

## 2024 HEDS Returning Student Survey

Updated: 4/5/2024

### Contents

In this information sheet, we detail the survey options available to you, as well as our expectations, practices, fees, and terms of service.

### About the Survey

The HEDS Returning Student Survey is designed to support your efforts to strengthen your students' connection between their college experiences and their post-college goals. It asks students about their vision of post-college success, their reasons for staying in college, and the college experiences that have most prepared them to accomplish their goals for life.

We've designed the HEDS Returning Student Survey so that it has more impact than the typical student survey. Specifically, the HEDS Returning Student Survey:

- Includes an open-ended question asking students to describe their vision of a successful life after college to help institutions get a better sense of what students hope to achieve.
  - If a student previously took the New Student Survey or Returning Student Survey and responded to this question, we will include their response from the previous survey and ask them, "Looking at your response, are you still thinking about a successful life the same way? Has anything changed?"
- Prompts students to reflect on their reasons for staying in college and completing their degree.
- Asks students what they worry about, so institutions can do a better job of monitoring student concerns.
- Asks students to identify the college experiences that have most prepared them to accomplish their goals for life after college.
- Asks students whether they would like to have a follow-up conversation with someone at your institution about their goals for the future and ways to improve their college experience.
- Sends a link to students immediately after they complete their survey so they can see a summary of how other students at their institution responded to the survey.
- Automatically sends a summary of each student's responses to the people who have been designated to have follow-up conversations with students.
- Gives your survey liaison real-time, aggregated results while the survey is being administered.

Traditional surveys create a one-way flow of information from survey respondent to the survey administrator. The HEDS Returning Student Survey is aimed at enhancing formative interactions between students and their institutions.

### Survey Administration Windows

The survey is for students who have already attended your institution and are eligible to return in the fall. You can administer the HEDS Returning Student Survey for a 3-6-week period between June 3 and September 27, 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.**

## Reports and Data Files

You will receive:

- A report that compares your institution's results to those of all other participating institutions
- Unit-record SPSS and Microsoft Excel files with your institution's survey data.

While not a report, you will have access to real-time updates of student responses to select questions during your survey administration. These live updates will give you an early, overall sense of how students responded to parts of the survey. They also allow you to gauge your response rates so you can adjust your communication strategies if necessary. This is the same view that your students who respond will see.

## 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 [Administration Methods](#) document.

- **Email Method** – We send each of your returning students a personalized email invitation with a unique link to the survey. You may send up to three reminders to students 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 returning students with a common link, and they use a unique password, such as their email address and/or student ID number, to log into the survey.

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 and the integrity of the comparative data, we do not allow institutions to administer any HEDS survey through their own survey engines.

## Follow-up Conversations

We will ask you to list up to three individuals or offices that each student can choose to have a conversation with about their responses—such as their academic advisor, class dean, coaches, the Career Services office, the chaplain, the Academic Support Center, the dean of student success, or the chief diversity officer. You will provide this information in the participant list along with students' names and email addresses. We will set up the survey so that these people will automatically receive an email stating that the student wants to have a conversation with them, and it will include a summary of that student's survey responses.

## 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 (only email and authentication are options)</li> <li>• One survey invitation and up to three reminders for email method</li> <li>• Up to 1,000 responses</li> <li>• 3 supplemental questions</li> <li>• Reports and data files as specified above</li> </ul>	Free of Charge	\$1,325
Using both the authentication and email administration methods	+\$150	+ \$200
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>	+ \$0.55 per additional completed survey	+ \$0.80 per additional completed survey
Late registration fee <i>(see explanation in registration section below)</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 2024-2025 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 students, 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 HEDS Returning Student 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 Returning Student 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. Wabash's IRB does 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 their IRB.

**Real-time updates** – We provide these updates to give you a first look at select, high-level data from the survey. The real-time updates only show aggregated results to select questions. Because of this, data in the real-time updates 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. Students who complete the survey will also get a link to view these updates. 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 not submit their data. However, you will receive partial responses in your unit-record data files.

**Supplemental questions** – You can add up to three 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. For more information on how to count and format supplemental questions before submitting them to HEDS, please review our [Supplemental Question Guide](#). Your data file will include participants' responses to these questions, but the HEDS reports will not.

**Connecting survey and institutional data** – Since you will receive a unit record data file with student identifiers, your institution can connect institutional data on grades, progress, retention, and other student success data to the survey results.

**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.

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

## Data Security

We will secure 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/>.
- Using 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/>

## 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 following deadlines are based on the date you wish to start your survey administration.

Task for your institution	Deadline
<b>Register for the Survey</b>	At least <b>seven weeks (35 business days)</b> before the survey start date.  <i>Earlier is better to allow you more time to work out the details of your survey.</i>
<b>Set up Call with HEDS to Discuss Survey Details</b>  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.	Call takes place <b>2–9 business days</b> after registering.  <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>
<b>Provide All Final Survey Materials to HEDS</b>  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, administration method(s), a participant list, dates and content of invitations and reminders, incentive options, and supplemental questions.  <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>	By end-of-day, <b>sixteen (16) business days</b> before the survey start date.  <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>
<b>Provide HEDS with Feedback on Survey Test</b>	By end-of-day, <b>eight (8) business days</b> before the survey start date.  <i>You will have a minimum of 3 business days to test your survey.</i>
<b>Provide HEDS with Feedback on Final Survey Test</b> ( <i>only if necessary</i> )  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.	By end-of-day, <b>four (4) business days</b> before the survey start date.  <i>You will have a minimum of 2 business days to review the second test.</i>

### 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 Returning Student Survey

You can register for the 2024 HEDS Returning Student Survey using our [online registration form](#). **You must register at least seven weeks from the date you wish your survey to begin.** We will only accept late registrations in rare circumstances, and there will be a late fee ([see the bottom row of the Fees table](#)). The last day to register will be July 19, 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.

## HEDS Returning Student Survey Administration Contact

Please email us at [ReturningStudentSurvey@hedsconsortium.org](mailto:ReturningStudentSurvey@hedsconsortium.org) if you have any questions. You can download copies of the survey from our website at: <https://www.hedsconsortium.org/heds-returning-student-survey/>.