



Evaluating Online vs. Classroom Survey Administration

| | Online Surveys Administered through Email | Paper Surveys Administered in Classrooms |
|--------------------------------|---|---|
| Response rate | You must request about three times as many students' email addresses to achieve the required sample return. | Response rate is generally higher, so fewer students need to be given the survey. |
| Preparation steps | IRB approval: a. Coordinate with your Registrar (or other office that handles student database) to prepare a random student sample b. Coordinate with Computing Services Office to email participants | IRB approval: a. Obtain Academic Affairs' approval to administer in classrooms b. Identify a group of classes that are collectively representative of the student population c. Gain faculty cooperation in using class time for survey. |
| Staff involvement | Little staff involvement is needed to actually administer the survey. | Several staff are needed to administer surveys in multiple classrooms. |
| Turnaround time | Surveys are returned in about 10-12 weeks. | Surveys are returned at the time of survey administration. |
| Consent of participants | Consent letter is emailed to participants. | Consent letter is given to participants at time of classroom administration. |
| Follow up | Computing services office must email students again to encourage non-responders to submit their surveys. | a. Surveys must be collected at time of administration. b. Surveys must be "cleaned up" for mechanical errors/duplications. c. Surveys must be mailed to the Core Institute. |

Additional factors to consider:

- Online survey:** (1) Do students consistently use the institution's email system?
 (2) Is there sufficient technology support/cooperation in place to carry out an online survey?
- Paper survey:** (1) Is the academic side of the institution likely to cooperate with a classroom survey?
 (2) Is there sufficient staff to administer a classroom survey?



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Protocol for Administering the Core Survey in Classrooms

- 1) Surveys should be done at the beginning of class. Preparation time takes about five minutes. The survey itself takes 15-20 minutes for the Short Form and about 25-30 minutes for the Long Form. Students must use a #2 pencil to complete the survey. They must complete and turn in their surveys before they leave class.
- 2) We are going to add **5 additional questions** to our statewide survey, and this year the Core Institute will provide those to you.
- 3) Survey administrator will read the **student consent letter** to students prior to starting the survey. **This contains all information regarding strict confidentiality and anonymity of survey answers. Students cannot be identified in any way.** The consent letter informs students of the voluntary nature of the survey. They may choose not to participate and not to answer specific questions.
- 4) Surveys are collected by administrator and locked in a secure place prior to being sent back to the Core Institute at Southern Illinois University in prepaid mailers. Surveys are not stored locally and are not returned to the institution. Composite data reports are generated by the Core Institute and provided to each school after analysis is complete.



Protocol for Administering the Core Survey Online

Contact your Information Technology/Computing Services office and ask for someone who can help you with broadcast/bulk emailing functions.

1. If your Registrar/Enrollment Mgmt. cannot provide email addresses with the students' names, you will need to ask IT/Computing Services to help you look up the email addresses first.
2. If your Registrar/Enrollment Mgmt. can provide email addresses, proceed to discussing broadcast/bulk emailing options.
3. If your Registrar/Enrollment Mgmt. can provide only names and email addresses, that is OK, too. As previously stated, the demographic information just helps you estimate the representativeness of the sample.
4. Explain to your IT contact that you will need assistance to send four to five emails to your random sample of students between the fielding time of **January 27 – February 7, 2025**. Ask about his/her preference for sending the emails during that period:
 - Option 1:** You and your contact can develop a timeline when he should send out each of the messages.
 - Option 2:** Your contact can give you permission to send out the messages. With this option, he needs to format the broadcast/ bulk email distribution list so your institution's servers will allow for the mass email.

For example, a university Registrar will run a sample of 3,000 students, including email addresses. The list will be sent to the liaison who will divide the addresses into email groups of 250 addresses each (or maximum addresses allowed per bulk email distribution list). The addresses will be inserted in the "blind copy" field only so that no recipient knows the email addresses of any other survey participant.