

2023–2024 HEDS Diversity and Equity Campus Climate Survey Information Sheet

Updated: 2/15/2024

Contents

We detail the survey options available to you, as well as our expectations, practices, fees, and terms of service in this document and in our [Supplemental Administration Information document](#).

About the Survey

The [HEDS Diversity and Equity Campus Climate Survey](#) asks students, faculty, staff, and administrators about their:

- Perceptions of their institution’s climate
- Perceptions of how their institution supports diversity and equity
- Experiences with discrimination and harassment at their institution

You can use information from this survey to develop a better understanding of the extent to which your institution’s campus climate supports diversity and equity and to inform and improve support, policies, and practices at your institution related to diversity and equity, including those aimed at preventing or responding to discrimination and harassment.

The survey has been used by public and private institutions, from community colleges to research universities. It is designed to be administered to everyone in the campus community – undergraduate students, advanced degree students, faculty, staff, and administrators. The survey usually takes less than 15 minutes to complete, and responses are anonymous. All institutions, regardless of whether they are HEDS members, are welcome to participate.

We designed the survey for people who spend a significant amount of time on campus, not people who work remotely or students who take their courses primarily online. However, you may administer the survey to everyone. The survey asks people if they primarily take classes/work on campus or online. We will look at the data to see how results for these groups may differ, and we encourage you to consider this factor as well.

We have been collaborating with researchers at Columbia University and the University of Wisconsin since 2022 to examine how state policies, community environment, and institutional environment and policies relate to binge drinking and peer victimization, including racial, sexual, and gender minority victimization on college campuses. As part of that collaboration, there are a small number of questions and an optional survey module that support this research on the HEDS Diversity and Equity Campus Climate Survey. There is no cost to include this module.

Survey Administration Window

You can administer the HEDS Diversity and Equity Campus Climate Survey for any 3–6-week period between October 9, 2023, and May 31, 2024 (*extended from April 26, 2024*). Please note that starting this year, you must **register at least seven weeks before the date on which you plan to begin administering the survey**.

Report and Data Files

The report and data files you’ll receive when you use this survey include:

- Report that compares your institution’s results to those of all other participating institutions on all survey questions and indicators.
 - We do two rounds of comparative reports to allow us to get this report to institutions in a more timely manner. One for institutions that administer from October to December, which will be

delivered in the spring, and a second for institutions that administer from January to April, which will be available in late summer.

- Unit-record SPSS and Microsoft Excel files with your institution's survey data.
- A compilation of open-ended survey responses.
 - Your unit-record data files and compilation of open-ended responses will be sent to you no later than 50 business days after your survey closes if you accept our secure [data handling agreements](#).

Survey Administration Methods

Administration methods are how you invite people to take your survey. For full details about these methods, including the advantages and disadvantages of each, please see our [Distribution Methods](#) document.

- **Email method** – We send each participant an email invitation with a unique link to the survey. You may send up to three email reminders to participants 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 participants with a common link, and they use a unique password, such as their email address and/or ID number, to access the survey.
- **General link method** – You provide participants with a general link. No password is required to access and complete the survey; *anyone* who follows the link can submit their *anonymous* responses.

If you want to use both email and authentication, please let us know so we can discuss the advantages and disadvantages of this approach. To ensure consistency in the administration process, comparative data, and people's anonymity, we do not allow institutions to administer any HEDS survey through their own survey engines.

Supplemental Administration Options

To help institutions survey everyone on campus, we can provide:

- A paper survey for people on campus who might not have a campus email address or easy access to a computer.
- A Spanish translation of the survey. The Spanish version is available in electronic format only. It is not available in a paper version. Also note that if you will be adding supplemental questions to your survey, they will be automatically translated by our survey engine, Qualtrics, which uses Google Translate.

When you register for the survey, you can indicate if you are interested in these alternatives so we can discuss the additional steps involved in utilizing these administration alternatives. Please note that the survey opening, which serves as consent, states that responses are anonymous and exclude personal information. Therefore, we will need to collaborate with you to ensure that your process for handling completed paper surveys and translating open-ended responses on the Spanish survey maintains anonymity. Please contact us if you have any questions about using these survey options.

Fees

Each survey administration includes the following in the base cost:

- One 3- to 6-week survey administration
- One administration method (*see next section for details*)
- An unlimited number of students and employees invited to take the survey
- Up to 1,000 completed surveys
- One survey invitation and up to three reminders for the email method
- Up to 10 closed-ended supplemental questions (*e.g., multiple-choice, check-all-that-apply*)
- Reports and data files as specified above

	HEDS Institutions*	Institutions not in HEDS
Base cost	\$575	\$2,300
Discount for using the general link administration method only	- \$75	- \$200
Using both the authentication and email administration methods	+ \$150	+ \$200
Up to 10 additional closed-ended supplemental questions (<i>for a total of 11–20 closed-ended supplemental questions</i>)	+ \$275	+ \$325
Up to two open-ended supplemental questions	+ \$150 per question	+ \$200 per question
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>)	+ \$1.10 per additional completed survey	+ \$1.55 per additional completed survey
Completed surveys beyond the first 1,000 if you add open-ended supplemental questions. (<i>We charge more given the additional staff time needed to review text responses for identifying information.</i>)	+ \$1.65 per additional completed survey	+ \$2.35 per additional completed survey
We can place “caps” or limits on the number of completed responses your survey will accept to help manage fees for responses over 1,000. Please let us know if you are interested in this.		
Late registration fee (<i>see explanation in registration section</i>)	+ \$275	+ \$325

*In order to qualify for the HEDS member discounted survey fees listed above, your institution must have paid its HEDS Membership fee for 2023-2024 by the time we invoice you, or we will charge you the full survey price. Please talk to us if you are uncertain if your institution is up to date on its membership fee.

Special Fees

Multi-campus/Multi-institution administrations – If you want to administer a survey to people at multiple campuses or within a multi-institution system, please contact us for more information and pricing.

Contracts or survey agreements from your institution – If your institution requires us to use an agreement or contract 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. The standard rate for a contract review by our counsel is \$500.

Errors in participant list – If you realize that you made an error in the participant list you provided us (e.g., incomplete list, incorrect group of alumni, emails with incorrect names) after the survey has launched, please notify us immediately. Depending on the scope of the error, we may need to close the survey, clear any responses, and relaunch the survey for an additional fee.

Other Survey Information

Survey liaison – You will need to identify one individual from your institution to serve as the survey liaison. We’ll direct all communication to the survey liaison, and the survey liaison is responsible for contacting other people on their campus about survey logistics. The survey liaison will be responsible for providing the survey materials needed based on the administration method chosen ([see above](#)), testing the survey, and collaborating with us to troubleshoot if technical problems arise.

IRB approval – The HEDS Diversity and Equity Campus Climate 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, including approval of supplemental questions if applicable, before administering this survey. The Wabash IRB will not enter into authorization agreements with institutions that use HEDS surveys.

Mandatory participation – Institutions should not make the survey mandatory or use survey incentives that may affect voluntary participation without consulting your IRB.

Real-time report – We provide a live update of responses to some of the close-ended questions to give you a first look at select, high-level data from the survey. These real-time updates only show aggregated results to select questions. Because of this, data in the real-time update may not line up with the more disaggregated and complex comparison report that you’ll receive later. These updates will give you an early, overall sense of how people responded to parts of the survey, and it allows you to gauge your response rates so you can adjust your communication strategies if necessary. We do not recommend downloading this report as a PDF version because the graphics do not always present properly in this format.

Unfinished surveys – Participants may choose not to answer any question in the survey. They may also stop taking the survey at any time and choose not to submit their data. This means that we will only keep survey responses if they click the “submit” button at the end of the survey. We have done this to ensure that people have complete control over whether their responses are included in our data files and reports.

Supplemental questions – You can add supplemental questions related to the survey’s subject matter at the end of the survey. The questions must not ask for information that would lead to the identification of people taking the survey. Each sub-question on a multipart or matrix question counts as one close-ended supplemental question. A question that is answered with a text response counts as an open-ended supplemental question. Your data file(s) 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](#).

Changes to the survey questions – While you can *add* supplemental questions to the end, we do not modify our survey questions or response options. In order for us to offer the benefit of comparative data between participating institutions in our survey reports, the questions and response options have to be the same across all the colleges and universities using the survey.

State requirements or initiatives – If your institution is in a state that requires or has an initiative to survey students and/or employees about matters related to diversity and equity, we will collaborate with you to try to meet those obligations. Please contact us to describe your needs.

Embedding institution names – We will set up the survey so that your institution’s name appears prominently on each page and in questions.

ADA Accessibility – Please let us know if anyone at your institution needs a version of the survey that is compatible with screen readers or has other ADA-related requirements so we can discuss options with you.

[Practices and Agreements for Ensuring Anonymity](#)

We exclude personal information, including name, email address, student or employee identification number, and IP address, from the data you receive.

We also remove some variables and/or combine response options into broader categories to maintain the anonymity of respondents. We will review open-ended text responses, remove the names of anyone who identifies themselves or is accused of discrimination and/or harassment, and send the reviewed open-ended text responses in

a separate file. The data files we return to you will include institution-provided roles: undergraduate student, graduate student, faculty, or staff/administrator. Given the sensitive nature of the data from these surveys, your institution *must* accept our secure data handling agreements to receive a data file. These include:

1. No more than 5 people at your institution will have access to the unit-record data file that HEDS sends to you.
 - a. Managers, Deans, Program Directors, Department Chairs, and other supervisors should not be among the 5 people who have access to your institution's unit-record file unless a) their direct reports have not participated in the survey, or b) their access is essential for analyzing your institution's survey data.
 - b. Given their contact with students, faculty should not be among the 5 people who have access to your institution's unit-record file unless their access is essential for analyzing your institution's data.
2. Undergraduate students will not have access to the unit-record data file.
3. The people who have access to the unit-record data file from HEDS will be required to follow your institution's rules, policies, and procedures for protecting and maintaining the confidentiality of sensitive, identifiable student and employee information.
4. You will ensure that all reports or presentations based on data from the unit-record data file follow an "n>4" rule and do not include any statistical information or findings based on a group smaller than 5 people.

We also encourage you to work with your institutional review board (IRB) to help to assure your campus constituencies that your institution is treating the survey data and findings appropriately.

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 its 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 in a folder 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 any files with personally identifiable data 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 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.
- We will not share any personally identifiable information with any outside individuals or entities.

Deadlines

Below we review your deadlines for each step in our work together to set up a survey. Setting up surveys exactly how you'd like them is complicated, and we may be setting up and running many dozens of surveys at a time. We've set the following deadlines to ensure we have enough time to do a good job administering your survey. If you miss a deadline, we will probably have to delay the opening of your survey. The deadlines below are based on the date you wish to start your survey administration.

Task for your institution	Deadline
<p>Register for the Survey</p>	<p>At least seven weeks (35 business days) before the survey start date.</p> <p><i>Earlier is better to allow you more time to work out the details of your survey.</i></p>
<p>Set up Call with HEDS to Discuss Survey Details</p> <p>HEDS will contact you to set up a call to discuss the details of your survey administration, fees, and to let you know what materials you will need to provide.</p>	<p>Call takes place 2–9 business days after registering.</p> <p><i>We will offer you meeting times and dates within this 2–9 day window. If our call occurs during this period, you will have at least ten (10) business days to gather your materials.</i></p>
<p>Provide All Final Survey Materials to HEDS</p> <p>Final means <i>all stakeholders</i> have viewed and approved any of the following submitted to HEDS: how your institution's name will appear in the survey, information about the survey leader(s) at your institution, URL to your procedures to report an incident of discrimination or harassment, administration method(s), a participant list, dates and content of invitations and reminders, incentive options, and supplemental questions.</p> <p><i>Once we set up your survey in our survey engine for testing, any changes you make to the content of these materials will result in a significant delay in launching your survey .</i></p>	<p>By end-of-day, sixteen (16) business days before the survey start date.</p> <p><i>This is a very important deadline for meeting your desired survey start date. The earlier you register and meet with your HEDS survey team member, the more time you will have to gather your materials and get them approved.</i></p>
<p>Provide HEDS with Feedback on Survey Test</p>	<p>By end-of-day, eight (8) business days before the survey start date.</p> <p><i>You will have a minimum of 3 business days to test your survey.</i></p>
<p>Provide HEDS with Feedback on Final Survey Test <i>(only if necessary)</i></p> <p>A second test will <i>only</i> happen if there was a technical difficulty to resolve, or if we made an error when setting up your survey.</p>	<p>By end-of-day, four (4) business days before the survey start date.</p> <p><i>You will have a minimum of 2 business days for a second test.</i></p>

Important Note About Survey Testing

The purpose of testing is to ensure that the survey will run smoothly and to fix any technical difficulties (i.e., invitation messages going to spam) before your survey launches. Testing also allows you to check that we entered your invitation message (if using the email method) and supplemental questions exactly as you submitted them to us. We need to work with the final, approved version of all survey materials when setting up your survey for testing. **Testing isn't the time to edit the content of emails or supplemental survey questions. Once we've used the information you've sent us to set up your survey for testing, any changes you make in that information will result in a significant delay, potentially days, in when we can launch your survey.** It is important that you ask anyone at your institution who needs to review and approve your survey materials to do so before sending that material to us.

Registering for the HEDS Diversity and Equity Campus Climate Survey

You can register for the 2023–2024 HEDS Diversity and Equity Campus Climate Survey using our [online registration form](#). **You must register at least seven weeks from the date you wish your survey to begin.** Late registrations are accepted only in rare circumstances, and there will be a late fee ([see the Fee table](#)). The last day to register will be March 22, 2024. Once you submit the registration form, we will contact you to discuss your survey preferences and the associated fees. Following this conversation, we will send an invoice that you can pay by credit card, direct deposit, or check.

Questions about the HEDS Diversity and Equity Campus Climate Survey?

Don't hesitate to get in touch with us at DiversityEquitySurvey@hedsortium.org if you have any questions.