



CIRP Freshman Survey 2008 Administration Guidelines

Whom should you survey?

The CIRP Freshman Survey is designed to be administered to all first-time full-time freshmen during the freshman orientation or registration period. The questionnaire should be completed by your entering students before the start of the academic year. If this is not possible, they should be completed before the end of the first full week of classes.

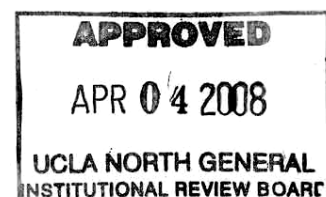
You may survey all entering first-year students, regardless of their enrollment status (transfer and part-time students will be separated during survey processing; see “*Reports*” below).

The CIRP Freshman Survey can be administered several different ways:

1. Proctored setting with paper questionnaires. This administration method will result in the highest response rate, and is highly recommended. Many schools use this method, in which all first-year students are physically present in one place to complete the questionnaire.
2. Mail-out survey with paper questionnaire. This administration method can also be effective if multiple reminder mailings are used, but will typically result in lower response rates than option #1 and typically used when a proctored setting is not logistically possible.
- NEW* 3. Email notification of the web-survey option. This is a new option for the CIRP Freshman Survey. You can use our system to deliver the email requests to complete a web-based questionnaire to students or contact students on your own. This method usually results in a response rate as high, or higher than option #2, but not as high as option #1.
- NEW* 4. A combination of paper and web-based questionnaires. This administration method will likely lead to the next highest response rate, as it will be lower, usually, than administering the survey in a proctored setting (option #1).

CIRP Freshman Survey as a Pre-Test to the YFCY and CSS

While the CIRP Freshman Survey may be used effectively as a stand-alone instrument, it was designed as a pre-test instrument to the Cooperative Institutional Research Program (CIRP) YFCY (administered at the end of the first year of college) and the CSS (administered to graduating seniors). CIRP Freshman Survey data are most valuable when linked to relevant post-test data from the CIRP YFCY, CSS or other local baseline data. Having baseline data collected at the time of college entry allows you to assess how and why your students change over time, and to evaluate the impact and effectiveness of programs and policies at your campus.



Research Approval

Although there are common federal guidelines for the use of human subjects in research, procedures may vary from campus to campus. Therefore, it is critical for you to familiarize yourself with your institution's human subjects guidelines.

Many campuses have found that the application that HERI submits to the UCLA IRB is very useful in discussions with their own local IRBs. For your convenience, the approved application is available on our website at: <http://www.gseis.ucla.edu/heri>.

If local IRB approval of this research is necessary at your campus, obtaining IRB approval can be quick, but it can also be a more lengthy process. We suggest that you begin this process as soon as possible.

HERI and the UCLA North General Institutional Review Board (NGIRB) require that an appropriate college official certify compliance through our **Research Approval Form** with the following:¹

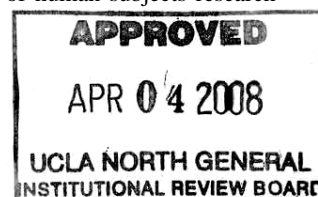
1. you will abide by and comply with the CIRP administration procedures as approved by UCLA's IRB.
2. your campus has determined if local IRB approval is required, and
3. if local IRB approval of this research is required on your campus, you will administer the survey only after you have received local IRB approval.

You further agree to the following statement:

The Higher Education Research Institute provides data files to assist institutional research activities. By receiving this data file, we agree that these data will be used only for statistical analyses and reporting of aggregated information, and not for the investigation of specific individuals. In affirming this agreement, we give assurance that use of these data will conform to widely accepted standards of practice and legal restrictions that are intended to protect the confidentiality of research subjects. We also give assurance that no survey respondent will be sanctioned based on any answer provided in the 2008 CIRP Freshman Survey.

Compliance with the above statements is now submitted through the CIRP Web Portal at www.cirpsurveys.org. You will not be able to receive any data or reports until the Research Approval Form is completed.

¹ An appropriate college official is one who has the authority to determine the appropriate level of human subjects research review on your campus and who also has the authority to sign on behalf of your institution.



Administering the Survey

The CIRP Web Portal

HERI has developed a website that will make administration of your CIRP surveys easier, faster, and offers greater flexibility. This is where you will register for surveys, order paper or web surveys, and receive your data and reports. The CIRP Web Portal is at www.cirpsurveys.org and is a secure site to manage your survey project from start to finish. If you are administering a web survey you will also input any additional questions or “group codes,” personalize email invitations and “welcome” and “thank you” screens, and upload school logos.

Survey Administration Materials

The Higher Education Research Institute (HERI) and Data Recognition Corporation, HERI’s outside survey vendor, will provide all of the necessary resources for the 2008 administration of the CIRP Freshman Survey. Following are the specific items that institutions can expect to receive in order to facilitate a successful administration.

Paper Survey

Those institutions administering the CIRP Freshman Survey as a **paper survey** will receive:

1. As many copies of the paper instrument as you order (**use only the 2008 version of the CIRP Freshman Survey. We cannot process forms from previous years**);
2. An electronic link containing an information sheet outlining students’ rights as research subjects (“Survey Information Sheet”).

When distributing the CIRP Freshman Survey to your students, you must include copies of the instruction sheet(s) with each survey (do not staple the sheet(s) to the survey).

The questionnaire may be completed in blue or black pen (preferred) or #2 pencil.

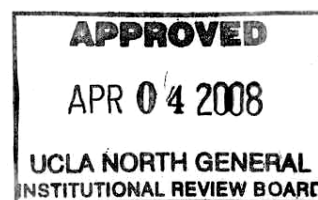
Paper Survey with Web-based Option

Those institutions administering the CIRP Freshman Survey as a paper survey may also provide a link to the survey website for students to complete the survey on the web.

Web Survey

There are two ways to notify your students of the opportunity to complete the CIRP Freshman Survey on the web.

In an *institutional administration*, your institution has the responsibility to contact the students with the request to participate and the necessary information to participate.



In a *HERI administration*, *HERI (and our vendor, Data Recognition Corporation)* uses email addresses and names that are provided by your institution and will manage the email contact process for you².

Institutional administration

Campuses indicating that they are conducting an institutional administration will receive:

1. A list of unique log-in codes for students to access the web-based CIRP Freshman Survey instrument to merge into e-mail invitations to participate in CIRP Freshman Survey,
2. The web address (URL link) to the survey instrument, and
3. An electronic version of the information sheet outlining students' rights as research subjects ("Survey Information Sheet").
4. Both required and suggested text for the email request to students.

HERI administration

Campuses indicating that they are conducting a HERI administration will provide HERI with the email addresses and names (first name, last name) of all students to be surveyed. The specifications for this file are available on the CIRP Web Portal, which is also where you will upload the file.

Under no circumstances will the emails be used for any other purpose than the approved contact for notification of the survey. Emails will be personalized with the recipient's name.

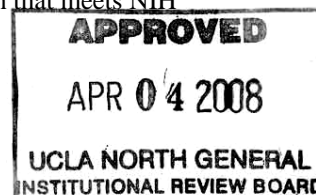
The "Survey Information Sheet" must accompany all survey forms. This information sheet describes the purpose of the survey, estimated time to complete the survey, the potential risks and benefits, and students' rights as research subjects. The "Survey Information Sheet" must be included with the paper invitations. For web surveys, it is the web page after the "welcome" screen.

Inviting Your Students to Participate

It is important to note that CIRP Freshman Survey participation should be voluntary. **All students who receive the CIRP Freshman Survey instrument should be informed that this is a voluntary survey.**

Please note that compulsory participation in research is a violation of the federal regulations. Also, some campuses may consider people under 18 to be minors. If this is the case on your campus, and if your CIRP Freshman Survey sample includes students under 18, you may need to seek permission from these students' parents prior to survey administration.

² Both HERI and DRC abide by FERPA guidelines in the use of student information and all personnel involved with the data collection have successfully completed a training course in human subjects research that meets NIH requirements.

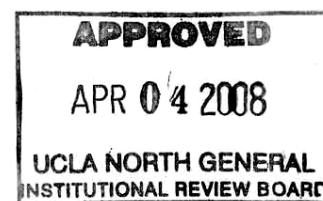


If your campus administers the survey in a proctored on-campus setting, the following text, should be read aloud to students prior to distributing the instruments. While you are free to personalize or edit this text, the points in bold **must** be included:

“We ask that you complete this survey as part of a national study of college students conducted by the Higher Education Research Institute at UCLA. One major goal of this research is to determine what happens to students when they attend college. This study is designed to help improve the quality of the college experience and thus may benefit future generations of students. Results of your participation also will be directly beneficial to students at [*name of your campus*], since we will receive complete tabulations of your responses to compare with the responses of students at other institutions. We ask for your name and address so that the researchers at UCLA can contact you at some later date for a follow-up study. We would also like your Student ID Number so we can merge your responses with other campus data to support our institutional research program. You also may complete this survey on the Internet—please refer to the attached instructions if you wish to do so. **Your responses will be used only for research purposes and will be strictly confidential. Please read the ‘CIRP Freshman Survey Information Sheet’ for more information about your rights as a research subject. Your participation is voluntary and will not affect your standing at [*name of your campus*].**”

If your campus administers the CIRP Freshman Survey via electronic or U.S. mail, we have included suggested text for an invitation letter to accompany initial and follow-up waves. We have included three versions of these letters. One addresses administration issues with respect to a **paper only** administration, the second set is for use with a **paper survey with a web option** administration and the third set assumes a **web-only** administration. We encourage you to personalize these invitation letters when possible in order to maximize response rates, however the text in bold **must** be included. Finally, please remember to send all other necessary materials for the CIRP Freshman Survey administration (e.g., a copy of the questionnaire or the URL link to the web-based survey instrument, instructions for additional questions, the “Survey Information Sheet “(**must accompany all survey forms**) with the invitation to participate.

We strongly recommend that you use these invitation letters as a template since they include appropriate language to meet guidelines for research involving human subjects and such language is a required element of the research protocol approved by the UCLA North General IRB.



Special Breakout Groups (Or “Group Codes”)

Special coded breakout groups permit you to compare specific subgroups of your first-year student sample. These breakout groups could be used to identify students in different colleges, majors, residence halls, or academic programs on your campus. Special breakout groups allow you to identify up to 190 unique subgroups.

To use the special breakout group codes, please instruct your students to mark one of both of the “Group Code” grids on the survey (located next to the Marking Directions) with the appropriate value (from 01-95; values 00 and 96-99 are used by CIRP for processing purposes) at the time they complete the survey. Please be sure to provide instructions regarding the appropriate codes to grid. If you are administering a web survey, you can include special instructions for the “Group Codes” that will show up on the web survey (at no additional charge).

Once the code is entered onto the survey it can be used in two ways:

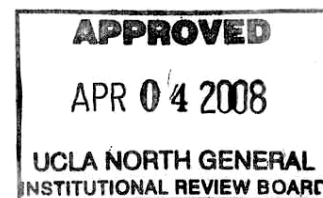
- 1) First, it becomes a permanent part of the survey data for your institution. Should you utilize the electronic data file of your students’ responses, this breakout code can be used as a variable to disaggregate the data for comparative analyses.
- 2) Second, the Higher Education Research Institute can produce a special breakout report using these codes. This report comes in a format similar to the standard CIRP Freshman Survey Institutional Profile. However, it provides a separate profile of each coded subgroup, as well as a total survey population profile.

HERI does not release results for individual group codes that are based on fewer than 15 respondents. We do this both to preserve the privacy of individual respondents, and because results based on fewer than 15 cases have no statistical significance. If a subset of a Group Code Profile is based on fewer than 15 respondents, the results for that subset will not be reported as a Special Breakout Group.

For more information on the CIRP Freshman Survey Electronic Data Files and Break-Out Reports, please see the “Reports and Data Files” section below and the “CIRP Freshman Survey Data Services Order Form.”

Standard Break-out Groups

HERI is **no longer** offering the Standard Breakout Group option it has in the past. If you previously used the Standard Breakout Group option and still would like separate reports, we encourage you to use the group code for that purpose. The manual processing of the breakout groups is streamlined for you and the Processing Center by using the group codes. No sorting or extra physical handling of the completed survey instruments is required. If you need assistance with this, please contact us at (310) 825-1925 or heri@ucla.edu.



Targeted Follow-Up of Non-Respondents

Paper Survey

You may keep track of the names of respondents to the paper survey. With this information, representatives at your institution can then send a personalized second wave of surveys only to those students who did not respond to your first invitation to participate.

Confidentiality **MUST** remain a priority throughout the survey administration. As such, only authorized personnel should review the paper instruments to determine the identity of first-wave respondents. Please remember that the examination of any individual responses to the survey other than the respondent's name is considered a breach of confidentiality.

Please word your reminder correspondence in a way that does not appear coercive. Most students have not responded to the initial inquiry because they were pressed for time when it arrived and will be amenable to completing the survey. HERI has provided suggested and required text for the reminder. Please remember that the text **in bold must** be included in your communication with the students.

Web Survey

Students following the link given in the email request to participate will be sent to a welcome screen that again explains the survey project and offers a way to opt-out of the survey. If students click on this button, they will not receive any further communications about the survey.

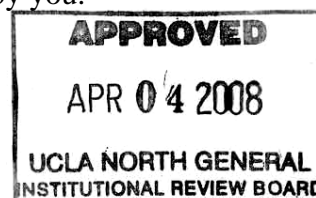
Institutional Administration

You will be able to access, through the CIRP Web Portal, a file with the unique identifiers for those who have not yet responded to the web survey, **not including those students who have opted out**. This will enable you to follow-up with non-respondents who have not exercised their right to be removed from further contact.

Please word your reminder correspondence in a way that does not appear coercive. Most students have not responded to the initial inquiry because they were pressed for time when it arrived and will be amenable to completing the survey. HERI has provided suggested and required text for the reminder. Please remember that the text **in bold must** be included in your communication with the students.

HERI Administration

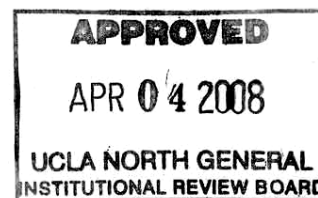
You will be able to specify a date at which you would like HERI to send a reminder email to those students who have not yet responded to the survey request, **but not including those students who have opted out of the survey**. The text of this reminder email will include necessary language to protect human subjects, but can also be customized by you.



A Note About Response Rates

In the past decade, we have noted declining response rates to surveys received via mail. Therefore, when possible, you may want to consider administering the CIRP Freshman Survey in a **proctored setting** to maximize student participation. However, should you wish to distribute the surveys through campus, U.S., or electronic mail, we recommend the following strategies to boost your response rate:

- **Check the accuracy of your postal and email addresses.** Please note that many students utilize email accounts other than their campus address.
- **Send out a pre-notification announcement.** If you tell them it's coming, they may be on the look-out.
- **Conduct a two-wave administration.** Sending a second survey can increase the response rate—and there is no extra charge for ordering additional surveys.
- **Remind students about the survey during the administration period.** Examples include advertisements in the student newspaper, announcements posted on the campus websites, and e-mails to students.
- **When possible, personalize correspondence related to the survey administration.** We all know that people aren't as receptive to "Dear occupant," "Dear resident," or "Dear student" letters. Address students personally (i.e., "Dear Sally") rather than generically.
- **Correspondence should be signed by a recognized and respected campus official.** Some examples include the college president, the student body president, or the dean of students.
- **Make participation personally meaningful and relevant to students.** If students know how their responses will directly affect the campus experience for the student population at large, it may encourage them to respond. Students really want to know that their time responding to the survey is well spent.
- **Provide assurances of confidentiality.** The CIRP Freshman Survey collects identifying and demographic information. For paper administrations, please make sure that your survey collection and temporary storage system is secure and protects students' confidentiality. Also, make sure students are aware of these procedures. For web-based administrations, inform students that their responses will be sent directly to an outside data processing center and that no one at your institution will examine individual web-based questionnaires. (For additional points about these issues, see the section on "Confidentiality" below.)
- **Although it will be noted on the instrument itself, we encourage you to point out that students may use *blue or black pen or #2 pencils* to complete the paper survey.** Such a convenience may encourage more students to respond to the survey.
- **Use incentives.** Money, pizza, gift certificates to the campus bookstore, college sweatshirts, or an automatic entry into some type of raffle or lottery may be the extra boosts students need to complete the instrument. Please review the section "Using Incentives" for specific guidelines with respect to the use of incentives with CIRP Freshman Survey.



Administration Period

The CIRP Freshman Survey is available March 15, 2008 through October 10, 2008.

All completed forms should arrive at our processing center by **October 10, 2008**.

Please refer to “Reports and Data Files” for a complete schedule of data delivery.

Using Incentives

Incentives can prove to be an effective means of increasing survey response rates. Gift certificates for the campus bookstore, food, money, or an automatic entry into some type of raffle or lottery are all possibilities, but you may select any incentive that you feel would inspire your student body to respond to the instrument.

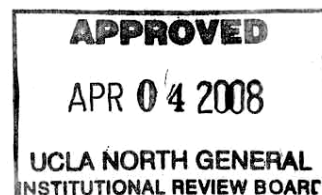
Incentives and Confidentiality

The names of the paper survey respondents can be tracked by campus personnel and the names of web respondents can be acquired once during the administration cycle (see “Targeted Follow-Up of Non-Respondents”). A complete list of the names and identifying information of survey respondents can be accessed through the CIRP Web Portal.

Reviewing students’ responses to survey questions on the completed paper questionnaires (other than the names of respondents for tracking purposes) prior to data processing is considered a breach of confidentiality. As such, CIRP Freshman Survey incentives may be structured in a few different ways:

- In a proctored setting, you may choose to give a small token of appreciation to each student who turns in a completed survey. Please note that a student should not be penalized if they opt not to answer certain questions or leave a portion of the survey blank.
- You may establish a “ticket system” for students to be considered for the prize. Under this system, raffle/lottery tickets or a blank entry form would be distributed with the paper surveys. Students taking the survey via the web should be instructed to print the CIRP Freshman Survey “Thank You” page, which they will receive only upon submitting the survey, and fill out identifying information to serve as a “ticket” in a drawing. In both instances, survey instructions should inform students to fill out and submit their “ticket” upon completion of the CIRP Freshman Survey questionnaire to a designated location as well as the date of the drawing.

In the case that you create an incentive plan that differs from the above options, we **strongly** encourage you to check with your local IRB or other appropriate campus personnel to review the structure of your incentive program.



Points to Consider for the CIRP Freshman Survey Incentive Program

If you decide to adopt an incentive program for your administration of the CIRP Freshman Survey, please be sure that it conforms to the following guidelines:

- The “Survey Information Sheet” (please see “Administering the Survey” section above) covers the rights of human subjects with respects to all aspects of survey administration **except** incentives. Therefore, if you plan to utilize an incentive for the CIRP Freshman Survey, you **must** add a section to the “Survey Information Sheet.” This section would be titled “Payment for Participation” and would describe, in detail, the incentive program including, the amount that could be won, an estimate of the odds (if you are utilizing a drawing), and how any drawing, or other incentive program, would be conducted.
- The amount or value of the incentive should not be so large as to appear coercive.
- Each institution that decides to conduct a drawing (i.e., raffle or lottery) should first consult applicable state law to determine whether lotteries are legal.
- Please remember that any incentive program may require local IRB approval. We recommend that you check with your institution’s Office for the Protection of Research Subjects as soon as you have made a decision regarding your incentive program.
- Incentives for survey participation must be designed in a manner that maintains the voluntary nature of the survey.

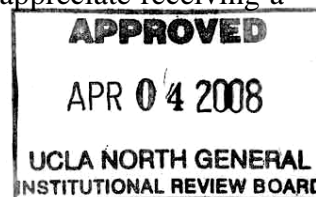
Additional (Local) Questions

At the end of the survey (lower right portion of page 4) is a set of circles for local additional questions (#41 through #60). You may use this space to ask up to **20** additional questions of specific interest to your college. Asking such questions is optional. We recommend that you distribute to your students a sheet containing the supplemental instructions, your additional questions (beginning with Question #41), and the response alternatives (indicated by A through E). If you chose to utilize this space, do not forget to include instructions to students concerning how to answer the additional questions (for instance, to answer the questions in the bubbles on the survey form, not paper containing the additional questions).

Each question permits a maximum of five alternatives (A through E). *Students should mark only one alternative.* (If students mark more than one alternative -- for example, both A and D -- the optical scanning equipment will only “read” the darkest mark.) Fewer than five response alternatives may be used for any of the questions, in which case students should be instructed to choose only among those circles that apply, starting from the left.

Student responses to these optional questions will be included on the computer file (see below); the statistics for these questions will be included in your institutional summary report.

Although your campus is responsible for developing the local additional questions, we would be happy to review and comment on any of these materials. We would also appreciate receiving a



courtesy copy of your additional questions and supplemental instructions. Please send them directly to the Higher Education Research Institute, UCLA, Graduate School of Education & Information Studies, 3005 Moore Hall/Mail Box 951521, Los Angeles, California 90095-1521, Attention: Client Services Representative.

We urge you to “pilot test” your additional questions with current students. Many campuses find that entering freshmen often interpret questions differently than the institution intended.

Asking Additional Questions of a Sensitive Nature

When designing additional questions, there are special circumstances to consider if you ask students to provide what would be considered “sensitive information” by the federal government. If this is the case, there additional steps you will need to take. HERI strongly urges you to consider very carefully if asking for “sensitive information” is appropriate in the context of a general freshman survey.

“Sensitive information,” according to the National Institutes of Health, includes (but is not limited to):

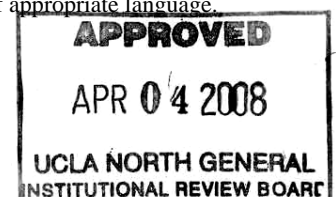
*information related to sexual attitudes/preferences/practices; information relating to the use of alcohol, drugs or other addictive products; information pertaining to illegal conduct; information that, if released, might be damaging to an individual’s financial standing, employability, or reputation within the community or might lead to social stigmatization or discrimination; information pertaining to an individual’s psychological well-being or mental health;*³

It is up to local officials at your institution, not HERI, to determine if your questions ask for “sensitive information.” If you have decided to ask such questions, you must 1) submit your additional sensitive questions to the UCLA IRB for review and approval before administering the CIRP Freshman Survey, 2) obtain a NIH Certificate of Confidentiality⁴, and 3) modify the consent documents for students to reflect that there are sensitive additional questions being asked and explain what “sensitive information” being asked in the additional questions is required to be reported (as explained in the next section) and, and to describe the protections afforded by the Certificate of Confidentiality that your institution will obtain.⁵ The UCLA IRB must also review your modified consent document(s).

³ <http://grants1.nih.gov/grants/policy/coc/faqs.htm>

⁴ <http://grants.nih.gov/grants/policy/coc/>

⁵ The NIH Certificates of Confidentiality Kiosk identifies the nature of the information that must be provided to subjects to describe the protections afforded by the Certificate of Confidentiality, and also provides an example of appropriate language. [http://grants.nih.gov/grants/policy/coc/appl_extramural.htm]



Obligation to Provide Referrals

If your additional questions ask respondents to provide “sensitive information” such as drug use, binge drinking, eating disorders, sexual behavior and/or gambling, you must also provide information about referrals to mental health care programs and counselors. For example, if you were to ask about binge drinking, you should also include information about who to contact on or near your campus to address a substance abuse problem, providing an address and phone number. You will need to modify or provide an addendum to the “Survey Information Sheet” (SIS) to include this information. These types of information would be covered by a Certificate of Confidentiality that your campus would apply for separately. They are not issues that would be reportable to a third party as detailed below. Modifications to the consent document(s) to describe the provision of referrals to mental health care programs and counselors must also be reviewed and approved by the UCLA IRB.

Obligation to Report and Break Participant Confidentiality to a Third Party

In some states, the law requires researchers to disclose information they have concerning suicidal ideation, child abuse and elder abuse to appropriate third parties. Thus, questions surrounding these areas are not just sensitive but require institutions to break subject confidentiality in order to protect the participant, or others, from harm. If you ask such additional questions, you must modify or provide an addendum to the consent document that you provide to students (SIS) to inform students of the researcher’s intent to disclose respondent’s intent to harm his or herself (suicide ideation) or others (elder or child abuse). These modifications to the consent document(s) must be reviewed and approved by the UCLA IRB.

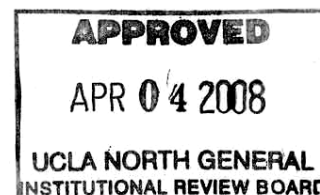
Again, HERI strongly encourages that you consider the appropriateness of such additional questions in a general freshman survey and recommends against asking about these issues with this survey instrument. HERI also suggests that you confer with your campus health officials before including and sensitive questions and for any necessary referral information.

If you have questions about potentially “sensitive” items that you may be intending to ask as part of your set of additional questions, or would like more information about the process for obtaining approval to include these items, please contact Mr. John Pryor, CIRP Director at (310) 825-1925 or heri@ucla.edu.

Administering Your Additional Questions

If you choose to utilize additional questions, the text for these items will need to be included in the CIRP Freshman Survey administration plan at your institution.

If you are conducting a **paper survey**, you will need to include a sheet with the additional questions with the CIRP Freshman Survey.



If you are conducting a **web survey**, and have opted for the integrated additional questions, you will be able to submit the additional questions via the CIRP Web Portal so that they can be incorporated into the existing survey.

If you have *not* opted for the additional questions to be integrated into your web survey, you may list the additional questions in the email invitation that you send to students or include them in a Word document that you attach to the invitation email. Alternatively, you may wish to create a web site that contains the text for your additional questions and include a link to the URL in the invitation email.

Whichever method you choose to administer your additional questions, please remember to add instructions that explain the additional questions.

In addition to drafting, pilot testing, and incorporating your additional questions into the administration of the CIRP Freshman Survey, it is also important to consult with your local Institutional Review Board (IRB). Your campus may require you to submit these additional items for their review and approval. If your campus believes an additional question to be of a sensitive nature, you must submit that question to HERI for our consideration one month before administration.

Returning Surveys for Processing

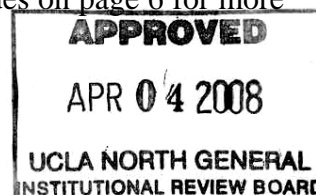
While web surveys are submitted directly to our data processing center, your institution is responsible for sending the paper forms to the center.

1. Paper surveys **must not be folded** when shipped to our processing center. If you have folded the surveys in order to mail them to respondents, please unfold and flatten them.
2. **Remove** any staples, paperclips, papers or other extra items attached before shipping your surveys to our processing center.
3. Completed questionnaires must be packed flat, smooth, with Page 1 facing up and oriented in the same direction.

If extra handling is needed to ready the surveys for processing, we will pass the extra charge on to you.

If possible, return the surveys in a batch, rather than singly. If your campus plans to administer the CIRP Freshman Survey by mail or in a proctored setting, students must return the individual surveys **to you** (where they can be collected and bundled for shipment to our processing center).

HERI no longer supports the physical separation of completed surveys into breakout groups for analysis. The “group code” on the questionnaire should be used if you have groups that you would like to designate for analysis purposes (see the section on group codes on page 6 for more information).



Return all completed surveys and the “Shipping Form” in the provided self-addressed box(es) to the HERI Processing Center:

Please complete and return the “Shipping Form” at the top of the stack of forms in box 1 of your shipment. This form allows us to quickly address any discrepancies between the number of forms you believe you have sent and what actually arrives at our processing center.

HERI Processing Center
c/o Data Recognition Corporation (DRC)
Attn: Survey Operations
7303 Boone Ave., North
Brooklyn Park, MN 55428

**REMEMBER: PLEASE DO NOT RETURN THE SURVEYS DIRECTLY TO UCLA!!!
IF YOU DO, YOUR SURVEYS WILL NOT BE FORWARDED FOR PROCESSING UNTIL A SHIPPING
ACCOUNT NUMBER (E.G., FEDEX OR UPS) IS PROVIDED BY YOUR INSTITUTION**

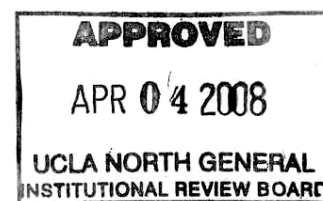
We ask that you use some traceable form of parcel delivery such as United Parcel Service (UPS), FedEx, Airborne, or Emery to ship the surveys to the processing center. We strongly recommend that you do not use the U.S. Postal Service. If you ship the surveys in more than one box/package, please indicate this on the shipping label (for example, “Box 1 of 3”).

*Surveys must arrive at DRC no later than **October 10, 2008**—please allow sufficient time for delivery by the deadline.*

Administration Report Form (ARF) Online Survey

Upon completion of your administration of the CIRP Freshman Survey, it is critical that you complete an Administration Report Form (ARF). The ARF is a short web-based survey form that inquires about specific institutional information needed to process your completed CIRP Freshman Surveys and to prepare your institutional reports.

We will be sending you an email with a link to the 2008 Administration Report Form (ARF) Online Survey. The ARF is due by the final processing cut-off date (October 10, 2008). **Please note: We may be unable to process your institution’s data until we receive the completed ARF. If we do not receive it by the processing cut-off date, your data may not be included in the comparison groups for the national data and we cannot guarantee that you will receive your deliverables in a timely fashion.**



Reports and Data Files

Your data files will be posted on the CIRP Web Portal as soon as they are available. You cannot have access to these files until you have completed the Research Approval Form and Certification of Use on the CIRP Web Portal.

For paper surveys: your data file (in CSV) format will be available in **three weeks** after your completed questionnaires are received at our processing facility. There are instructions on the CIRP Web Portal as to how to convert this file into an SPSS file for analysis.

For web surveys: your data is processed **each night** the survey is live, and you can access it on an ongoing basis.

The “institutional profile” report includes summary data for your first-time, full-time men, women, and all students, plus comparative national normative data. You also receive separate summary reports profiling part-time students, transfer students, and all survey respondents at your institution.

In December 2008 all institutions will receive a report, in Excel, summarizing the survey data for the male, female and all respondents. Comparative responses from all institutions participating in the CIRP Freshman Survey will also be included on the report. This will be posted on the CIRP Web Portal for download.

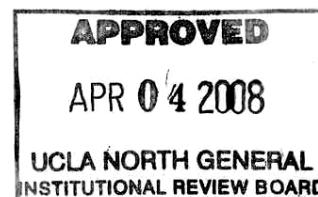
Subgroup Comparisons

You can indicate special groups for comparison by using the breakout group code grids located on the first page of the CIRP Freshman Survey instrument. Located under the marking directions, Group Code A and Group Code B can be used to identify up to 190 unique student subgroups (Group Code A and B can be marked from 01-95). Once the code is entered onto the survey it becomes a permanent part of the student data.

New Data and Reporting Tools

An online data analysis tool is available for an additional fee. This online tool allows you to examine the responses to the survey questions by running frequencies, crosstabs, means, and correlations. You do not need to know a statistical package, just point and click! Note: schools administering all three student surveys this academic year will receive this tool for free.

An executive summary of your school’s CIRP Freshman Survey results is available in a PowerPoint presentation for a low additional fee. This is presentation-ready for your use.



Obtaining Student Data for Local Research

You will be provided with a data file containing the coded responses of each student at your institution who completes a CIRP Freshman Survey. Campuses use the data file for a variety of analyses—admissions, retention, academic performance, departmental profiles, etc. In fact, any item contained on the survey could be used to define interesting subsets for study—students interested in the humanities vs. those interested in professional fields, residential vs. commuting students, in-state versus out-of-state students (the locally defined additional questions can be used to identify subsets that are institutionally specific, such as students living in Alpha Residence Hall versus those in Beta Hall). Even if you do not now plan to use a data file, your institution might find it useful in the future.

Additional Data Services

You may order additional data services by completing and returning the 2008 CIRP Survey Data Services Order Form. A copy of the 2008 CIRP Data Services Order Form can be found on the HERI webpage at: www.gseis.ucla.edu/heri/dsodownloads.php or contact HERI at heridata@ucla.edu or call 310-825-1925 for further information or to place an order.

Linking the CIRP Freshman Survey With Other Data

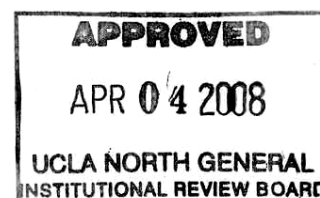
In addition to studying a wide variety of issues based solely on data from the CIRP Freshman survey, it is also possible to use these data to build a comprehensive database using other institutional data (e.g., registrar, admissions, or financial aid data) or by conducting longitudinal follow-up surveys, such as the College Student Survey (CSS) or Your First College Year (YFCY). In order to do studies based on data other than those found on the CIRP Freshman Survey, it is necessary to have some way to link these different sorts of data together. Thus, to maximize the utility of these data for institutional research purposes, we suggest that you encourage students to provide their ID Numbers (or SSNs, etc.) in the grid on the first page of the survey. Note that if a student fails to provide an ID Number when he or she completes the survey instrument, you will not be able to merge the CIRP Freshman Survey data with data from other campus files.

Please note the following considerations with respect to students' confidentiality when using the data file:

Permission

- The survey form asks each student if he/she gives permission for HERI to include on the data file his/her ID Number (or SSN, as directed by the institution). A student's record in the electronic data file will include the ID number only if the student has given us explicit permission to release this information to you. If a student marks "NO," or does not respond to the "permission" question, HERI is obligated to withhold it and strips the record of the student ID number and provides the institution with the remaining data in the record.

Clearly, if a significant number of students deny permission to provide you with the ID



Number, the effectiveness of a merge with other data bases may be put at risk. To work around this potential problem, HERI is willing to perform such merges for you, upon receipt of the data you wish to merge, including the students' ID Numbers. HERI will return the merged file to you after removing the ID numbers of students who have not given permission to release them. Please contact HERI Data Services at (310) 825-1925 or heridata@ucla.edu for more details. This procedure ensures that the responses cannot be traced to a specific student, but still allows institutional personnel to run analyses with as many records as possible. HERI never releases student names in association with survey responses.

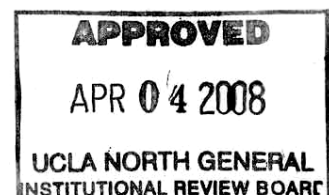
- In order to receive an electronic data file, you must certify your compliance with a confidentiality agreement. The Research Approval Form and Certification of Use states that the data will be used solely for statistical analyses and reporting of aggregated information, and not for the investigation of specific individuals. You must complete this form on the CIRP Web Portal, and it must be completed before you can have access to your datafile.

Confidentiality

The CIRP Freshman Survey collects personal identifiers and potentially sensitive demographic data. Student responses to these survey items make it possible to link CIRP Freshman Survey data with data from several sources such as other CIRP surveys (e.g., the YFCY and the College Senior Survey), your campus registrar's office, other nationwide assessment instruments, and local assessment efforts.

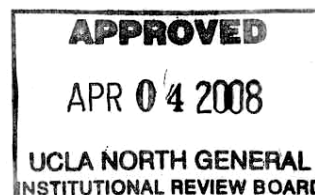
Students' right to confidentiality as human research subjects must remain a priority throughout the administration of the CIRP Freshman Survey. Please inform your students that the questionnaires are handled in a confidential and professional manner. Following are some specific points to consider with respect to the confidentiality of CIRP Freshman Survey data:

- Your survey collection procedures and data storage systems must be secure (e.g., locked storage, official representatives as proctors, etc.).
- Viewing student responses to questions on the CIRP Freshman Survey (other than the names of respondents for tracking purposes) prior to data processing is considered a breach of confidentiality. Assure students that no one at your institution will examine individual responses to survey questions.
- Your data file will not include personal identifiers (name and address). The only exception to this is if the student has given HERI explicit permission to release the ID number to you on the first page of the questionnaire. (Note: A non-response to the permission question is presumed to mean "no.")
- HERI does not release identifiable data to other researchers or to other agencies.
- The "Research Approval Form" states that the data will be used solely for statistical analyses and reporting of aggregated information, and not for the investigation of specific individuals.



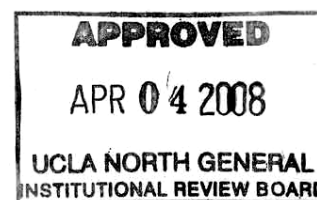
Copies of Paper Communications (for **paper only** survey)Initial letter

Subject Line (can be edited)	Freshman Survey Invitation
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	<p>Your college is participating in a national study about incoming college students. Conducted by the Higher Education Research Institute at UCLA, this survey asks your opinion on many items relevant to examining the impact of college. Your school receives very important information about your class from this survey, and we hope you will take the time to complete it.</p> <p>The enclosed questionnaire can be completed in pen (blue or black) or pencil and returned to [<i>institutional contact information</i>] as soon as possible [<i>insert return instructions (i.e., in the enclosed envelope)</i>].</p>
Mandatory Language (cannot be edited)	<p>Your participation in this research is strictly voluntary. Your responses (or decision not to respond) will not affect your relationship with your institution. We ask for your ID number, name and address so that the researchers at UCLA can merge your responses with your feedback on previous surveys or other campus data in order to support a comprehensive research program. Please rest assured that your responses will be used for research purposes only and will be strictly confidential.</p> <p>Your completion and submission of the questionnaire indicate your consent to participate in the project (please read the enclosed "Survey Information Sheet" for more information about your rights as a survey participant).</p>
Message Close (can be edited)	<p>Thank you for participating in this important research project.</p> <p>Sincerely,</p> <p>John H. Pryor Director, The CIRP Freshman Survey Higher Education Research Institute</p>



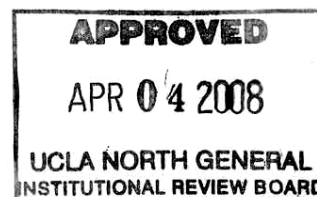
Reminder letter 1 (for **paper only** survey)

Subject Line (can be edited)	Freshman Survey reminder
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	<p>Recently we sent you a request to participate in an important survey about incoming college students conducted by The Higher Education Research Institute (HERI) at UCLA. Please consider adding your opinions and experiences to this important project.</p> <p>The enclosed questionnaire can be completed in pen (blue or black) or pencil and returned to [<i>institutional contact information</i>] as soon as possible [<i>insert return instructions (i.e., in the enclosed envelope)</i>].</p>
Mandatory Language (cannot be edited)	<p>Your participation in this research is strictly voluntary. Your responses (or decision not to respond) will not affect your relationship with your institution. We ask for your ID number, name and address so that the researchers at UCLA can merge your responses with your feedback on previous surveys or other campus data in order to support a comprehensive research program. Please rest assured that your responses will be used for research purposes only and will be strictly confidential.</p> <p>Your completion and submission of the questionnaire indicate your consent to participate in the project (please read the enclosed "Survey Information Sheet." for more information about your rights as a survey participant).</p>
Message Close (can be edited)	<p>Thank you for participating in this important research project.</p> <p>Sincerely,</p> <p>John H. Pryor Director, The CIRP Freshman Survey Higher Education Research Institute</p>



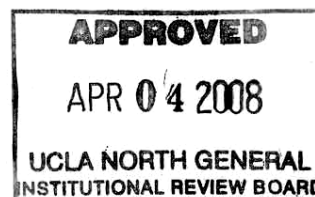
Copies of Paper Communications (**for paper survey with a web option**)Initial letter

Subject Line (can be edited)	Freshman Survey Invitation
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	<p>Your college is participating in a national study about incoming college students. Conducted by the Higher Education Research Institute at UCLA, this survey asks your opinion on many items relevant to the impact of college. Your school receives very important information about your class from this survey, and we hope you will take the time to complete it.</p> <p>The enclosed questionnaire can be completed in pen (blue or black) or pencil and returned to [<i>institutional contact information</i>] as soon as possible [<i>insert return instructions (i.e., in the enclosed envelope)</i>].</p>
Mandatory Language (cannot be edited)	<p>You may also complete this survey on the Internet. The website for the survey is: https://www.dracsurveys.com/CIRPFreshmanSurvey/et.aspx?Logon=XXXXXXXX</p> <p>Your participation in this research is strictly voluntary. Your responses (or decision not to respond) will not affect your relationship with your institution. We ask for your ID number, name and address so that the researchers at UCLA can merge your responses with your feedback on previous surveys or other campus data in order to support a comprehensive research program. Please rest assured that your responses will be used for research purposes only and will be strictly confidential.</p> <p>Your completion and submission of the questionnaire indicate your consent to participate in the project. For more information about your rights as a survey participant please read the enclosed "Survey Information Sheet" (or via the survey website).</p>
Message Close (can be edited)	<p>Thank you for participating in this important research project.</p> <p>Sincerely,</p> <p>John H. Pryor Director, The CIRP Freshman Survey Higher Education Research Institute</p>



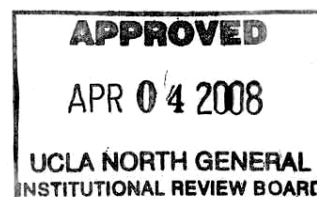
Reminder letter 1 (for paper survey with a web option)

Subject Line (can be edited)	Freshman Survey reminder
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	<p>Recently we sent you a request to participate in an important survey about incoming college students conducted by The Higher Education Research Institute (HERI) at UCLA. Please consider adding your opinions and experiences to this important project.</p> <p>The enclosed questionnaire can be completed in pen (blue or black) or pencil and returned to [<i>institutional contact information</i>] as soon as possible [<i>insert return instructions (i.e., in the enclosed envelope)</i>].</p>
Mandatory Language (cannot be edited)	<p>You may also complete this survey on the Internet. The website for the survey is: https://www.drcsurveys.com/CIRPFreshmanSurvey/et.aspx?Logon=XXXXXXX</p> <p>Your participation in this research is strictly voluntary. Your responses (or decision not to respond) will not affect your relationship with your institution. We ask for your ID number, name and address so that the researchers at UCLA can merge your responses with your feedback on previous surveys or other campus data in order to support a comprehensive research program. Please rest assured that your responses will be used for research purposes only and will be strictly confidential.</p> <p>Your completion and submission of the questionnaire indicate your consent to participate in the project. For more information about your rights as a survey participant please read the enclosed "Survey Information Sheet" (or via the survey website).</p>
Message Close (can be edited)	<p>Thank you for participating in this important research project.</p> <p>Sincerely,</p> <p>John H. Pryor Director, The CIRP Freshman Survey Higher Education Research Institute</p>



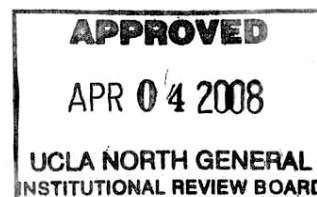
Copies of Email Communications to complete the **web survey**Initial invitation

Subject Line (can be edited)	Freshman Survey Invitation
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	Your college is participating in a national study about incoming college students. Conducted by the Higher Education Research Institute at UCLA, this survey asks your opinion on many items relevant to the impact of college. Your school receives very important information about your class from this survey, and we hope you will take the time to complete it.
Mandatory Language (cannot be edited)	The website for the survey is: https://www.dracsurveys.com/CIRPFreshmanSurvey/et.aspx?Logon=XXXXXXX Simply click on this address to go directly to the survey. If this does not work, "copy and paste" this address into the address bar of your Internet Browser. Your completion and submission of the questionnaire indicate your consent to participate in the project (please read the "Survey Information Sheet" on the survey website for more information about your rights as a survey participant).
Message Close (can be edited)	Thank you for participating in this important research project. Sincerely, John H. Pryor Director, The CIRP Freshman Survey Higher Education Research Institute



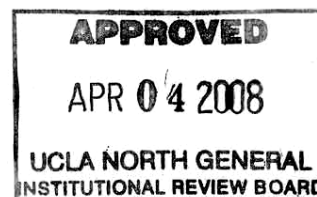
Reminder email 1 web survey

Subject Line (can be edited)	Freshman Survey reminder
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	Recently we sent you a request to participate in an important survey about incoming college students conducted by The Higher Education Research Institute (HERI) at UCLA. Please consider adding your opinions and experiences to this important project.
Mandatory Language (cannot be edited)	<p>The website for the survey is: https://www.dr surveys.com/CIRPFreshmanSurvey/et.aspx?Logon=XXXXXXX</p> <p>Simply click on this address to go directly to the survey. If this does not work, "copy and paste" this address into the address bar of your Internet Browser.</p> <p>Your completion and submission of the questionnaire indicate your consent to participate in the project (please read the "Survey Information Sheet" on the survey website for more information about your rights as a survey participant).</p>
Message Close (can be edited)	<p>Thank you for participating in this important research project.</p> <p>Sincerely,</p> <p>John H. Pryor Director, The CIRP Freshman Survey Higher Education Research Institute</p>



Reminder email 2 web survey

Subject Line (can be edited)	Freshman Survey Reminder
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	This is a reminder that we are conducting an important survey about incoming college students.
Mandatory Language (cannot be edited)	<p>The website for the survey is: https://www.drcsurveys.com/CIRPFreshmanSurvey/et.aspx?Logon=XXXXXXX</p> <p>Simply click on this address to go directly to the survey. If this does not work, "copy and paste" this address into the address bar of your Internet Browser.</p> <p>Your completion and submission of the questionnaire indicate your consent to participate in the project (please read the "Survey Information Sheet" on the survey website for more information about your rights as a survey participant).</p>
Message Close (can be edited)	<p>Thank you for participating in this important research project.</p> <p>Sincerely,</p> <p>John H. Pryor Director, The CIRP Freshman Survey Higher Education Research Institute</p>



Reminder email 3 web survey

Subject Line (can be edited)	Final Freshman Survey Reminder
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	This is a final reminder that we are conducting an important survey about incoming college students.
Mandatory Language (cannot be edited)	<p>The website for the survey is: https://www.drcsurveys.com/CIRPFreshmanSurvey/et.aspx?Logon=XXXXXXX</p> <p>Simply click on this address to go directly to the survey. If this does not work, "copy and paste" this address into the address bar of your Internet Browser.</p> <p>Your completion and submission of the questionnaire indicate your consent to participate in the project (please read the "Survey Information Sheet" on the survey website for more information about your rights as a survey participant).</p>
Message Close (can be edited)	<p>Thank you for participating in this important research project.</p> <p>Sincerely,</p> <p>John H. Pryor Director, The CIRP Freshman Survey Higher Education Research Institute</p>

