Solving the External Survey Puzzle...Simplifying the Survey Reporting Process!

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Why should we report our data?

- Institution’s name and characteristics are marketed to prospective students.
- Data is published to college search engines for students, high school counselors, and parents.
- Additionally, these surveys make data and information readily available for future data requests.

Impact of not completing/updating external surveys

- Prospective students are not looking at the most recent and accurate data for your school.
- Institution may be included in incorrect comparison groups.
- Institution will not be included in well-known rankings reports (e.g., Best Colleges Rankings by U.S. News & World Report).

Common Data Set

- Ten basic areas of information about an institution are contained in the CDS.
  A. General Information
  B. Enrollment and Persistence
  C. FTFF Freshman Admission
  D. Transfer Admission
  E. Academic Offerings and Policies
  F. Student Life
  G. Annual Expenses
  H. Financial Aid
  I. Instructional Faculty and Class Size
  J. Degrees Conferred
- These areas create a starting point, or foundation for the respondent to complete other external surveys.
- This foundation will help alleviate the burden of responding to additional surveys.
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Burden on the Respondent

- The CDS can be used to complete portions of other surveys.
- However, even if CDS is utilized, a large percentage of the survey sections remain to be completed by the Institutional Research Office.

Crosswalk of Surveys

- We then analyzed completed surveys to see if we could reduce the amount of time spent on answering sections from scratch.

Recycling Reduces Time

- As displayed by the graph below, the percentage of sections the respondent completes from scratch decreases when answers from completed surveys are used.

Conclusion

- Completing and updating external surveys:
  - Serves as a recruitment tool for the institution
  - Provides prospective students and their parents an image of the institution
- Recycling answers of completed surveys:
  - Keeps consistency in reporting institutional data and information
  - Reduces the amount of time the survey respondent typically spends answering sections from scratch
  - Makes information readily available for future information requests

Presentation available at:
www.valdosta.edu/sra/presentations.shtml

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