

Recommendations for maximizing survey response rates from the College of LLL Evaluation Resource Team

The following aims to provide departments with our recommendations for maximizing survey response rates (with thanks to Prof. John Norris for his advice on this topic):

- 1) During students' final semester, student advisers should communicate with advisees and strongly encourage them to complete the survey. We suggest making arguments to the effect that ensuring the current and future quality of the student's degree depends in part on feedback from students.
- 2) A week or so in advance of the dissemination date, send a 'primer' email notifying students they will receive a survey in a few weeks time and again stressing the importance of responding.
- 3) Disseminate surveys before the end of students' graduation semester.
- 4) For students who have not responded, send multiple reminders at roughly week intervals (maximum of two).*

Further, we advise against using coercive measures to increase response rates (either in the form of rewards or punishments). Such tactics can affect student opinions in undesirable ways and are best avoided in order to elicit high-quality data.

*Note that the LLL evaluation resource team will be responsible for points #3 and #4 for the Spring 2009 survey administration