

2025 HEDS Graduating Student Survey

Updated: 02/03/2025

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

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Survey Contents and Design

The [HEDS Graduating Student Survey](#) asks students graduating from 2-year and 4-year programs to evaluate the 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 on Wabash National Study findings on effective teaching practices¹, the American Association of Colleges and Universities' Essential Learning Outcomes², and the NACE Career Readiness Competencies³. All institutions, regardless of whether they belong to HEDS, are welcome to participate.

The survey takes about 10-15 minutes to complete. Your institution may pick one of two options for [Question 6](#): (1) a question based on AAC&U's Essential Learning Outcomes or (2) a question based on NACE's Career Readiness Competencies.

Survey Administration Windows

You can administer this survey for any 3–6 week period between March 24, 2025, and June 27, 2025. 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

You will receive:

- Unit-record SPSS and Microsoft Excel files with your institution's survey data.
 - You will receive these within 10 business days after your survey closes.
- A report that compares your institution's results to those of all other participating institutions.

¹ https://www.hedsconsortium.org/wp-content/uploads/WNS_Effective_Teaching_Practices_Institutional_Conditions_2009.pdf

² <https://www.aacu.org/initiatives/value-initiative/essential-learning-outcomes>

³ <https://www.naceweb.org/career-readiness/competencies/>

- We cannot begin developing these reports until the survey closes at the end of June. Please note, that we have several surveys that close before this and will be working on multiple reports.

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 people responded to parts of the survey. They also allow you to gauge your response rates so you can adjust your communication strategies if necessary.

Custom Reports

As time permits, we occasionally create custom reports for institutions. When we have the capacity to create a custom report, the fee starts at \$500 for HEDS institutions and \$750 for institutions not in HEDS. We will determine the final price based on the complexity of your request. If you are interested in a custom report, please let us know when we are working with you to set up the administration of your survey.

Consulting About Survey Results

As time permits, we are glad to schedule an hour-long conversation with you and your colleagues to answer questions and provide some guidance for interpreting your survey data. We charge a fee for more extensive support, such as writing a short memo summarizing your institution's survey data or making a presentation on your data to select groups at your institution. For example, we occasionally make virtual presentations on an institution's survey data or visit campuses to make presentations, conduct follow-up focus groups, or work with the institution to consider ways of acting on data from the survey. For the 2024-2025 academic year, our typical fee for up to three virtual presentations is \$2,000 for HEDS institutions and \$2,700 for institutions that don't belong to HEDS. For campus visits, we typically charge \$2,800 plus expenses for HEDS institutions and \$3,500 plus expenses for institutions that don't belong to HEDS. Please note, the fees we list above are examples, and what we charge will vary depending on what you ask us to do. Furthermore, we are a small organization, so the number of consultations we can provide is limited.

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 your students a personalized email invitation with a unique link to the survey. You may send up to three email 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 students with a common link, and they use a unique password, such as their email address, to log into the survey.
- **General link method** – You provide your students with a general link to the survey. No password is required to access and complete the survey; *anyone* can follow the link and submit their responses, which will be anonymous.

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 comparability of our survey data, we do not allow institutions to administer any HEDS survey through their own survey engines.

Fees

	HEDS institutions	Institutions not in HEDS
Base cost includes: <ul style="list-style-type: none"> • One 3–6 week survey administration • One administration method • Up to 1,000 surveys • One survey invitation and up to three reminders for email method • 10 supplemental questions • Reports and data files as specified above 	Free of Charge	\$1,325
Discount for using the general link administration method only		- \$100
Using both the authentication and email administration methods	+\$150	+ \$200
Surveys beyond the first 1,000. <i>(Count includes all administration methods and partial responses. 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
Cancellation fee if you cancel <i>after</i> we have set up your survey in our survey engine.	+ \$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 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.

HEDS Primary Contacts – If you belong to a HEDS member institution you have a [HEDS Primary Contact](#) who is responsible for representing your institution at HEDS and for ensuring that anyone with access to HEDS data

follow our data sharing agreements. The survey liaison does not need to be the primary contact, but we will notify your primary contact when someone at your institution registers for the survey. They will also receive a copy of all data files and reports from the survey.

IRB approval – The HEDS Graduating Student 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 – Making the survey mandatory is a sound strategy that can increase your response rate, but please consult your institution’s IRB before doing so.

Live updates – We provide these updates to give you a first look at select, high-level data from the survey. These live updates only show aggregated results to select questions. Because of this, data from the live 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 not submit their data. However, you will receive partial responses in your unit-record data files.

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. 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.

Changes to the survey questions – While you can *add* supplemental questions to the end, we do not modify our survey questions or response options. We standardize the questions and response options across all institutions to maintain the quality of the comparative data.

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

Additional language versions – Qualtrics, our survey engine, can translate your survey into other languages using Google Translate. If you are interested in this option, please let us know. Depending on our survey load, we may have to limit you to using one additional language or charge extra for using more than one additional language.

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

Task for your institution	Deadline
Register for the Survey	At least seven weeks (35 business days) before the survey start date. <i>Earlier is better to allow you more time to work out the details of your survey.</i>
Set up Call with HEDS to Discuss Survey Details 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 2–9 business days 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>
Provide All Final Survey Materials to HEDS 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, sixteen (16) business days 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>
Provide HEDS with Feedback on Survey Test	By end-of-day, eight (8) business days before the survey start date. <i>You will have a minimum of 3 business days to test your survey.</i>

<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 to review the second test.</i></p>
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[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 Graduating Student Survey](#)

You can register for the 2025 HEDS Graduating 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 April 18, 2025. 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 Graduating Student Survey Administration Contact](#)

Please email graduatingstudent@hedsconsortium.org if you have any questions. You can download a copy of the survey from our website at: <https://www.hedsconsortium.org/heds-graduating-student-survey/>