

## Fall 2021 HEDS Returning Student 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.
- 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.
- 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.
- Gives your survey liaison real-time aggregated results while the survey is being administered.
- 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. Institutions can work with us to customize the survey so that students' requests for a conversation go to the right people at your institution.
- Automatically sends a summary sheet of each student's responses to the people who have been designated to have follow-up conversations with students.

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

### Survey Administration

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 July 1 and September 30. Please register at least three weeks before you plan to administer the survey, to allow us time to work through the administration details and testing with you.

We will work with institutions to set up the survey so that students who want a follow-up conversation will be connected with the appropriate person or office at the institution (e.g., a student's academic advisor, the class dean, the career services office, a coach, staff in student affairs). We will also set up the survey so that when a student asks to have a conversation with people on campus about their survey results, those individuals will receive an email with a summary of that student's survey responses.

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

## Administration Methods

- **Email Method** – A member of the HEDS staff sends each of your returning students an individualized email invitation with a unique link to the survey. We will 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 or student ID number, to log into the survey.

You can use the email and authentication methods in combination. 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 Returning Student Survey will receive:

- access to a website that shows real-time, aggregate data on how students at your institution are responding to the closed-ended survey questions;
- a report that compares your students' results to those of students at other participating institutions;
- a compilation of your participants' responses to the open-ended questions; and
- SPSS and Microsoft Excel files with your participants' responses. We will add values/labels to the SPSS file.

## Fees

	<b>HEDS institutions</b>	<b>Institutions not in HEDS</b>
Base cost includes: <ul style="list-style-type: none"> <li>• One 3-6 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>• 3 supplemental questions</li> <li>• Reports and data files as specified above</li> </ul>	Free of Charge	\$2,000
Using both the authentication and email administration methods	Free of Charge	+ \$175
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	+ \$0.70 per extra response
Late registration fee ( <i>see explanation in registration section below</i> )	+ \$250	+ \$300

## 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/>
- 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.

## Other HEDS Returning Student Survey Information

- **Survey Liaison** – You will need to identify one individual from your institution to serve as the survey liaison for your institution. This person will coordinate the exchange of materials and data with the HEDS staff.
- **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 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 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. 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 your institution's name appears prominently on each page of the survey.
- **Survey Agreements** – We detail our expectations, practices, fees, and terms of this survey in this 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. This could delay the launch of your survey.



### Registering for the HEDS Returning Student Survey

You can register for the Fall 2021 HEDS Returning Student Survey at <https://hed consortium.wufoo.com/forms/2021-heds-returning-student-survey/>.

Please plan to 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 for HEDS members, and \$300 for nonmembers.

### HEDS Returning Student Survey Administration Contact

Please contact Lisa Kidd ([lisa.kidd@hed consortium.org](mailto:lisa.kidd@hed consortium.org) or 765-361-6170) if you have any questions.

You can download copies of the survey from our website at: <https://www.hed consortium.org/returning-student-survey/>.