



## School Managed Email Distribution for the CIRP Freshman Survey

For school-managed distribution of the CIRP Freshman Survey, “bulk codes” are assigned to your institution. The bulk codes (logon codes) allow your participants to access and complete the survey online. Some schools elect to have CIRP manage the contact with survey participants, while others choose to manage communication themselves. If you choose to manage the distribution of emails yourself, there are a few things you should know:

1. On the date you select, you will receive a file containing the number of logon codes you requested. It is a good idea to request an extra 10-15 logon codes. That way, if a participant contacts you saying they lost or deleted their code, you have another to give to them immediately. Just remember to adjust your response rate accordingly.
2. Logon codes are exclusive to a school. Do not share logon codes with other institutions.
3. The logon codes in the excel file are live links. Please do not click on them. If you click on a link in the excel sheet, you will be taken to the survey and that link will display in your response report as having been accessed. If you accidentally access a link, you may still use it in your mail merge, but you will want to note that your response report will be affected.
4. Ten test logon codes (beginning with the letter Z) will be included in your file. These logon codes are for administrative review of the survey and will not be included in the survey dataset.
5. Once your logon codes are delivered to you, you will not be able to make changes to certain elements of your survey. You will no longer be able to edit your welcome and thank you pages or your additional questions. Please select a date that allows you enough time to complete and review all your survey customizations before your logon codes are delivered.
6. Once you have your logon codes, you will need to merge the file of logon codes with the survey URL into your emails to participants. The URL and specific instructions for merging are provided in the email containing your logon IDs.
7. Sample invitation and reminder templates are available at:

<http://heri.ucla.edu/cirpoverview.php#forms>

8. As you prepare to send reminder emails, you will need to check the web response report in the portal and remove individuals who have already completed the survey or opted out of further communication from your reminder email list.