

## 2020 HEDS Senior Survey

Updated: January 20, 2020

The HEDS Senior Survey asks college seniors to evaluate teaching practices and institutional conditions they experienced as undergraduates, assess the impact of their college experience on their intellectual growth and development, and describe their plans following graduation. The survey is based both on Wabash National Study findings<sup>1</sup> on effective teaching practices and on the Association of American Colleges & Universities' (AAC&U) LEAP Essential Learning Outcomes.<sup>2</sup> All institutions, regardless of whether they belong to HEDS, are welcome to participate.

You will receive a report that focuses on five dimensions of your seniors' undergraduate experience:

- Good Teaching and High-Quality Interactions with Faculty – 9 questions, Cronbach's  $\alpha = 0.90$
- Challenging Assignments and High Faculty Expectations – 14 questions, Cronbach's  $\alpha = 0.89$
- Interactions with Diversity – 6 questions, Cronbach's  $\alpha = 0.86$
- Growth on Intellectual Outcomes – 10 questions, Cronbach's  $\alpha = 0.88$
- Growth on Civic Outcomes – 4 questions, Cronbach's  $\alpha = 0.81$

There are two versions of the survey: (1) the standard version, which takes about 15 minutes to complete, and (2) a longer, 20-minute version, which includes questions about students' satisfaction with the quality of their advising, in- and out-of-classroom experiences, campus services and facilities, and campus life.

### Survey Administration

You can administer the HEDS Senior Survey for a 3- to 6-week period. The survey must begin within the last six weeks of your seniors' final term, so the earliest possible start date is six weeks prior to the last day of spring classes at your institution. Survey administrations must be completed by two weeks after the last day of spring classes.

### Administration Methods

- **Email Method** – A member of the HEDS staff sends each of your seniors an individualized email invitation with a unique link to the survey. We will send up to three reminders to seniors who do not complete the survey. You may customize both the invitation and the reminders, and each message appears to come from your institution.
- **Authentication Method** – You provide your seniors with a common link and they use a unique password, such as their email address or student ID number, to log into the survey.

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

Institutions that administer the HEDS Senior Survey will receive a report that compares your seniors' results to those of seniors at all other participating institutions along with an SPSS and Microsoft Excel file with your participants' responses. We will add values/labels to the SPSS file.

<sup>1</sup> <http://www.liberalarts.wabash.edu/study-research/>

<sup>2</sup> <http://www.aacu.org/leap/essential-learning-outcomes>

## Fees

	<b>HEDS institutions</b>	<b>Institutions not in HEDS</b>
Base cost includes: <ul style="list-style-type: none"> <li>• One 3- to 6- week survey administration</li> <li>• One administration method</li> <li>• Up to 1,000 responses</li> <li>• One survey invitation and up to three reminders for email method</li> <li>• 10 supplemental questions</li> <li>• Reports and data files as specified above</li> </ul>	\$500	\$1,900
Using both the authentication and email administration methods	+ \$250	+ \$250
Up to 10 additional supplemental questions ( <i>for a total of 11–20 supplemental questions</i> )	+ \$250	+ \$250
Additional responses ( <i>after first 1,000 responses; count includes all administration methods, incomplete responses, and duplicate responses; invoiced after the survey closes</i> )	+ \$0.50 per extra response	+ \$0.50 per extra response
Late registration fee ( <i>see explanation in registration section below</i> )	+ \$250	+ \$250

## Other HEDS Senior 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 Senior Survey has been [approved](#) by the Wabash College Institutional Review Board (IRB) 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 your IRB. In addition, the introduction to each HEDS survey, which informs participants that the survey is voluntary, cannot be altered.
- **Supplemental questions** – You can add supplemental questions related to the survey’s subject matter at the end of the survey. Each sub-question on a multipart or matrix question counts as one supplemental question. We ask that you submit finalized questions when you register. Your data file will include participants’ responses to these questions, but the HEDS reports will not. For more information on how to count and format supplemental questions before submitting them to HEDS, please review our [Supplemental Question Guide](#).
- **Embedding institution name in the survey** – We will configure the survey so that the institution’s name appears prominently on each page of the survey.
- **Response rates** – We send survey liaisons weekly updates on response rates during the survey administration period so they can monitor survey participation.
- **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 Senior Survey

You can register for the 2020 HEDS Senior Survey using our [online registration form](#). At the time of registration, you may choose to pay with a credit card or receive an invoice and pay with a check.

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 \$250 late fee.

### HEDS Senior Survey Administration Contact

Please contact Macanda Myers ([macanda.myers@hediconsortium.org](mailto:macanda.myers@hediconsortium.org) or 765-361-6492) if you have any questions. You can download copies of the survey and optional questions on satisfaction from our website at: <https://www.hediconsortium.org/heds-senior-survey/>.