spring break (study week), exams and other surveys.

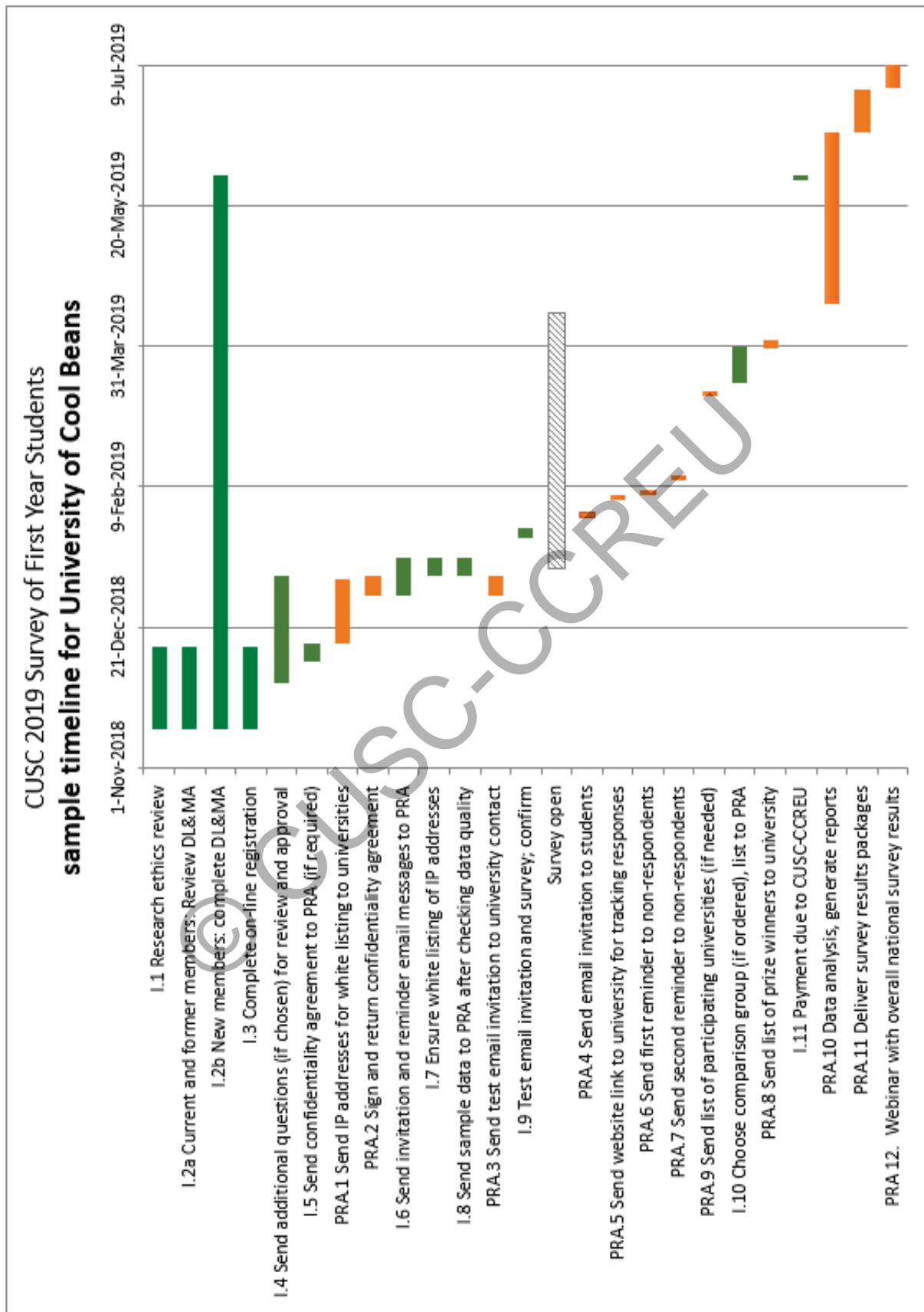
Table 4 Timeline

Responsibility	Activity	Deadline
Institution	U.1 Begin research ethics review (if necessary at your institution)	As soon as possible
Institution	U.2a Current and former CUSC members: review your institution's Data Licensing & Membership Agreement (DL&MA)	Before December 14, 2018
Institution	U.2b New CUSC members: complete Data Licensing & Membership Agreement (DL&MA) and return to CUSC-CCREU (see Appendix A.)	Before June 1, 2019
Institution	U.3 Complete the on-line Registration at <a href="http://www.cusc-ccreu.ca">www.cusc-ccreu.ca</a> " <i>Taking Part</i> "	December 14, 2018
Institution	U.4 Send additional questions (if chosen) for review and approval for your institution's survey or collaboration group to <a href="mailto:admin@cusc-ccreu.ca">admin@cusc-ccreu.ca</a>	At least <b>four weeks</b> prior to the start of your institution's survey
Institution	U.5 Provide PRA <a href="mailto:borodenko@pra.ca">borodenko@pra.ca</a> with a confidentiality agreement to sign (if your institution requires one)	At least <b>two weeks</b> prior to the start of your institution's survey
Institution	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 institution's survey

Responsibility	Activity	Deadline
Institution	U.7 Confirm white listing of IP addresses or steps taken to prevent your institution's email filters from blocking the invitation and reminders (see section 8.1.2)	At least <b>one week</b> prior to the start of your institution's survey
Institution	U.8 Send sample data to PRA after completing data quality checks	At least <b>one week</b> prior to the start of your institution's survey
Institution	U.9 Receive test email invitation and survey; test link and survey and check additional questions (if ordered); send confirmation or feedback to PRA	At least <b>one week</b> prior to the start of your institution's survey
PRA	PRA.1 Send IP addresses for white listing to participating institutions (see section 8.1.2)	By January 4, 2019
PRA	PRA.2 Sign and return confidentiality agreement (if necessary)	At least <b>one week</b> prior to the start of the institution's survey
PRA	PRA.3 Send test email invitation to institution contact to test the survey link and check the survey questions	At least <b>one week</b> prior to the start of the institution's survey
PRA	PRA.4 Send invitation email to students with a link to the survey	<b>Week 1</b> As early as January 14, 2019 and as late as March 22, 2019
PRA	PRA.5 Send website link to the institution 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 institution for distributing incentives (prizes)	By date requested by institution
PRA	PRA.9 For comparison reports, send list of participating institutions to each institution	March 15, 2019
Institution	U.10 Choose institutions for comparison reports (if ordered); send list of at least 4 institutions to PRA	March 22, 2019
<b>Survey closes</b>		<b>Friday, April 12, 2019</b>
Institution	U.11 Payment due to CUSC-CCREU for membership (if chosen), survey results package and options ordered	May 31, 2019
PRA	PRA.10 Clean and analyze data; write reports	By mid-June 2019
PRA	PRA.11 Provide survey results packages to institutions that have paid	By June 30, 2019
PRA	PRA.12 Webinar with presentation of overall national survey results	Summer 2019

On the *Registration*, each institution can choose when the survey closes for their students. PRA will provide each institution 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 institutions.

## 5. Sample

### 5.1 Confidentiality agreement

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

### 5.2 Standard sample

The standard sample for 2019 is restricted to first year undergraduate Bachelor students. To ensure that the standard samples from all institutions consist of similar students, please:

- include only students who are enrolled in Winter 2019 AND were also enrolled in Fall 2018; students must have recent prior post-secondary experience either at the same institution or at another institution;
- include only first year undergraduate students who graduated from high school or CEGEP within the last two years (i.e. only "immediate direct-entry" students from high school or CEGEP);
- 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 students who have no prior university or college experience, except for the current academic year;
- 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 middle years, graduating, independent, special, Undeclared, Certificate, Diploma, and Continuing Education students.

It may not be possible to gauge first year students with 100 percent accuracy, but make your best estimate based on available information. At some institutions, first year is based on the number of credits completed.

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

CUSC-CCREU allows institutions to provide a census sample (all first year students) of more than 1,000 students. Institutions that have a first year 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 who meet the criteria for the standard sample from the participating institutions that are CUSC-CCREU members. PRA will use only the responses from the standard samples in institution reports and the master report (see section 11. Reports).

### 5.3 Sample weighting

The *Registration* asks for the total number of students in Winter 2019 semester who fit the definition of the standard sample. If you're not sure of the actual number, provide an estimated number. When you have the final number, please email it to PRA [borodenko@pra.ca](mailto:borodenko@pra.ca). This information will be used to calculate weights for responses that will be provided in the data files and applied in analyses of the survey data.

## 5.4 Special sample

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

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

## 5.5 Format of the sample file

Standard and special samples should be provided to PRA at least one week prior to the start of your institution’s survey in an Excel file with the following fields (11 mandatory fields plus a maximum of 10 optional fields):

**Table 5.5 Format of the sample file**

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

### 5.5.1 Mandatory fields

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

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

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

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

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

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

Use the *Classification of Instructional Programs* 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, 2018 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 2019 (or Fall 2018 if Winter data is not available). The definition of full-time and part-time should be determined by your institution's guidelines. Values: 1 = full-time, 2 = part-time, 9 = unknown. Numeric, 1 digit.

### 5.5.2 Optional fields

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

### 5.5.3 Check sample file

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

- How many students are in your sample file? Does this match what you stated on the *Registration*?
- Check that there is only 1 record (row) for each student; no duplicate records. If a student is enrolled in more than one program (such as a double major), you can include the CIP code for the second major in an optional field in your sample file.
- Are the CIP codes in two-dot-four format (xx.xxxx), e.g. 11.0701, 52.0201?
- What is the average age of the students in your sample? What is the age range? Does this match your expectations for the ages of first year Bachelor students at the start of Fall 2018 semester?
- What percent of females are in your sample file? How does this compare to other gender statistics at your institution? Do students with a gender code of 1 have a female name?
- Conduct other checks on your sample data to ensure it meets expectations and the criteria specified in section 5.2 and section 5.5.1.

#### 5.5.4 Sending sample file to PRA

To ensure privacy of student data, password protect the Excel sample file. Email the sample file to PRA [borodenko@pra.ca](mailto:borodenko@pra.ca) at least one week prior to the start of your institution's survey. Send the password to PRA in a separate email from the one containing the sample file.

## 6. Incentives (Prizes)

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

If your institution uses incentives, indicate on the *Registration* the date when you would like PRA to randomly select the appropriate number of respondents based on the number of incentives your institution offered. These student names and email addresses will be sent to the primary contact. It is the institution's responsibility to purchase the prizes, notify the winners, and distribute the prizes.

## 7. Additional questions

### 7.1 Additional questions for your students

Your institution can add questions to the survey that will be asked only of your students. Please indicate this on the *Registration*. Additional questions will appear on separate page(s) or screen(s) in the on-line survey. They must stand alone; they cannot be inserted into a section of CUSC questions. However, you can choose after which CUSC section each additional question will be placed in the survey.

Responses to these additional questions will be provided in your institution's data files. They will not be included in institution long reports, nor institution 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, prepare your additional questions using the template below and email them to [admin@cusc-ccreu.ca](mailto:admin@cusc-ccreu.ca) for consideration. Additional questions must be submitted in the order that they will appear in your institution's survey. If your additional questions are approved, they will display in the language(s) that you submitted them (English and/or French). If you submit questions in one language and a student chooses to respond to the survey in the other language, the questions will appear only in the language you submitted them, e.g. questions and response options in French on the English version of the survey.

#### Additional questions template

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

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

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

Skip logic or branching to/ from another additional question:

☐ No ☐ Yes - branch from/ to which additional question? \_\_\_\_\_

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

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

**Example** This is FOUR questions, not one question.

Indicate your rating for each of the following issues on this scale:

Very poor, Poor, Good, Very good

Issue A

Issue B

Issue C

Issue D

## 7.2 Collaboration group

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

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

The collaboration group's additional questions must be approved by the CUSC-CCREU Board to ensure they fit with CUSC-CCREU's mission and purpose (see page 2) and do not lengthen the survey inordinately. See section 7.1 Additional questions for more information. At least 4 weeks prior to the start of your survey, prepare your additional questions using the Additional questions template in section 7.1 and email them to [admin@cusc-ccreu.ca](mailto:admin@cusc-ccreu.ca)

## 8. Invitation and reminders

In the on-line *Registration* indicate how your institution would like to have the survey invitation and reminders sent to students.

### 8.1 Email

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

#### 8.1.1 Email messages

At least **one week** before your survey is scheduled to start, send to PRA [borodenko@pra.ca](mailto:borodenko@pra.ca) your institution'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 institution's winter/ spring break.

You may include 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, but 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.

### 8.1.1a Email header

The default information that PRA will use is shown below in section 8.1.1b Invitation email and section 8.1.1c Reminder emails. Institutions 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). PRA will respond to any emails sent by students (in English or French, as appropriate). 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.

### 8.1.1b Invitation email

The invitation email will include the email message and a link to the on-line survey. Some institutions may be required to include additional information to meet the informed consent requirements according to their research ethics approval process. Institutions can change the invitation message to suit their requirements.

#### **SAMPLE INVITATION EMAIL**

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



*University of Cool Beans*

Dear <Student First Name>:

I am writing to request your participation in the *CUSC-CCREU 2019 Survey of First Year Students*. This study is being conducted at more than 30 Canadian institutions to help us learn more about our students and their experiences at institution. By completing this survey, you are making a substantial contribution to future research that identifies changes and patterns in the experience of undergraduate students from Canadian institutions.

You can participate in this important project by clicking on the link below and completing the questionnaire. The survey should take about 20 minutes to complete. **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.

<INSTITUTION REPRESENTATIVE NAME>  
<TITLE>

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

### 8.1.1c 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 institution and also the interval at which reminders are sent - consult with PRA.

If your institution 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 [institution name]  
Subject: Reminder [institution name] wants feedback from first year students



*University of Cool Beans*

Dear <Student First Name>:

Remember receiving an email about the *CUSC-CCREU 2019 Survey of First Year 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,

[institution 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 [institution name]  
Subject: Last opportunity [institution name] wants feedback from first year students



*University of Cool Beans*

Dear <Student First Name>:

Although the majority of students have now completed their *CUSC-CCREU 2019 Survey of First Year 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,



[institution representative name]  
[title]

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

### 8.1.2 Institution email system and white list

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

### 8.1.3 Test invitation and survey

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

## 8.2 Learning management system

In addition to PRA sending email invitations and reminders, you may choose the option to use your institution's learning management system or student portal for an additional cost. After you send the sample file to PRA, a file will be sent back to you with a unique survey link for each student. It is the institution's responsibility to load the links onto its learning management system or student portal and to write the survey invitation and reminder messages (see section 8.1 Email).

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

CUSC-CCREU recommends that you follow the same process in your learning management system for email invitations and reminders as described in section 8.1 Email, i.e. develop messages, test messages, send invitation, and send reminders to non-responders.

## 9. Response tracking

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

## 10. Experiment

Currently, the survey sections and questions appear in the same order for every respondent. CUSC-CCREU is asking institutions to participate in an experiment to support or reject the hypothesis that **"providing a dashboard that allows students to complete survey sections in the order they choose improves response rates and completed surveys."** There is no cost to participate in the experiment.

For institutions 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 starts with a dashboard. The master data files will contain a field that identifies which students received the experiment survey. Institution 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 institutions to opt in, participation in the experiment is voluntary. Please indicate in section B. Survey information on the *Registration* whether or not your institution will participate. If you do not participate in the experiment, all of the students in your sample will receive the standard version of the *2019 Survey of First Year Students* (i.e. does not start with a dashboard).

## 11. Reports

This section describes general information about the reports that show results from responses to the survey, and each type of report that is part of the survey results package or an additional option that can be ordered on the *Registration*. CUSC members and non-members will download all reports and data from PRA's secure FTP site (a login will be sent to you in June 2019).

### 11.1 CUSC Groups

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

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

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

### 11.2 Completed survey

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

### 11.3 Master report

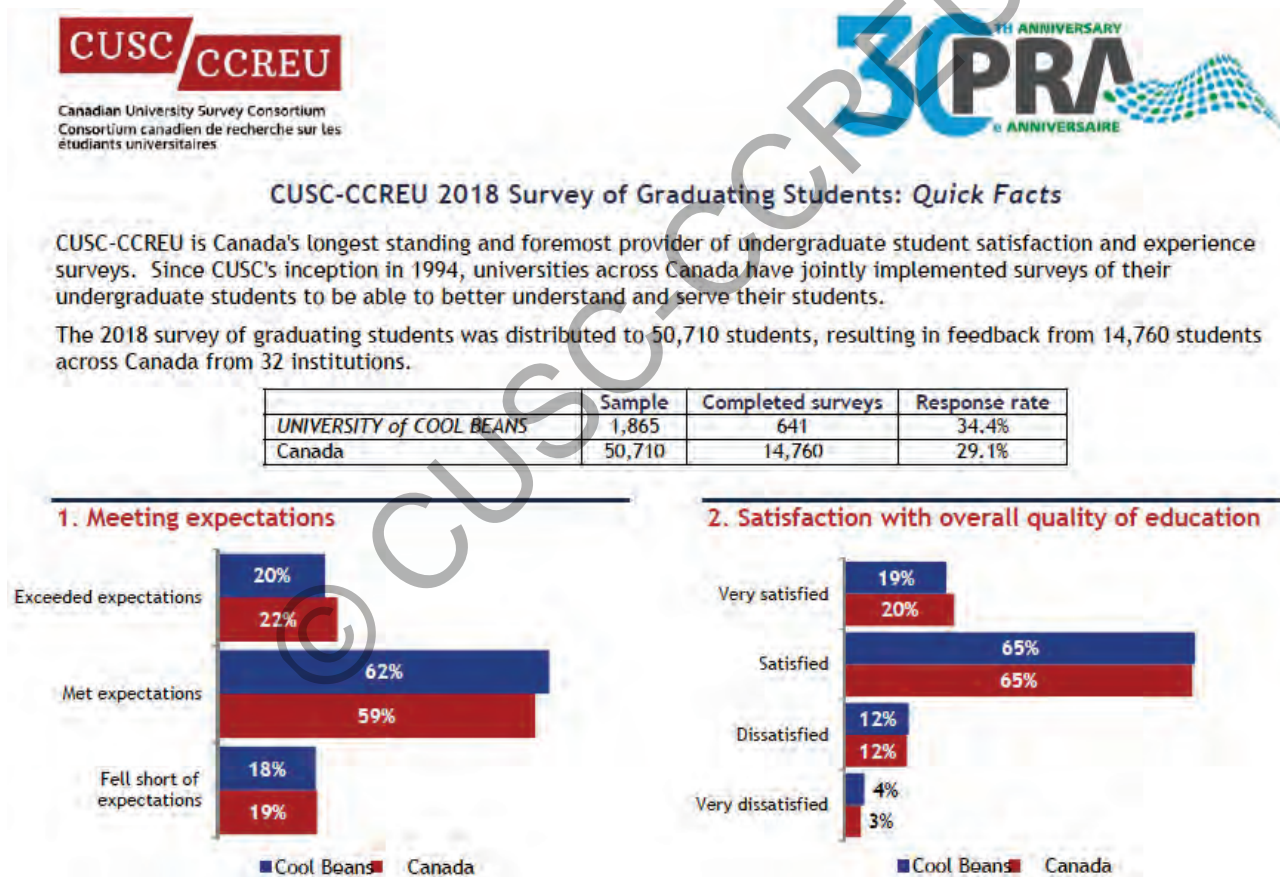
Each CUSC-CCREU member institution receives the master report. The master report has text and tables that show results for all respondents and for respondents in Group 1, Group 2, and Group 3 institutions (4 columns of statistics) - see the sample table below. Statistics will be calculated from completed 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 Institution short report

Your institution 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 institution will be displayed compared to results from all respondents (Canada). The image below is from page 1 of a sample institution short report.



#### 11.5 Institution long report

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

Sample Institution long report table

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

### 11.6 Collaboration group report

The collaboration report has results from a group of institutions 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 institution's respondents (see the sample table below).

Sample Collaboration group report table

	Collaboration group (n = 1,215)	Institution A (n = 215)	Institution B (n = 252)	Institution C (n = 265)	Institution D (n = 141)	Your institution (n = 342)
Additional question 1						
ADDQ1 option a	27%	30%	32%	28%	25%	18%
ADDQ1 option b	65%	69%	52%	62%	75%	69%
ADDQ1 option c	8%	<1%	16%	10%	0%	13%
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 institution'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 institutions in the group. A list of participating institutions will be sent to you in March 2019 so that you can choose your comparison group.

Sample Comparison report table

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

### 11.8 Executive report

The executive report is a 4 to 6 page summary in text with a few tables and no figures that highlights key findings and provides a comparison of your students' responses to responses from all institutions, and responses from a comparison group (see the sample table below). Statistics will be calculated from completed surveys (see section 11.2 Completed survey). The default comparison group 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 institutions in the comparison group. A list of participating institutions will be sent to you in March 2019 so that you can choose your comparison group.

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

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

## 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 *2019 Survey of First Year Students*.

### Item A. Institution contact

Indicate the name, institution department, street/ physical address, and email address for the primary contact. The primary contact should be the person who will be 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 [admin@cusc-ccreu.ca](mailto:admin@cusc-ccreu.ca) and [borodenko@pra.ca](mailto:borodenko@pra.ca)

### Item B. Participation

**Member:** Any Canadian institution with degree granting authority may apply to become a member of CUSC-CCREU by paying the annual membership fee, and signing and abiding by the Corporation’s Data Licensing and Membership Agreement. Membership applications are reviewed and approved by the Board of Directors. After the application has been approved, your institution must pay the membership fee for 2018-19 and a signed *Data Licensing and Membership Agreement* must be held in CUSC-CCREU files.

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

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

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

- ☐ Participating as a CUSC-CCREU member; 2018-19 membership already paid
- ☐ Participating as a CUSC-CCREU member; need to pay 2018-19 membership (\$500)  
Note: Membership will be invoiced separately from the survey results package
- ☐ Participating as a 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 institution.

C.1 What is the total number of students in Winter 2019 at your institution who fit 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 7, 2019 and March 22, 2019 \_\_\_\_\_

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

Select a date before April 12, 2019 \_\_\_\_\_

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

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

C.6 Will your institution 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 19, 2019 \_\_\_\_\_

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

☐ English ☐ French ☐ both English and French

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

- ☐ before March 31, 2019 (invoice will be sent by the end of February 2019)  
☐ after March 31, 2019 (invoice will be sent by the end of April 2019)  
☐ Other (please specify) \_\_\_\_\_

C.10 Will your institution 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 8.1.2)? If so, please explain. \_\_\_\_\_

#### Item E. Survey results package

For all participating institutions, this **includes**:

- Administration of the on-line survey by PRA to the standard sample (and special sample) of students at your institution, including distribution of the invitation email and 2 reminder emails, and responding to students who send an email to [cusc@pra.ca](mailto:cusc@pra.ca)
- PRA will provide you with a website link to track the response rate from your institution's students.



- If your institution uses incentives (see section 6. Incentives), PRA will randomly select the appropriate number of respondents from your institution on the date you indicate on the *Registration*. These student names and email addresses will be sent to the primary contact.
- After payment has been received, **CUSC-CCREU members** will download all reports and data from PRA's secure FTP site that is hosted on a Canadian server. A login will be sent to you in June 2019. These 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 2019 Master Report* (see section 11.3 Master report).
  - Your institution short report (see section 11.4 Institution short report). See Item G. Optional Reductions if this report is not needed.
  - Your institution long report (see section 11.5 Institution 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.
  - Codebook with variable names, labels and response options.
  - For CUSC-CCREU members, also included is data from all member institutions respondents' answers to closed-ended questions in the master Excel data file and master SPSS data file, and banner tables in SPSS and html that compare results by institution group and by each participating institution.

After payment has been received, **non-members** will download all reports and data from PRA's secure FTP site that is hosted on a Canadian server. A login will be sent to you in June 2019. These 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 2019 Master Report* (see section 11.3 Master report).
- Your institution short report (see section 11.4 Institution short report). See Item G. Optional Reductions if this report is not needed.
- Your institution long report (see section 11.5 Institution 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.
- Codebook with variable names, labels and response options.

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

**E. Survey Results Package** (Procedures Manual section 5.2 and 5.4, and Item E.)

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

- ☐ Up to 500 students (\$2,900)
- ☐ 501 to 1,000 students (usual size) (\$3,200)
- ☐ 1,001 to 1,500 students (\$3,450)
- ☐ 1,501 to 2,000 students (\$3,725)
- ☐ 2,001 to 3,000 students (\$4,000)
- ☐ 3,001 to 5,000 students (\$4,250)
- ☐ 5,001 to 7,000 students (\$4,800)
- ☐ 7,001 to 15,000 students (\$5,200)
- ☐ More than 15,000 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 institution would like PRA to send 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.

<b>F.1 Additional reminder emails - \$150 per reminder</b> (Procedures Manual section 8.1.3) <input type="checkbox"/> None <input type="checkbox"/> 1 additional reminder <input type="checkbox"/> 2 additional reminders
--

**F.2 Additional questions**

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

<b>F.2 Additional questions - \$150 per question to TBD</b> (Procedures Manual section 7.1) <input type="checkbox"/> No additional questions <input type="checkbox"/> Yes, we will add questions
--

**F.3 Collaboration data and report**

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

<input type="checkbox"/> <b>F.3 Collaboration data and report - costs shared, \$TBD</b> (Procedures Manual section 7.2, 11.6) Is your institution in a collaboration group? <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes", which institutions are collaborating? (please specify) _____
---

**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.

<input type="checkbox"/> <b>F.4 Comparison report - add \$400</b> (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 institutions, and responses to a comparison group of your choice.

<input type="checkbox"/> <b>F.5 Executive report - add \$800</b> (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 institution. Institutions 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 \$50
  - ☐ Institution long report - add \$50
  - ☐ Comparison report - add \$50
  - ☐ Collaboration report - add \$50

**F.8 Learning management system**

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

- ☐ **F.8 Learning management system - add \$150** (Procedures Manual section 8.2)

**Item G. Optional reductions**

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

- G. Optional reductions**
- ☐ no institution short report - minus \$100 (Procedures Manual section 11.4)
  - ☐ no institution 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 institution withdraws from participating in the CUSC-CCREU survey with at least 2 (two) weeks' notice prior to your scheduled start date (date that the email invitation was to be sent), your institution will not be charged a fee. Your institution will be charged a fee if you withdraw with less than 2 (two) weeks' notice. This fee is to cover the costs of PRA programming the survey and emails for your institution.

## **14. Invoices and payment**

Invoices for membership, survey participation and options ordered will be emailed to institutions by CUSC-CCREU according to the date you indicate on the *Registration*. This will be by the last week of February 2019 for those institutions requesting their invoice prior to March 31, 2019; by the end of April 2019 for those institutions requesting it after March 31, 2019; and by the end of June 2019 for institutions that purchased options that are dependent on the number of completed surveys (e.g. categorizing responses to open-ended questions). Payment to CUSC-CCREU is due upon receiving an invoice.

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

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

Sarah Browne  
CUSC-CCREU Treasurer  
c/o Institutional Planning and Analysis  
Lakehead Institution  
955 Oliver Road  
Thunder Bay, ON P7B 5E1  
phone 807-343-8902  
email [treasurer@cusc-ccreu.ca](mailto:treasurer@cusc-ccreu.ca)

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

Payment to CUSC-CCREU is due by May 31, 2019 for invoices issued prior to this date. Your institution will receive your survey results package (data and reports) after your membership fee (if applicable) and survey results package fees have been received and paid in full.

## 15. Prices/ Prix

The price for each 2019 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. Participation

See Procedures Manual section 2

- CUSC-CCREU membership (\$500)
- Non-member (\$250)

### B. Participation

Manuel des procédures, section 2

- Adhésion au CUSC-CCREU (500 \$)
- Coût pour une participation au sondage sans adhésion au CUSC-CCREU (250 \$)

### E. Survey results package

See Procedures Manual section 5.2, 5.4, and 12. Item E

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

- Up to 500 students (\$2,900)
- 501 to 1,000 students (usual size) (\$3,200)
- 1,001 to 1,500 students (\$3,450)
- 1,501 to 2,000 students (\$3,725)
- 2,001 to 3,000 students (\$4,000)
- 3,001 to 5,000 students (\$4,250)
- 5,001 to 7,000 students (\$4,800)
- 7,001 to 15,000 students (\$5,200)
- More than 15,000 students (CUSC-CCREU will contact you for a cost estimate)

### E. Frais de base

Manuel des procédures, sections 5.2, 5.4, et 12. Item E

*Nombre d'étudiants invités à participer (échantillon standard et échantillon spécial inclus)*

- Jusqu'à 500 étudiants (2 900 \$)
- 501 à 1 000 étudiants (grosueur habituelle de l'échantillon standard) (3 200 \$)
- 1 001 à 1 500 étudiants (3 450 \$)
- 1 501 à 2 000 étudiants (3 725 \$)
- 2 001 à 3 000 étudiants (4 000 \$)
- 3 001 à 5 000 étudiants (4 250 \$)
- 5 001 à 7 000 étudiants (4 800 \$)
- 7 001 à 15 000 étudiants (5 200 \$)
- Plus de 15 000 étudiants (CUSC-CCREU vous contactera pour l'estimation du coût)

### F. Optional additions

See Procedures Manual section 12. Item F

- F.1 Additional reminder emails (\$150 per reminder)
- F.2 Additional questions (\$150 per question)
- 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 (\$50 each)
- F.8 Learning management system (\$150)

### F. Options additionnelles

Manuel des procédures, section 12. Item F

- F.1 Rappels additionnels par courriel (150 \$ par rappel)
- F.2 Questions additionnelles (150 \$ par question)
- 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 (50 \$ chaque)
- F.8 Système de gestion des apprentissages (150 \$)

### G. Optional reductions

See Procedures Manual section 12. Item G

- No institution long report (minus \$250)
- No institution short report (minus \$100)

Applicable taxes (GST or HST) will be added to the final total

### G. Réductions optionnelles

Manuel des procédures, section 12. Item G

- Aucun rapport universitaire complet produit (soustraire 250 \$)
- Aucun rapport universitaire abrégé produit (soustraire 100 \$)
- Les taxes applicables (TPS ou Taxe de vente harmonisée (TVH)) seront ajoutées au montant total final

## **Appendix A. Data Licensing & Membership Agreement**

For institutions that become CUSC-CCREU members

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

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

The DL&MA must be signed by someone who has signing authority for your institution, e.g. President, Provost, Registrar, Vice President Finance. This may require consulting your institution's legal counsel. A signed DL&MA must be sent to 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.

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

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



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

## Data Licensing & Membership Agreement

This Agreement is effective as of the \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

BETWEEN:

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

-and-

name of university  
(the "Member")

WHEREAS:

### PREAMBLE

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

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

B. The purpose of the Consortium is to:

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

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

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

#### **DEFINITIONS**

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

#### **OWNERSHIP OF SURVEY DATA**

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

#### **EXCHANGE OF SURVEY DATA AMONG MEMBERS**

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

#### **COMPARISONS LIMITED TO AGGREGATE DATA**

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

**LIMITATIONS ON THE USE OF DATA**

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

**REQUIREMENTS FOR CONFIDENTIALITY**

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

**EXCLUSIVE USE OF INSTRUMENTS AND METHODOLOGY**

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

**INDEMNITY**

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

**SEVERABILITY**

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

**INSTITUTIONAL CONTACT AND NOTICE**

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

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

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

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:	_____		

## Appendix B. Confidentiality Agreement with PRA

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

For your information, the contract that CUSC-CCREU has with PRA includes these items about confidentiality.

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

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

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

F.3 PRA Inc. shall:

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

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

# CUSC-CCREU 2019 Survey of First Year Students (the "Survey")

## Confidentiality Agreement

### BETWEEN:

[name of institution]  
(the "Institution")

- and -

PRA Inc.  
(Prairie Research Associates)

### WHEREAS:

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

### NOW THEREFORE the parties agree as follows:

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

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

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

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

**Signed for the Institution**

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

**Signed for PRA Inc.**

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