

# Effective Survey Methods

Utah Valley University

Institutional Research & Information

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# The Utah High School Concurrent Enrollment Program

- Mid 1990's – Governor & State Legislature created the High School Concurrent Enrollment program
  - To shorten time to college graduation
  - To help students identify college major
  - To take advantage of the talent pool in high school of both students and teachers
  - To acknowledge overlap of some curriculum between the high school and colleges beyond AP
- Three primary instructional methods
  - On college campus -- college faculty
  - In high schools -- high school faculty w/ a masters
  - Interactive video – college faculty

# IRI Survey Capabilities

- Prior to Fall 2006, surveys were conducted
  - On customized printed forms
  - Contracted phone surveys
  - Limited phone surveys off printed forms
- Starting in Fall 2006, surveying methods included
  - Printed custom forms
  - Software which enabled, internet, CATI support for phone surveys, email with embedded links include tracking of non-completers

# Advantages of New System

- Increased capacity
- Lower overall costs
- Improved survey monitoring
- Conditional branching for enhanced customization
- Track non-responders with targeted email reminders
- Ability to do web hosted surveys
- Ability to do mixed formats (e.g., email/web/phone)
- SPSS data labeled extracts for faster process
- Computer assisted analysis of open responses

# UVU Call Center

- Fall 2006
  - 4 stations plus 4 shared in evenings
  - two shifts per weekday, one Saturday shift
  - Student employment interviews and training
- Spring 2009 enhancements
  - Part-time call center supervisor position (a second part-time position was added in Spring 2010)
  - New location with 12 calling stations
  - Additionally trained part-time programming assistance

# Additional Surveying Improvements

- Monitoring of work stations and actual interview
- Lan School to monitor survey input and accuracy
- Black box provided ability to listen to interaction between interviewer and respondent
- Improved screening of interviewers
- More focused training to interviewer needs
- Mach 5 mass email
- SPSS text analysis for improved free response indexing

# Institutional Survey Ability Added

- Enhanced surveying capacity resulted in:
  - Increased departmental requests and school surveys
  - Faculty requests to host surveys
  - Student researchers and external parties requests
  - Ability to reduce survey length and decrease error
  - Increased pressure to manage survey overload and sample management

# Concurrent Enrollment Request

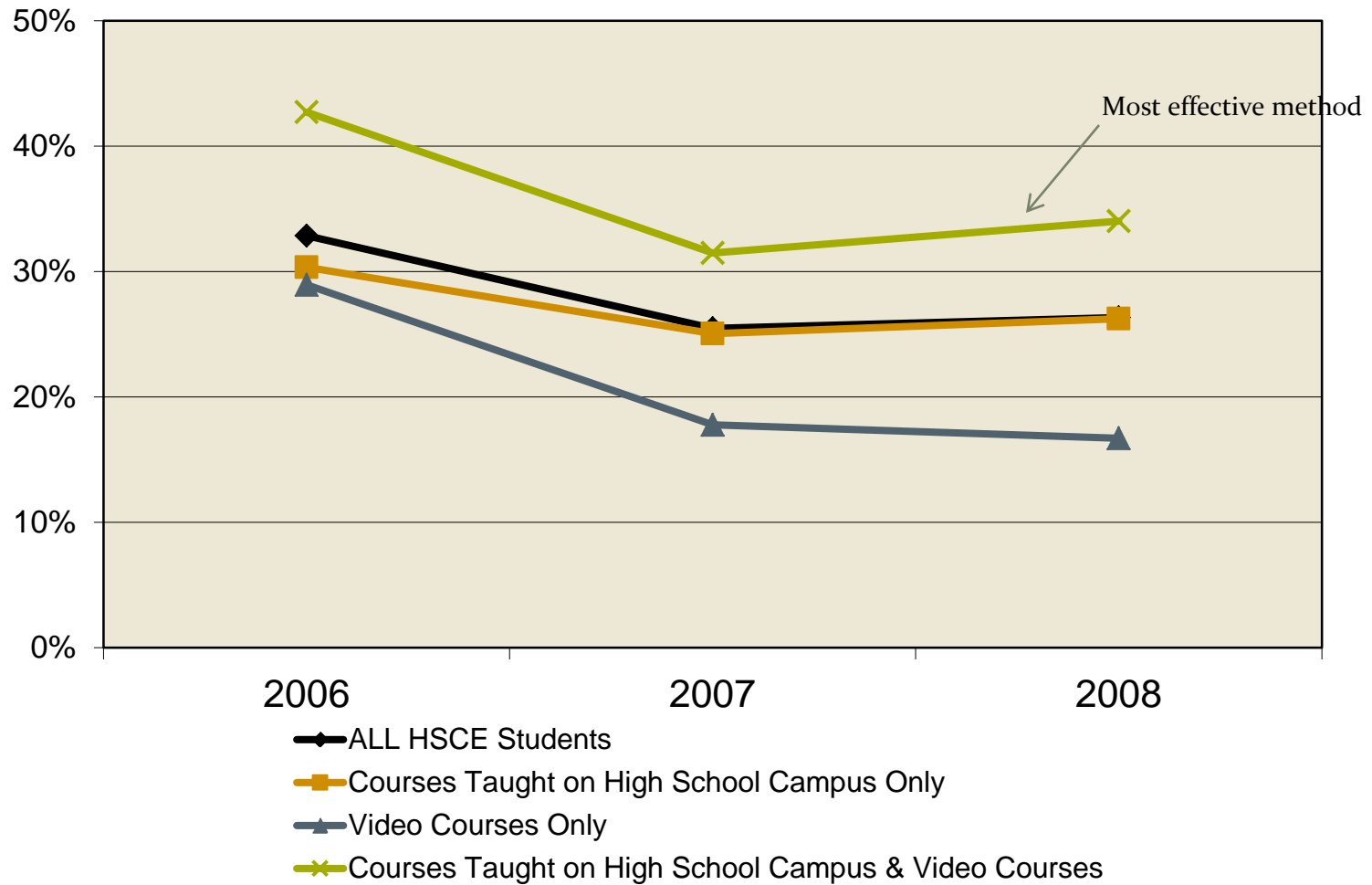
- During Spring of 2009 the Concurrent Enrollment office inquired about IRI's ability to help them improve their annual survey responses of past program participants
- Discussed options and decided to pilot a combined phone survey and email link to a web hosted survey
- Prior responses rates were low and of questionable value
- Performed the survey May of 2009 on 2008 high school graduates with over a 40% response rate
- Results led to two additional surveys
  - December 2009 survey of 2009 high school graduates
  - April 2010 survey of graduates 4 year later



# Response Rates to Surveys

- May 2009 Survey of 2008 High School Graduates
  - 1352 in phone pool (found later selection error, real sample 4260)
  - 556 responses (41.12%)
  - Confidence Interval 3.19% [on 4260; 3.88%]
  - Cost \$4.54
- December 2009 Survey of 2009 High School Graduates
  - 3,907 students
  - 1670 responses (42.7% response rate)
  - Confidence Interval 1.81%
  - 1614 via phone, 56 via web
  - Cost \$3.99
- April 2010 Survey of High Graduates 4 Years Later
  - 3014 Student
  - 949 responses (31.5% response rate)
  - Confidence Interval 2.63%
  - 946 via phone, 3 via web
  - Cost \$4.94

## Percent of concurrent enrollment students who attended UVU following high school by course type





# Questions & Answers

# Additional Contact Information

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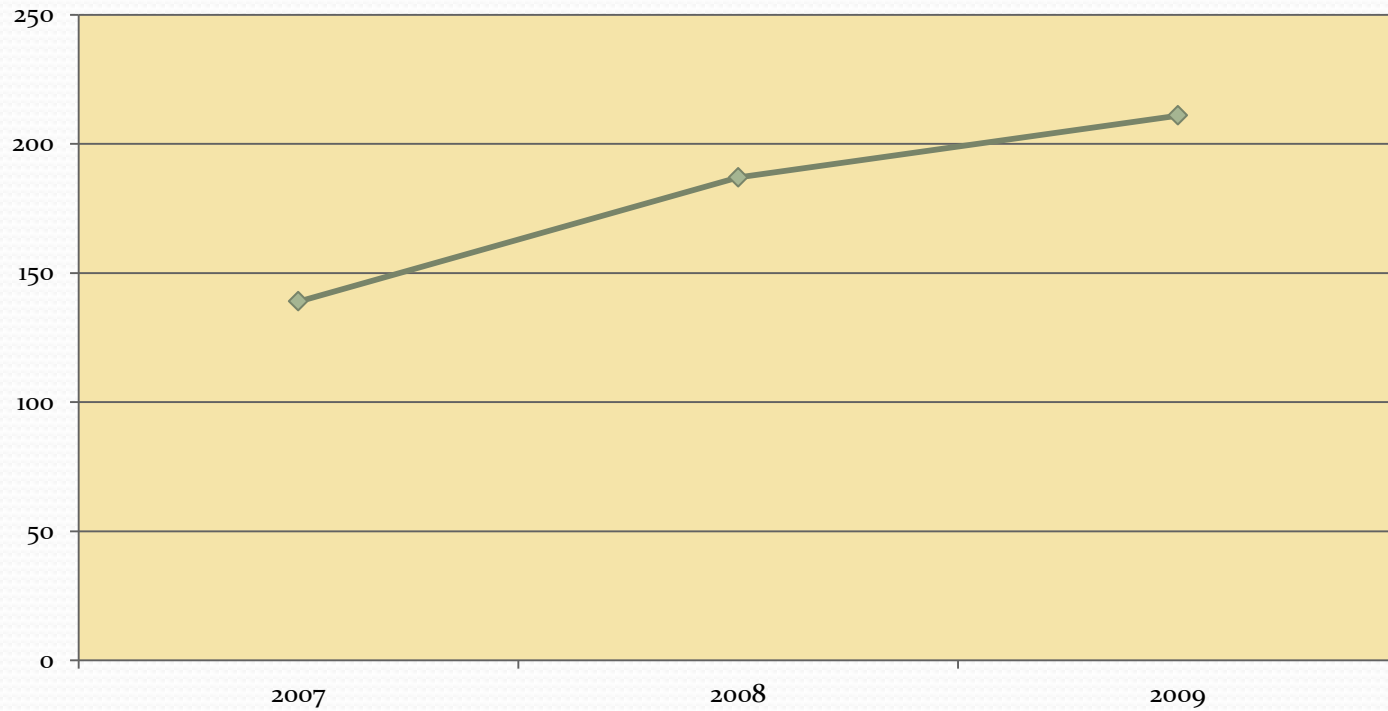
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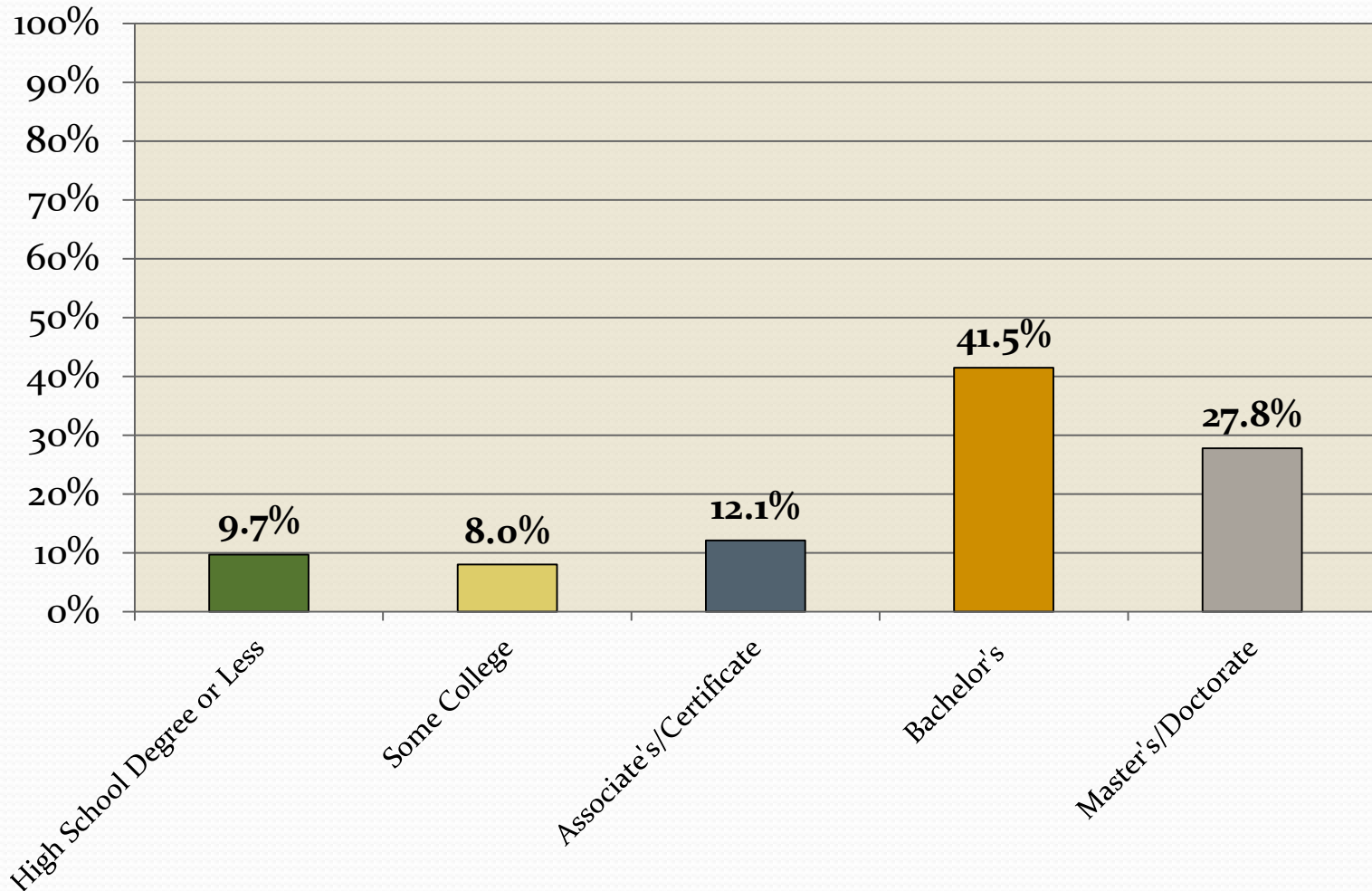
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<http://uvu.edu/iri>

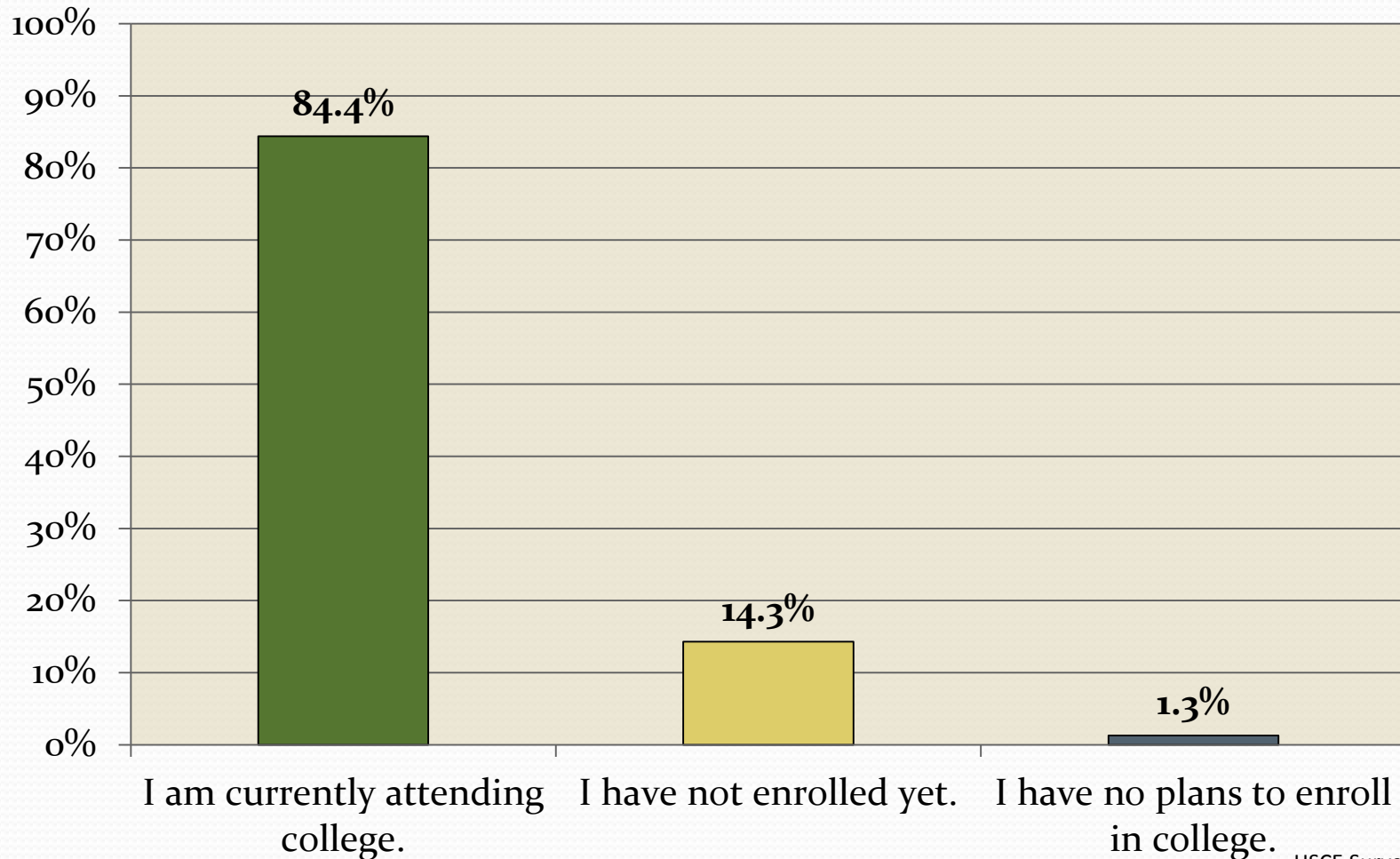
## High School Students Qualifying for Centennial Scholarships by Graduating Class



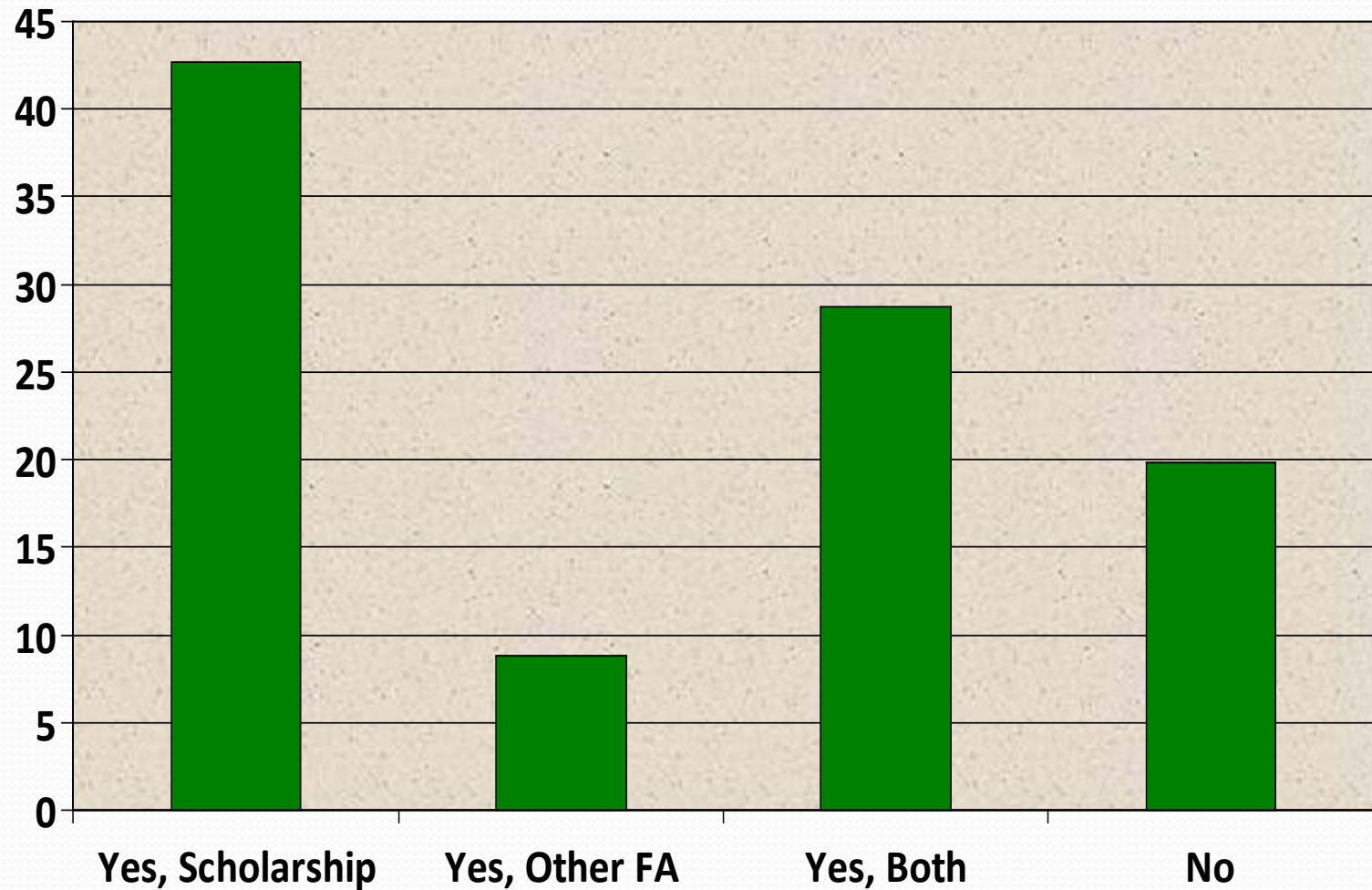
# What is the highest level of education either of your parents or guardians had?



# Which of the following best describes you?

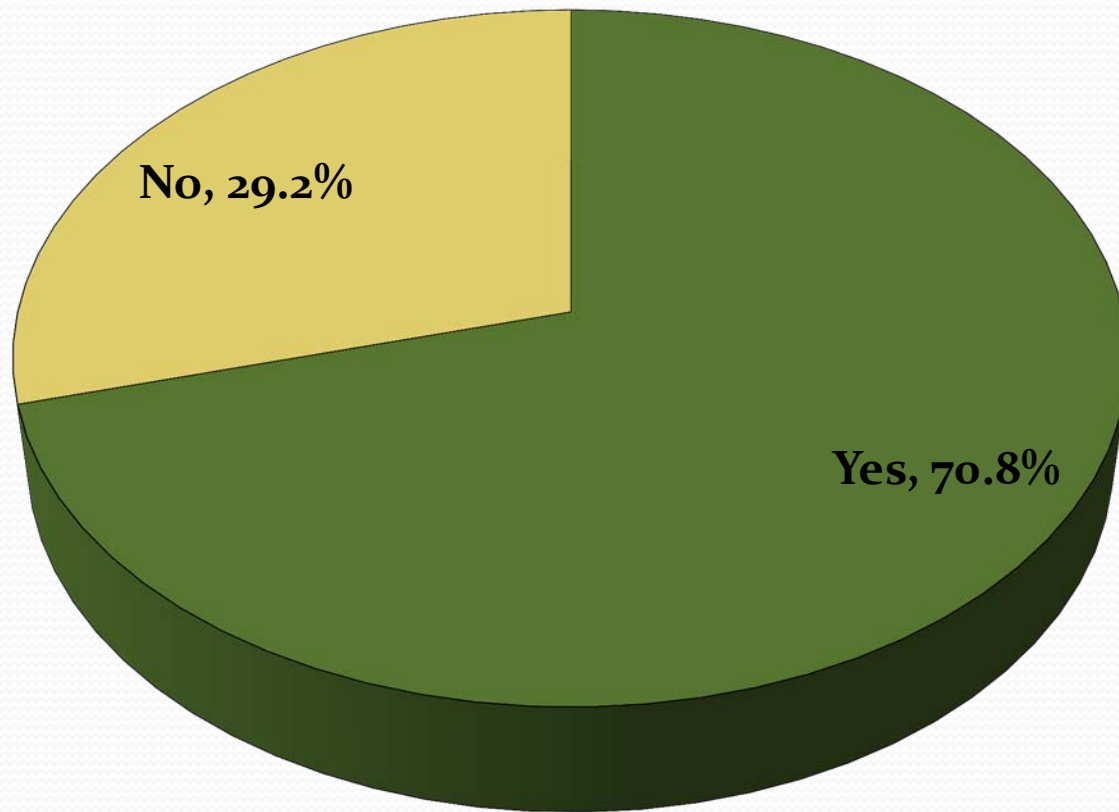


# Did you apply for scholarships or financial aid?

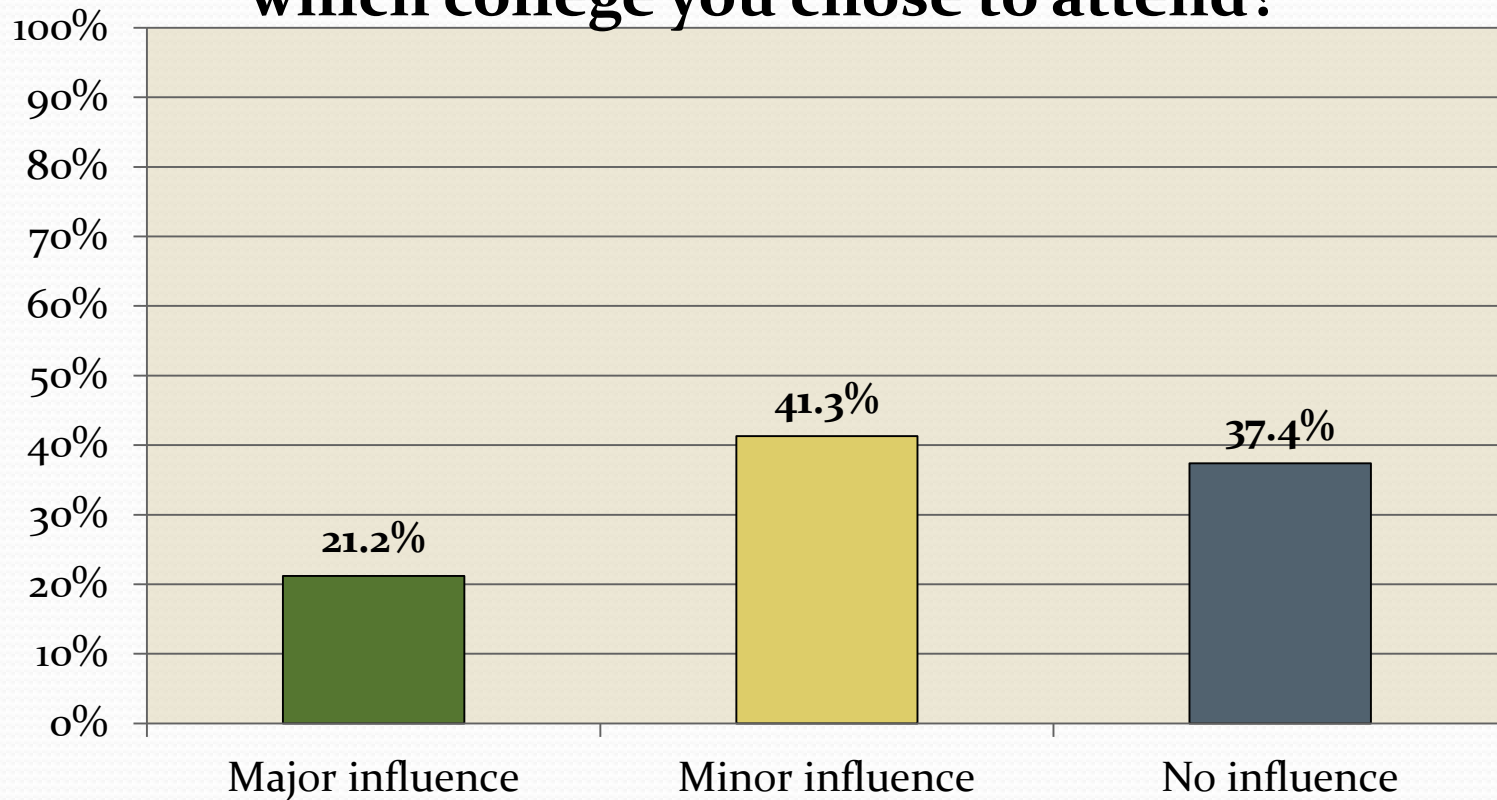




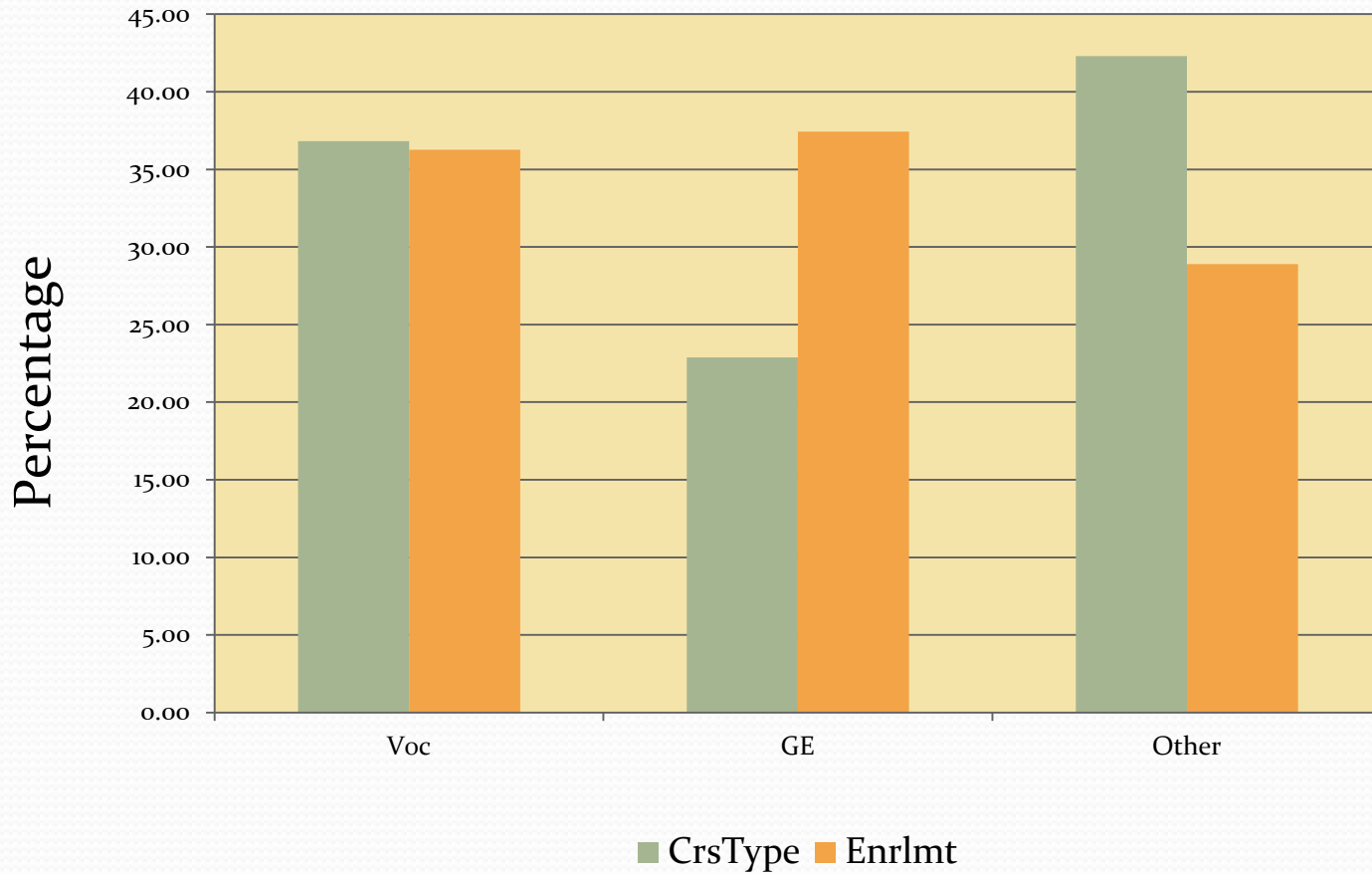
# Have you selected a major?



## How much did your Concurrent Enrollment experiences influence which college you chose to attend?



# Types of Courses Taken



## Instructional Delivery Method -- HSCE

