

Survey Response Rates IR

1. Participant Disclaimer

This short survey is intended to gather feedback of your IR experiences related to the impact that survey data has on informed decision-making. Your response is important, confidential and will be processed anonymously. Please donate 10-to-15 minutes of your time to help with this study. Thank you: Ken Scott, EdD, & Novadeam Watson-Stone, DBA (IRB APPROVAL: 31JANUARY2012)

1. Generally, what is your opinion of survey response rates (quantity) in the past three-to-five years?

(e.g., # of surveys submitted)

- Return rates have declined
- Return rates have remained about the same
- Return rates have increased

Additional comments?

2. Generally, what is your opinion of survey response quality in the past three-to-five years?

(e.g., quality refers to all items answered, open and honest feedback, answers appear to be thoughtful and insightful, etc.)

- Survey quality has declined
- Survey quality has remained about the same
- Survey quality has improved

Additional comments?

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3. How important are these factors in negatively impacting the quality and quantity of survey participation?

	Not Important	Somewhat Important	Important	Very Important
Lack of motivation to complete 'another' survey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Busy schedules limiting time for survey completion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Survey participant identification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Responses being used 'against' participants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skepticism surveys actually result in change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A lack of trust between employees & administration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The reduction of incentives to promote participation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have a negative reason(s) not listed?

4. Gender:

- Male Female

5. Generational Information:

- Baby Boomer (Born 1946 - 1964)
 Gen X (Born 1965 - 1979)
 Millennial (Born 1980 - 2000)

6. Institutional Research Experience:

- I have between 0 - 5 years in IR
 I have between 6 - 10 years in IR
 I have more than 10 years in IR

Please provide the name and state of your college. This data item WILL NOT be used for identification purposes except to indicate which colleges participated by number of schools, not specific names.

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7. Group I: Please rate each question based on your perception and/or experience of the relationship between survey data integrity and informed decision-making.

(IR = Institutional Research function of the college)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I seldom use validated surveys from other sources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I expect collected data to be used for decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. My perception is that employees trust the IR department	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The quality of a dataset is seldom discussed in IR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I can easily recall decisions based on survey data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Only positive survey comments should influence decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Only negative survey comments should influence decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I personally use responses to make informed decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Low return rates negatively impact data-driven decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. The culture of the institution impacts response rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. My administrators rely on survey data to make informed decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. The culture of the institution impacts data quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. A mixed-methods survey improves data quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. "Survey saturation" has a negative impact on return rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Qualitative responses are consistently used in institutional decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. I often help administrators interpret data for decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. Employee survey data is used for continuous improvement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. Respondents are more likely to thoughtfully respond to shorter surveys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. My perception is that 'survey fatigue' impacts survey quality and response rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. Shorter surveys, but more frequently given, tend to improve quality and response rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**8. Group II: Please rate each question based on your perception and/or experience of the relationship between survey data integrity and informed decision-making.
(IR = Institutional Research function of the college)**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Employees are skeptical about being identified in surveys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Lower response rates reduce dataset reliability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The quantity of responses is more important than the quality of the responses themselves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Employees are encouraged to complete surveys from any location of their choosing, even access from home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I believe that employees trust reports generated from surveys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. The more surveys I administer, the more the data will help the institution solve its respective problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. There is no relationship between survey quality and informed decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Survey data is one of the most important elements in informed decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. An executive summary of all data collected is provided to employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. With current fiscal constraints, surveys should be discontinued	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Trust between administration and faculty/staff is the most important element in survey quality and quantity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Decision-making bias is more likely without survey data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Employee perceptions influence the quality/quantity of survey data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Survey data provides a critical input function into accreditation standards and core requirements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. My/our IR department is satisfied with its survey methodologies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. The IR department has plans to create innovative survey methodologies to improve survey response quality/quantity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. External datasets collected are made available to employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. Innovative survey methodologies will not improve survey return quality/quantity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. Student survey data quality/quantity is as important as faculty survey data quality/quantity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. Focus groups should replace survey collection practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. What would you do to improve participation quality and return rates?

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10. Do you have any additional comments you would like to contribute?