Please contact the Higher Education Research Institute at UCLA (310.825.7079 or HERIFacSurvey@ucla.edu) with any questions.
2013-14 HERI Faculty Survey
Administration Guidelines

Overview
The Higher Education Research Institute (HERI) Faculty Survey involves active participation from both HERI staff and you, our campus partners, throughout the administration cycle. This document, and the supporting materials referred to within, provides important information necessary to participate in the 2013-14 HERI Faculty Survey. Details are provided regarding registering to participate and placing your order, customizing your survey, survey administration procedures and data and reporting. Procedures and relevant processes are detailed in the general order in which decisions or actions are made. If you have questions about survey administration specific to your campus, our staff are here to help you. Please contact us at HERIFacSurvey@ucla.edu or (310) 825-7079.

The HERI Faculty survey is entirely web-based, and is designed to be completed by any faculty member. Institutions manage their survey administration through our web portal at www.HERIFacSurvey.org.

Who Should Participate in the HERI Faculty Survey?
The HERI Faculty survey is designed to be administered to all faculty with teaching responsibilities. There are special sections relevant to part-time faculty and graduate faculty. For more information, please see the Survey Instrument. Full and part time faculty will be disaggregated in the reporting process so that they may be examined separately. Skip logic in the survey allows for faculty who teach graduate students to participate meaningfully in the survey.

The HERI Faculty Survey is designed to be completed by any faculty member and most institutions have found it best to survey every faculty member at their institution. This is especially important if you plan to compare the results of sub-groups of faculty, such as male and female full professors, or perhaps faculty from various departments or divisions. In these cases the best solution is to survey all faculty so that you have as many possible respondents in each potential analysis category. Selecting a smaller group to survey might slightly reduce your survey costs, but has the potential to reduce the utility of the data.

Important Dates to Remember
• Register to participate in the HERI Faculty Survey starting December 2013.
• The survey can be administered 48 hours after registration.
• Survey administration ends May 2, 2014.
• Preliminary data is updated nightly beginning 24 hours after the first survey response is received.
• Administrative Report Form (ARF) emailed to institutions (ongoing)
• Comparison group selection (May 2014)
• Institutional Profile and final data file available for download from www.HERIFacSurvey.org (July 2014)
• Undergraduate Teaching Faculty: The 2013-14 HERI Faculty Survey, delivered (Fall 2014)

For a more detailed timeline approximating the general activities in the HERI Faculty Survey, please see Administering the HERI Faculty Survey

Registering and Placing Your Order

Registering for the Survey
The first step in participating in the HERI Faculty Survey is to register. Registering for the survey indicates your intent to participate in the survey. You can register for the survey and manage your administration at www.HERIFacSurvey.org

In order to complete your registration, you will be asked to supply some basic information (name, address, phone, email) for both a primary contact and a billing contact. The primary contact serves as the liaison between your campus and HERI. He or she receives all information and communication from HERI regarding survey administration, data, and results. Once you have registered, the primary contact will receive a confirmation email from us, and may then proceed to place your order.

Placing your Order
Once you have registered to participate, the next step is placing your order. To do this, you will log into the web portal; after supplying your password, you will be asked to provide the following information:
• Whether you would like to include additional questions in your institutions survey.
• Whether you would like HERI to email your faculty invitations and reminders or whether you would like to do that from your institution
• The dates you would like to send the invitation and at least one of the three reminders (if you elect to have HERI manage your email invitation and reminders)
• Whether you would like to change the way your school name is displayed for the survey
• Whether you would like to edit the Welcome and Thank You pages

More detailed information about survey options appears below:

Customizing your Survey Administration
The HERI Faculty Survey is designed to be flexible and allow institutions to design an administration that maximizes value for their individual campus. Though many of these customization options are not mandatory, institutions find that taking advantage of some or all of these options greatly increases response to the survey, garnering more useful
results. Actions and decisions about customizing the survey are best made well in advance in order to allow for a smooth administration of your survey.

ADDITIONAL QUESTIONS
Institutions have the option of adding multiple choice questions and/or open-ended questions of specific local interest at the end of the questionnaire. These are institution specific questions that you will create, or adopt as part of a consortium.

ADDITIONAL MULTIPLE-CHOICE QUESTIONS
Institutions can add up to 30 multiple-choice questions to the instrument. If you choose to ask additional questions, you will want to set aside sufficient time to draft, pilot test, and incorporate your additional questions into the administration of your HERI faculty survey. Additionally, it is important to consult with your local IRB. Your campus may require you to submit these questions for their review and approval. If your campus believes an additional question to be of a sensitive nature, you must submit that question to HERI for our consideration at least one month in advance of your survey administration. For more information, please see Information for Campuses Using Additional Questions

There are two ways that you can take advantage of the additional multiple-choice questions:

1) Additional Questions ($350 additional charge): The additional questions allow your institution to provide text for campus-specific questions and responses that will appear at the end of the online version of the HERI Faculty Survey. The 30 additional questions can have up to five response options each but will be limited to a single response per question (i.e., no multiple response questions are possible). To use this option choose “Add Additional Questions” on the “Configure Survey” screen in the web portal. You can then type in your additional questions and response options (using the “Survey Customization” section of the portal), preview them as they will appear to your faculty, and approve the additional questions before they are utilized. To your faculty, these questions will appear at the end of the questionnaire as a continuation of the HERI survey instrument. You may edit or change your additional questions up to 24 hours before your survey launches. However, your finalized additional questions must be uploaded at least 24 hours before your survey is set to launch. If your additional questions are not uploaded 24 hours before the survey is set to launch, your survey will launch without them.

ADDITIONAL OPEN-ENDED QUESTIONS ($350 ADDITIONAL CHARGE)
HERI offers the opportunity to incorporate up to 5 additional open-ended questions to the HERI Faculty Survey. These questions will appear on a separate web page, after any additional multiple choice questions you may offer. They cannot be mixed in with the multiple choice questions. You will receive the responses to these questions in a separate file from the quantitative results, but there will be a common identifier in both files to link the comments with the quantitative results. You may edit or change your open-ended
questions up to 24 hours before your survey launches. However your finalized items must be uploaded at least 24 hours before your survey is set to launch. If your additional questions are not uploaded 24 hours before they survey is set to launch, your survey will launch without them.

EDITING THE WELCOME AND THANK YOU PAGES (free)
After respondents log into the online Faculty Survey, they are directed to a Welcome page. You have the opportunity to customize this page with a welcome message and/or the logo from your institution. Using an institutional logo reinforces the idea that individual colleges and universities administer the HERI faculty survey. No other graphic capability will be available aside from your institution's logo. If you do not customize the welcome text or graphic, a generic version of the webpage will be used. You can preview this page on the portal.

Your institution will also be able to supply custom text for the exit or Thank You page of the survey that appears once respondents submit the final page of the questionnaire. If you do not customize the exit text or graphic, a generic version will be used. You can preview this on the portal.

If you elect to use your institution’s logo, it must be uploaded 24 hours before your survey is set to launch. If it is not uploaded 24 hours before your survey launches, your survey will be launched without it.

EMAILING FACULTY INVITATIONS AND REMINDERS
Your faculty will be invited to participate in the survey via an email that includes the following: 1) a short description of the survey project, 2) required information concerning human subjects, 3) information on how to opt out of the survey, and 4) a personal access code with which to access the web-based questionnaire. HERI provides templates for invitations and reminder emails, but campuses will need to customize all their messages.

INSTITUTIONALLY ADMINISTERED EMAILS
Schools may elect to send the notification emails on their own, in which case HERI will supply a set of logon codes specific to each school. The appropriate campus representative then merges these logon codes within their own system to create invitation and reminder emails and to monitor survey responses. Response rate reports will be available on the portal in order to facilitate contacting non-respondents who have not opted out of the survey.

HERI ADMINISTERED EMAILS ($375 additional charge)
Via the web portal, campuses choose the date that the invitation email will be sent to faculty as well as reminders to non-respondents who have not opted out of future mailings. Generic text for these emails will be supplied on the portal, and must be edited in the portal to best suit your institution. Sections of the emails that cannot be edited are those required for human subjects approval at UCLA.
One advantage of this email option is that your institution does not need to send and monitor emails. More importantly having HERI administer the emails takes your institution “out of the loop.” By having HERI administer the survey your institution is further removed from any perceived intervention. You will still be able to obtain response rate reports, updated daily, on the portal.

If you elect to have HERI manage your email distribution, you will need to provide us with the email address for each faculty member in your sample. The specifications for this file are available on the web portal. HERI does not use the email address you provide for any other purpose.

**DISPLAYING YOUR SCHOOL NAME**

Your school name will appear at the top of the screen for the web questionnaire as a joint sponsor of the survey. It will look like this (with your institution name in place of "Sample University"):

Sponsored by the Higher Education Research Institute and Sample University

The institution name will, by default, be the name that appears in our registration system. If you would like to alter this name (e.g. "Sample U.") then please check "Display Name and Logo" on the "Survey Customization" page in the Web Portal.
Preparing to Administer the Survey

Anti-Spam Procedures
To ensure a smooth delivery of faculty emails, you will want to instruct your institution’s Information Technology department to add the email address provided below to their Approved Senders List. You may also want to inform your faculty that they will be receiving an email from the address below. This should then allow emails coming from HERI’s email distribution service to pass through your institution’s bulk mail or junk mail screening processes. Failure to inform your IT department may result in email being routed directly to bulk or junk email folders without ever reaching the intended survey respondents, and consequently affecting your survey response rate. For the HERI Faculty Survey, email will come from:

CIRPSurveys@DatStat.com
DNS Name: hostmail1.datstathost.com
IP Address: 50.31.57.249

Email Bounceback Report
If you use our email notification system, you will be alerted if the email you sent was not able to be delivered to the intended recipient, as well as the type of error that may have resulted in the email bounceback. This allows you to take action in pursuing a more valid email address as well as to modify your response rate to the survey in case you cannot correct the error.

Pre-Contact
In order to maximize your response rate, we suggest that you communicate with your faculty a week before the first email is to be sent out, introducing the survey and asking them to watch their email for the invitation. Survey methodology research indicates that pre-notifications can substantially increase your response rate. Suggested text for a pre-contact letter is included in Invitation and Reminder Templates.

Institutional Review Board Approval
Although there are common federal guidelines for the use of human subjects in research, procedures may vary from campus to campus. Therefore, it is critical for you to familiarize yourself with your institution’s human subjects guidelines. HERI receives its human subjects approval from the UCLA North General Institutional Review Board (NGIRB), which requires that an appropriate college official certify that:

1) your institution will abide by and comply with the CIRP administration procedures as approved by UCLA’s IRB.

2) your campus has determined if local IRB approval is required, and
3) if local IRB approval of this research is required on your campus, you will administer the survey only after you have received local IRB approval.

You further agree to the following statement:

The Higher Education Research Institute provides data files to assist institutional research activities. By receiving this data file, we agree that these data will be used only for statistical analyses and reporting of aggregated information, and not for the investigation of specific individuals. In affirming this agreement, we give assurance that use of these data will conform to widely accepted standards of practice and legal restrictions that are intended to protect the confidentiality of research subjects. We also give assurance that no survey respondent will be sanctioned based on any answer provided in the 2013-14 HERI Faculty Survey.

Previously this information was captured via a hard copy form that institutions mailed or faxed back to HERI. We have now incorporated the “Research Approval Form” into the CIRP web portal. The first time you click “Download Reports and Data/Data Analysis” from the main menu, you will be prompted to complete the Research Approval Form. You will not be able to access any data or reports until the Research Approval Form is completed.

Many campuses have found that the application that HERI submits to the UCLA IRB is very useful in discussions with their own local IRBs. For your convenience, our approved application is available on our website at: http://www.heri.ucla.edu.

Campus IRBs vary widely in their response time to a request for approvals, ranging from a few days to several weeks. We suggest that you begin this process as soon as possible.

Questions and Further Information
If you have questions, please contact the HERI office at HERIFacSurvey@ucla.edu or by phone at 310-825-7079.