

Three things you need to do to ensure the largest possible response to any survey:

1. Minimize the costs for responding
2. Maximize the rewards for doing so
3. Establish trust that those rewards will be delivered

5 elements that are needed for a high response rate:

1. A respondent-friendly questionnaire
2. Up to 5 contacts with the questionnaire recipient
3. Inclusion of stamped return envelopes—use of real first class stamps on the mailing and on the return envelopes
4. Personalized correspondence
5. A token financial incentive sent with the survey request

-Don A. Dillman, Ph.D., Senior Survey Methodologist at the U.S. Bureau of the Census and Director of the Social and Economic Sciences Research Center at Washington State University

Calculating response rate

(Number of Complete Surveys/Number of People Contacted) X 100%= Response Rate

If you contact 100 people and 30 respond.

You would then have $30 / 100 = .3$

Multiply .3 by 100% to get a 30% response rate for your survey.

Do not count surveys returned by the post office in the Number of People Contacted. Do not count surveys that are returned if they are completed by someone who isn't from the target audience.

Recommend books:

Mail and Internet Surveys: The Tailored Design Method

by Don A. Dillman

Published in 2007 by John Wiley and Sons

How to Conduct Your Own Survey: Leading Professionals Give You Proven Techniques for Getting Reliable Results

By Don A. Dillman and Priscilla Salant

Published in 1994 by John Wiley and Sons

SURVEY SET UP TO BE USER-FRIENDLY AND ESTABLISH “VERTICAL FLOW”

Code

Thank you for your participation in this survey. The information from this survey is very important for College in the Schools. The results will be used to help us make informed changes to the program and will also provide CIS with the documentation of high quality that parents, students, legislators, and others expect. In order to draw meaningful conclusions from the responses it is critical that we hear back from a majority of the survey recipients. Your answers will help us greatly. The survey has 22 questions and will take approximately 10 minutes to complete. All of your answers are confidential. The code number above is used solely to help us determine who has not yet responded. The results of the survey will be reported only in an aggregate form.

1. Thinking about the University of Minnesota courses you took through College in the Schools, how would you rate your overall experience?

- Excellent
- Good
- Fair
- Poor

2. Did you attend a college, university, or professional school after high school?

- Yes
- No

If you answered “No” to question 2, it is not necessary for you to complete the remainder of this survey. However, please return it so that we can check your name off the mailing list. That will help us a great deal.

3. Which college, university, or professional school did you attend?

4. Check the box or boxes that describe your undergraduate educational experience.

- I have completed or anticipate completing an internship.
- I have participated in or anticipate participating in study abroad.
- I have completed or anticipate completing a double major.
- I have completed or anticipate completing a double minor.
- Other (please explain)

5. Were you able to use the University of Minnesota (U of M) credits that you earned through College in the Schools? (Check all that apply)

- I was exempted from required courses. (*For example, you did not have to take a required English composition course because you successfully completed a U of M writing course in high school.*)
- I was allowed to start in more advanced courses in college. (*For example, you were able to take Organic Chemistry earlier than normal, because you had already completed an introductory U of M chemistry course in high school.*)
- The University of Minnesota credits I earned in high school counted toward my college degree completion credits. (*Counting toward degree completion means the college course you took in high school “counted” toward the number of credits required for graduation from college as an elective, as part of a major or minor, or toward a general education requirement.*)

The next few questions may seem personal. We ask these questions because governments and education-related agencies often want to know who is served by concurrent enrollment programs like College in the Schools.

6. Did you qualify for free or reduced lunch when in high school?

- Yes
- No

7. Did you qualify for a Pell grant for college?

- Yes
- No

THIS IS AN EXAMPLE OF A BADLY DESIGNED SURVEY !!!

Principal Investigator:

ID No.

Larry Neuman

Dept Sociology

SOCIOLOGY RESEARCH METHODS Code
 QUESTIONNAIRE

Instructions: Please answer all questions as truthfully and accurately as possible. Check or mark the appropriate box/space for each question or print an answer in blanks provided. All answers are confidential and complete anonymity is assured. Your participation is voluntary and will help us greatly. Thank you.

Part I: Individual Background and Demographic Information

1. Which is your sex? Male Female

2. What is your class standing in the University?

Fresh Soph Jr Sr Special

3. How old were you at your last birthday? _____ Years

4. What is your major(s)?

(If unknown at this time write "Unknown" in space provided)

5. What is your current GPA for all college courses?

<input type="checkbox"/> 3.8 to 4.00	<input type="checkbox"/> 2.8 to 2.99	<input type="checkbox"/> 1.8 to 1.99
<input type="checkbox"/> 3.6 to 3.79	<input type="checkbox"/> 2.6 to 2.79	<input type="checkbox"/> 1.6 to 1.79
<input type="checkbox"/> 3.4 to 3.59	<input type="checkbox"/> 2.4 to 2.59	<input type="checkbox"/> 1.4 to 1.59
<input type="checkbox"/> 3.2 to 3.39	<input type="checkbox"/> 2.2 to 2.39	<input type="checkbox"/> 1.2 to 1.39
<input type="checkbox"/> 3.0 to 3.19	<input type="checkbox"/> 2.0 to 2.19	<input type="checkbox"/> Below 1.20

If you do not have any idea of what your GPA is check here

6. What is your current marital status? Never Married, single
 Divorced/Widowed/Separated Married7. Do you have any children [adopted or natural or spouses?] Yes No8. What is your birth order? I was an "only child" Raised in Institution Oldest of siblings Youngest of Siblings In Middle (some siblings older & younger)

9. What race or ethnic heritage do you consider yourself?

- Black/Afro-American/Negroid White/Anglo/Caucasian
 Yellow/Asian/Oriental Native American/Red
 Brown/Hispanic/Chicano Other

10. What kind of area did you grown-up (spend high school years) in?

- Rural.Farm Area
 Village/Small Town (under 10,000 pop)
 Small City (10,000 to 50,000)
 Medium City/Suburbs (50,000 to 300,000)
 Large City (300,000 to 1 million pop.)
 Major Metropolitan Area (Over 1 million)

11. Where us your "hometown"? Madison, Wisconsin

- Elsewhere in Wisconsin
 Elsewhere in Midwest
 East Coast/Atlantic Seaboard
 West Coast/Mountain
 South/Southwest
 Outside USA

12. What is your religious affiliation?

- Protestant Baptist
 Catholic Lutheran
 Jewish Quaker
 Muslim Atheist

Part II: Family Background Questions

13. What is your father's occupation?*

14. What is your mother's occupation?*

* If parent is deceased, retired or unemployed please state that. If parent is homemaker please write "Homemaker" in the space.

15. Do both parents work full time? Yes No

16. What social class would you assign to your family based on income & life style?

- Upper Class Middle Class Upper Middle Class
 Lower Middle Class Blue Collar/Working Class Poor/Lower Class

17. About what would you estimate your total family income to be for 1981 before taxes?

- Over \$75,000 per year
 Over \$50,000 but under \$75,000
 Over \$30,000 but under \$50,000
 Over \$20,000 but under \$30,000
 Over \$10,000 but under \$20,000
 Under \$10,000 per year

Part III. Questions About University Courses

18. Which school or college of the University are you in?

19. Have you ever taken a statistics course prior to this semester?

NO (GO TO 23, skip 20, 21, 22)

YES

20. IF YES: What department was it in?

21. What was the number of the course?

22. Why did you take it? (Check all that apply)

- Curious, interested
 Required for my degree/major
 Friends recommended it
 Advisor/Prof recommended it
 Wanted to avoid more difficult stat. Course

23. Math Anxiety is an emotional fear or great discomfort, that some people feel when confronted by complex symbols and number manipulation. Do you think that you have math anxiety?

No (SKIP to #25)

YES. IF YES: Do you feel that you have it

24. To a very great degree
 To a significant
 To a minor degree

24. Have you ever had a course in sociological theory or other social theory where Marx, Weber, Durkheim, Parsons, Comte and similar theorists were discussed for at least two weeks?

NO

YES

25. Do you know about the Sociological Department's program "Concentration in Analysis and Research?"

No A little Yes, fully

Part IV. Personal Behavior, Attitudes and Beliefs Questions

26. How happy are you? Very Happy Moderately Happy Unhappy

27. On a seven point scale, where would you place your beliefs regarding Abortion?

Very Pro-Choice					Completely Neutral			Very Pro-Life
7	6	5	4	3	2	1		

28. Which label best describe your current political beliefs/attitudes?

Very Conservative	_____	Very Leftist/Radical	_____	Middle of Road/Moderate	_____
Moderately Conservative	_____	Moderate Left/Liberal	_____		
Libertarian	_____	Not Political at All	_____	Other	_____

29. What is your opinion of President Reagan's Policies? Do you:

Strongly Approve	Moderately Approve	Moderately Disapprove	Strongly Disapprove	No Opinion or Don't Know
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30. Which statement best describes your opinion on the Nuclear Freeze Campaign?

_____ I support President Reagan and oppose any campaign that would weaken our defenses,
 _____ I am willing to permit our defenses to weaken relative to the Soviets and support the extremist Anti-Nuclear campaign.

31. Do you do coke? _____ Yes _____ No

32. Most experts note that young adults begin having sexual intercourse between the ages of 15 and 17 without any ill effects and recommend no change. At what age do you think it is appropriate for young adults to begin to engage in sexual intercourse? _____ Years

33. How frequently do you attend religious services?

_____ More than once a week
 _____ About once a week
 _____ Less than once a week

34. Do you support the murder of unborn children by Abortionists?

Yes No Undecided

35. Check the statement that expresses your level of comfort with homosexuals:

I feel uncomfortable around homosexuals. I would not enter a "gay bar" and would feel better if fewer homosexuals were on Madison's sidewalks.

I feel slightly uncomfortable around homosexuals. While I tolerate them as a minority group I would not have a close personal friend who was a homosexual.

I am not bothered by homosexuals. If I was at a party where there were homosexual couples or if I had a known homosexual as a co-worker it would not disturb me.

I am completely comfortable around homosexuals. I would like to have some "gay" friends and would not be upset if I was assigned a homosexual as a roommate in the dorms.

36. What is your opinion about the civil war in Ethiopia?

Support Ethiopia

Support Rebels

37. Which statement describe your attitudes regarding feminism?

I strongly support feminism and oppose all sexism

I moderately support feminist values

I don't care one way or the other

I moderately oppose feminism

I strongly oppose feminism and support traditional values

38. Do you think most politicians are dishonest or are they like other people?

Yes No

39. Don't you agree with our President and think that we should increase military aid to governments that fight communists and terrorists?

Yes No

40. State whether you Agree Or Disagree With the following statement:

I don't think that it is an unwise policy to continue sending food aid to Poland.

41. Do you think that it is wise to cut spending on social programs and increase military spending?

Yes No

42. Identify which of the following six occupational groups you would choose to entry if you had to choose among them based on work conditions, tasks involved and all forms of reward involved:

- Writer or Artist Forest Ranger or Sailor
- Top manager or Corp. Executive Teacher or Counselor
- Engineer or Chemist Leader of a Movement for Social Change

43. Eleven career or life goals are listed below, choose the three which are most important to you. Rank your choices 1, 2, and 3.

- Help others, especially the less advantaged
- Make a large income and accumulate wealth
- Achieve a position of importance and power in a large organization
- Care for my family and those close to me
- Get a secure job without fear of unemployment or layoffs
- Live in a place where I will be happy and content
- Make an important contribution to humankind
- Be independent and control my life without having a boss
- Become well-known and popular among a large number of people
- Advance quickly and become a success in my field
- Have a chance to be creative and explore new ways of doing things

44. Do you favor the legalization of "pot" and similar harmful drugs that young people abuse and increase drug addiction?

- Yes No

45. This last question is about friends of yours, think of your 4-5 closest friends when answering it. Check the space that best represents how your friends think, or the type of friends you have.

MY FRIENDS ARE

- | | | | | | | |
|------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------------|
| Conservative | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Liberal |
| Athletic | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Not Athletic |
| Noisy | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Quiet |
| Studios | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Not very studios |
| Neat in Dress/
Appearance | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Sloppy in dress/
Appearance |
| Like Classical
Music | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Like Rock
Music |

***** END OF QUESTIONNAIRE, THANK YOU *****

10/21/2008
College in the Schools
University of Minnesota – Twin Cities

*Annual Credit Recognition Survey for CIS Alumni who were
High School Seniors in 2006-07*

FINAL REPORT

Methodology

July 1, 2008: Survey was sent by U.S. mail to all 2919 CIS alumni who were seniors in 2006-07. 44 were returned undeliverable. Two thousand eight hundred and seventy five (2875) surveys were successfully mailed. This year's methodology included:

- 1) The survey was one sheet, back and front.
- 2) Survey was mailed on a Tuesday using first class postage and a personalized letter to the student.
- 3) Postcard was mailed one week later with first class postage
- 4) A second copy of the survey with a new cover letter was mailed 4 weeks after the initial mailing, to all alums who had not yet responded. First class postage was again used and the cover letter was again personalized.

Comparison with methodology used in 2007

Last year the survey was mailed in mid-June. We offered a chance to win a \$50 gift certificate to Barnes and Noble. We did not use real postage. We sent a reminder postcard but did not send a second copy of the survey. Everything was mailed on a Tuesday, per the advice given in the textbook "How to Conduct Your Own Survey" by Salant and Dillman. However, nothing was personalized.

Outcomes

A. Response Rate: One thousand one hundred and forty-five (1145) responses out of a total population of 2875 were returned yielding a 40% response rate. Last year's response rate to this survey was 31%.

B. Secondary to Postsecondary Persistence: One thousand one hundred and thirty (1130) out of 1145 (**99%**) CIS alumni who graduated in 2006-07 went directly on to a 2-year or 4-year college.

One thousand seventy-one (1071) or **95%** of those who went directly on to a college (1130) attended a 4-year college.

C. Matriculation to the U of M: Three hundred twenty-eight (328) out of 1130 respondents who attended college (**29%**) matriculated to the U of M (Twin Cities, Crookston, Duluth, or Morris).

D. Credit Recognition at Colleges other than the U of M

- Eight hundred and two (802) out of 1130 respondents who went to college (**71%**) went to colleges or universities other than the U of M.
- Of the 802 respondents attending institutions other than U of M, six hundred fifty-two (652) or **82%** requested recognition for UMN credits earned through CIS. Of these 652:
 - Six hundred and two (602) or **92%** had their UMN transcript sent to their college;
 - Twenty five (25) or **4%** presented their CIS course portfolio;
 - Twenty five (25) or **4%** did both.
- Six hundred and two (602) of 652 respondents (**92%**) who requested recognition for their U of M CIS courses at colleges other than the U of M received recognition for **SOME** or **ALL** of their U of M CIS courses.
- Recognition included credit transfer for an elective or required course, being allowed to skip a requirement and/or take an advanced course. Of the 602 students who received credit recognition from a college or university other than the U of M, four hundred and fifty-three (453) or **75%** were exempted from at least one required course.

E. Colleges and Universities Attended by CIS Alumni

- Survey respondents attended one hundred eighty-eight (188) different colleges and universities in 2007-08 (including UMN's 4 campuses).

See separate listing of institutions that have accepted UMN credits earned through CIS.

H. Satisfaction with the Program

- Six hundred and four (604) respondents out of 1145, or **53%**, rated their overall experience with College in the Schools as Excellent. Four hundred sixty six (466) or **41%** rated it as Good. Fifty-five (55) or **5%** rated it as Fair. Thirteen (13) or **1%** rated it as Poor or Very Poor.
- One thousand one hundred and thirty (1130) out of 1145 or **99%** would recommend College in the Schools to high school students. Ten (10) or **less than 1%** would not.
- One thousand twenty-eight (1028) out of 1145 or **90%** agreed or strongly agreed with the statement, "As a result of taking UMN courses through CIS ... I was better prepared academically for college."
- Nine hundred and forty-seven (947) or **83%** agreed or strongly agreed with the statement, "... I developed more realistic expectations about the academic challenges of college."
- Eight hundred and twenty-five (825) or **72%** agreed or strongly agreed with the statement, "... I strengthened my study habits."
- Nine hundred and fifty (950) or **83%** agreed or strongly agreed with the statement, "... I was more confident about my ability to succeed in college."

- Nine hundred and ten (910) or **79%** agreed or strongly agreed with the statement, "... I strengthened my writing skills."
- Nine hundred and fifty-seven (957) or **84%** agreed or strongly agreed with the statement, "... I strengthened my analytical thinking skills."

I. Respondent Demographics

- Eight hundred and fifteen (815) or **71%** were female. Three hundred and twenty-one (321) or **29%** were male.
- Ninety-six (96) or **8%** of the students indicated that they were eligible for both the Pell Grant and free and reduced lunch. An additional thirty-four (34) or **3%** indicated that they were eligible for free and reduced lunch, but not Pell Grants. An additional seventy-five (75) or **7%** indicated that they were eligible for Pell Grants but not free and reduced lunch. A total of **18%** marked at least one of the income indicators.
- Nine hundred seventy eight (978) or **85%** of the respondents were Caucasian;
Seventy nine (79) or **7%** were Asian/Asian American;
Eighteen (18) or **1%** were African American/Black;
Nine (9) or **<1%** were Hispanic of any race;
Thirty-two (32) or **3%** were of mixed race;
Twenty-9 (29) or **3%** did not answer;

Executive Summary

Analysis of College in the Schools (CIS) Follow-Up Student Survey

Center for Applied Research and Educational Improvement

August, 2004

Follow-Up Student Survey

Four hundred seventy-six students responded to the follow-up student survey. Slightly over half took one CIS course and the rest took up to five courses. The most popular courses were English Literature and English Composition. Almost all respondents went on to a two or four-year college, university, or technical school and approximately two-thirds have plans to apply to graduate school. Eleven percent of respondents graduated early from college and the majority of them attributed doing so to recognition of CIS course credit by their college.

Respondents overwhelmingly gave a positive assessment to how their CIS experience prepared them for college and the quality of that experience overall. Ninety-eight percent said they would recommend to a high school student that they participate in CIS. Specific benefits gained from CIS centered on study habits, meeting academic challenges, and communication skills. Those students taking more than one CIS course including English Composition gave higher overall ratings of their CIS experience. Seventy-three percent of the respondents volunteered additional comments at the end of the survey. The majority of these comments were positive about their CIS experience and cited educational benefits, the opportunity to preview college, and enjoyment of the course for its own sake.