

2020–2021 HEDS Alumni Survey

The [HEDS Alumni Survey](#) asks alumni about the quality and impact of their educational experiences, including cocurricular activities such as internships, study abroad, and community service. The survey also asks alumni to evaluate the impact of their education on their postgraduate critical thinking, problem solving, and other learning outcomes. Finally, the survey asks about postgraduate employment, college satisfaction, and college debt.

There are two versions of the survey, one designed for undergraduate alumni and the other for advanced degree alumni. Advanced degree alumni include graduates from master’s and doctoral programs, professional programs such as dentistry and medicine, and advanced degree certificate programs. Institutions that administer to multiple degree populations will receive a discount. All institutions, regardless of whether they belong to HEDS, are welcome to participate.

The HEDS Alumni Survey, which should take no more than 15 minutes to complete, is based both on Wabash National Study findings¹ on effective teaching practices and the AAC&U LEAP learning outcomes.² The survey asks alumni to report on five dimensions of their educational experience:

- Good Teaching and High-Quality Interactions with Faculty
- Challenging Assignments and High Faculty Expectations
- Interactions with Diversity
- Growth on Intellectual Outcomes
- Growth on Civic Engagement

We recommend that you administer this survey to alumni 1, 5, and/or 10 years after graduation. The table below shows the graduation years for alumni in these three cohorts.

Alumni Survey cohort	Graduation years
1-year-out	2019, 2020
5-year-out	2015, 2016
10-year-out	2010, 2011

For the undergraduate version of the survey, in addition to summarizing the responses of your alumni, our reports will include comparative data for the 1-year-out, 5-year-out, and 10-year-out cohorts. If you administer the survey to undergraduate alumni who graduated at other times, their responses will be included in your data file but not in the reports.

Institutions that participate in the advanced degree survey will also receive reports summarizing the responses of their alumni and comparing their responses to those of alumni at other participating institutions. However, because the advanced degree version of this survey is new, our advanced degree reports will only break out 1-year-, 5-year-, and/or 10-year-out data as separate comparison groups if a sufficient number of institutions participate this year.

¹ <https://centerofinquiry.org/wabash-national-study-of-liberal-arts-education/>

² <http://www.aacu.org/leap/vision.cfm>

Survey Administration

You can administer the HEDS Alumni Survey for any 3- to 6-week period between September 1, 2020, and June 30, 2021. The latest possible date to begin administering the HEDS Alumni Survey is June 9, 2021. However, please note that this will only allow for a three-week survey period. Institutions that plan to begin their survey after this date will need to register for the 2021–2020 HEDS Alumni Survey. We will begin the 2021–2022 HEDS Alumni Survey administration on September 1, 2021.

Administration Methods

- **Email method** – A member of the HEDS staff sends your alumni an individualized email invitation with a unique link to the survey. If alumni do not complete the survey, we will send up to three reminders via email. You may customize both the invitation and the reminders, and each message appears to come from your institution.
- **Authentication method** – You provide alumni with a general link, and they use a unique password, such as their email address, to log into the survey. We suggest this method when mailing log-in instructions to alumni via letter, postcard, or email.

If you are interested in using a paper version of the survey to mail to alumni or use at an event on campus, please contact us.

For an additional fee, you can select both administration methods. To ensure consistency in the administration process and the integrity of the comparative data, we do not allow institutions to administer any HEDS survey through their own survey engines.

Reports and Data Files

Standard administration reports and data files include:

- SPSS and Microsoft Excel files with your institution's survey data
- Reports that compare the responses of your alumni to those of all other participating institutions' alumni on all survey questions and indicators
- Real-time data report accessed online with a unique password

Fees

Each survey administration includes the following in the base cost:

- One 3–6 week survey administration
- One administration method
- Up to 1,000 completed surveys
- One survey invitation and up to three reminders for email method
- Up to 10 supplemental questions
- Report and data files as specified above
- *HEDS Members*: post-survey phone consultation with a member of the HEDS staff about your institution's survey data

	HEDS institutions	Institutions not in HEDS
Base cost – survey one population (<i>either undergraduate or advanced degree alumni</i>)	\$500	\$2,000
Base cost – survey two populations (<i>both undergraduate and advanced degree alumni</i>) (<i>25% discount on original base cost of survey for second population</i>)	\$875 (\$500 for undergraduate + \$375 for advanced degree)	\$3,500 (\$2,000 for undergraduate + \$1,500 for advanced degree)
The following fees apply to <i>each</i> degree population		
Using both the authentication and email administration methods	+ \$125	+ \$175
Using different invitations, reminders, and/or supplemental questions for subpopulations of alumni (e.g., different programs, majors, campuses) within a larger population of undergraduate or advanced degree alumni. This does not include separate reports.	+ \$250 for each additional subpopulation	+ \$300 for each additional subpopulation
11 to 20 supplemental questions	+ \$250	+ \$300
Completed surveys beyond the first 1,000. (<i>Count includes all administration methods but does not include partially completed surveys or duplicate surveys by the same person. Invoiced after survey window closes.</i>)	+ \$0.50 per extra response	+ \$0.70 per extra response
Late registration fee (<i>see explanation in registration section below</i>)	+ \$250	+ \$300

Data Security

HEDS secures your survey data and participant information by:

- Using Qualtrics, a survey engine, to protect and store your participant information and responses securely. Qualtrics protects their servers with firewalls, security scans, and nightly data backups. Qualtrics' security statement is available at <http://www.qualtrics.com/security-statement/>.
- Storing your participant information and survey results downloaded from Qualtrics on Box.com in a folder that only HEDS staff members can access. Box is a password-protected, encrypted, secure file storage system. See more information about Box's privacy and security at <https://www.box.com/business/enterprise-security/>.
- Using end-to-end encryption via SendSafely to securely transfer files between HEDS and your institution. See more information at <https://www.sendsafely.com/security/>.
- We use TunnelBear as a virtual private network (VPN) to secure our online tasks when we are required to work remotely. Learn more about how TunnelBear secures internet browsing here: <https://www.tunnelbear.com/blog/stronger-encryption/>
- Deleting all materials with invited participants' personal information from Box and the HEDS Qualtrics account sixty days after all final reports and data files have been delivered, and we have confirmed you received them.

All participating institutions, both HEDS institutions and institutions that are not in HEDS, will receive a report that compares the responses of their alumni to the aggregated responses of alumni from all other institutions. We will not share any personal information we receive (i.e., name, email address, race/ethnicity, gender, graduation year, etc.) with any outside individuals or entities.

Other HEDS Alumni Survey Information

- **Survey liaison** – You will need to identify one individual from your institution to serve as the survey liaison to handle survey logistics, communicate with the HEDS staff, etc.
- **IRB approval** – The HEDS Alumni Survey has been [approved](#) by the Wabash College Institutional Review Board (IRB) for use as a voluntary survey. We encourage your institution’s survey liaison to contact the IRB at your institution to determine whether their approval is needed prior to administering the survey.
- **Mandatory participation** – Institutions should not make the survey mandatory or use survey incentives that may affect voluntary participation without consulting their IRB. In addition, the introduction to the HEDS Alumni Survey, which informs participants that the survey is voluntary, cannot be altered.
- **Embedding institution names in the survey** – We will configure the survey so that your institution’s name appears prominently on each page.
- **Supplemental questions** – You can add up to 20 supplemental questions, the first 10 of which are free, related to the HEDS Alumni Survey’s subject matter at the end of the survey. Each sub-question on a multipart or matrix question counts as one supplemental question. Our [Supplemental Question Guide](#) submit finalized questions during registration. Your data file will include participants’ responses to these questions, but the HEDS reports will not.
- **Qualtrics** – HEDS administers its surveys via the commercial survey engine Qualtrics.
- **Survey Agreements** – We detail our expectations, practices, fees, and terms of this survey in this document and our [Supplemental Administration Information document](#). If your institution requires us to use an agreement developed by your institution and we determine that we need our attorney to review that agreement, we will add the cost of that review to your survey fee. Currently, the standard rate for a contract review by our counsel is \$500.

Registering for the HEDS Alumni Survey

You can register for the 2020–2021 HEDS Alumni Survey using our [online registration form](#). You must register at least three weeks prior to the date on which you plan to begin administering the survey. We will make decisions about accepting late registrations on a case-by-case basis. If we can accommodate a late registration, we will charge an additional late fee.

HEDS Alumni Survey Administration Contact

Please contact Nicole Seidler (nicole.seidler@hediconsortium.org or 765-361-6381) if you have any questions. You can download a copy of the survey from our website at: <https://www.hediconsortium.org/heds-alumni-survey/>.