Win Free Tuition for Answering This Survey!

Rina Bongsu, Liz Sanders, Edward Schaefer, Susan Stachler

Enrollment & Marketing Research, Enrollment Management

DePaul University

DePaul University
Location: Chicago, IL

DePaul University
Type: Private, 4-year, Catholic

www.depaulbluedemons.com

4. Boston College 13,611
5. Loyola University (Chicago) 13,362
6. Georgetown University 13,164
7. Saint Leo University 12,190
8. University of Notre Dame 11,415
9. Marquette University 11,355
10. St. Louis University 11,217

*Estimated 2003 number.

DePaul University
Make-up

- 8 colleges/schools
  - Liberal arts & sciences, business, law, computer science, theatre, music
- 6 campus (plus distance learning options)
  - 2 within Chicago; 4 suburban campus
- Enrollment
  - 23,000 overall
  - 15,000 undergraduate, 7,000 graduate, 1,200 law

# Enrollment & Marketing Research Enrollment Management

- Enrollment Management
  - Integrates enrollment services with our university's marketing and communication activities, alongside activities with career networks

- Enrollment & Marketing Research
  - EMR's mission is to provide information to support fact-based decision making for the Enrollment Management division and the University community
  - Analytics and publications
  - Original research, including web surveys

Speaking of Web Surveys…
Goals for Today's Presentation

- Discuss EMR's decision to redesign web survey (June, 2005)

- Brief overview of redesign

- Discuss July, 2005 study comparing survey design and incentive schemes on web survey response rates

- Discuss September, 2005 study regarding phone-based initiative to increase response rates

- Conclusions

EMR Web Survey Architecture - Old
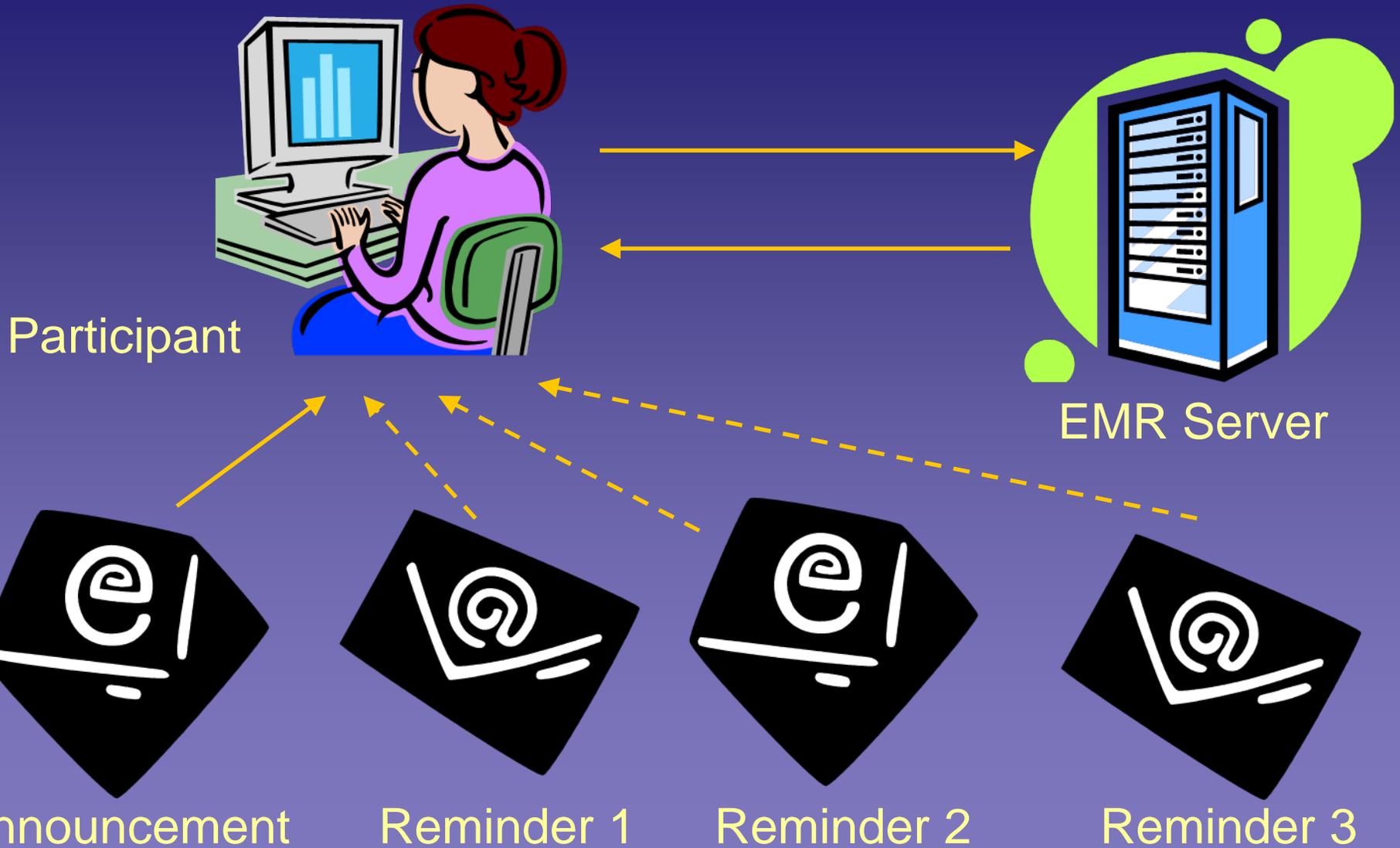
Participant

EMR Server

Announcement   Reminder 1   Reminder 2   Reminder 3

Impetus for Study
Survey Response Rates 2002-2005
Samples: Undergraduates, Graduates, Both

Traditional 20-30% Response Rate

Legend:
- ◆ Undergrad
- ■ Graduate
- ▲ Both
- ○ Incentive

X-axis: 2002, 2003, 2004, Jan 2005, May/June 2005

Y-axis: 0%, 5%, 10%, 15%, 20%, 25%, 30%, 35%

Impetus for Study
Survey Response Rates 2002-2005
Samples: Undergraduates, Graduates, Both

Traditional 20-30% Response Rate

Undergrad
Graduate
Both
Incentive

WHAT HAPPENED?!?!
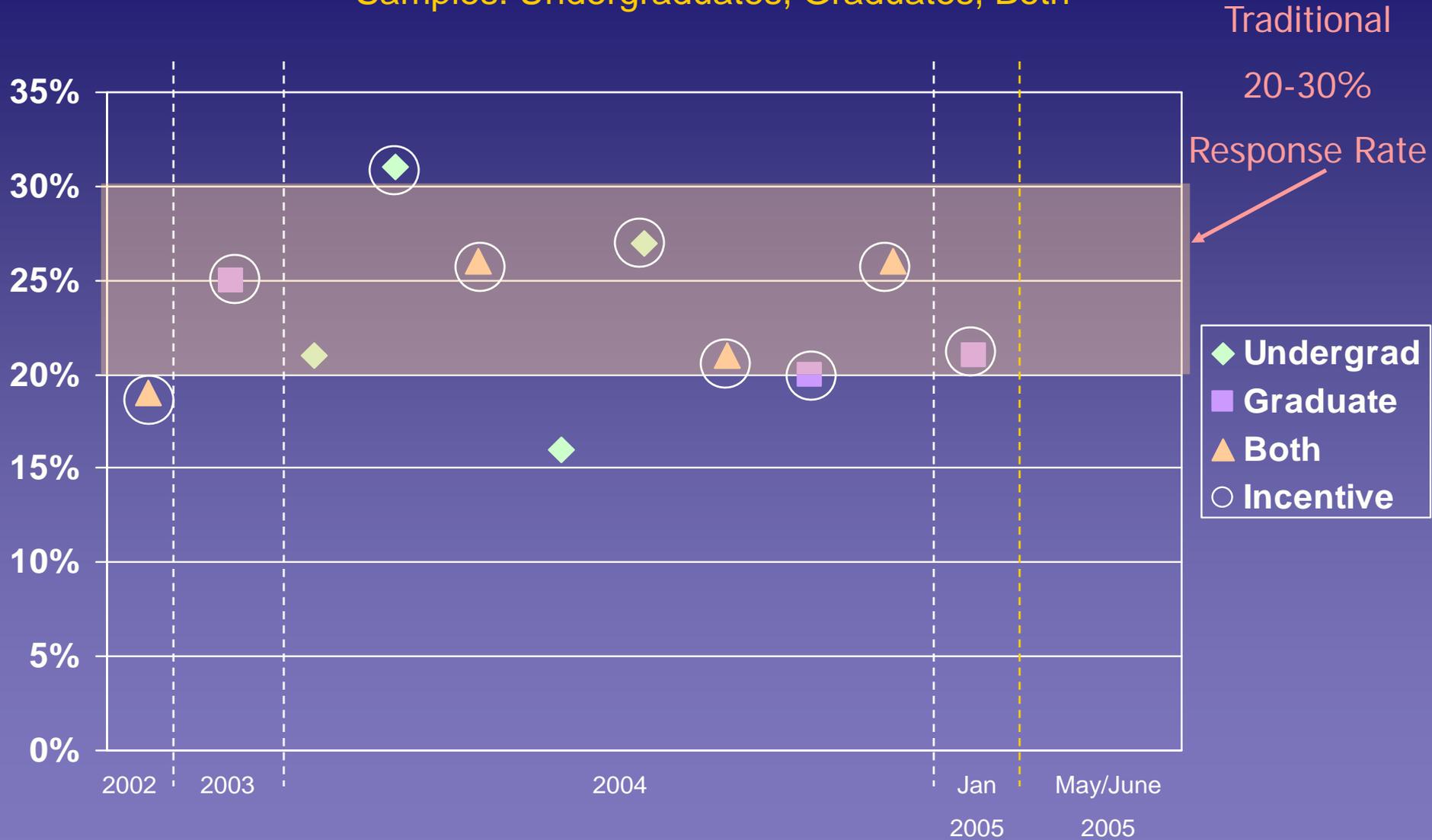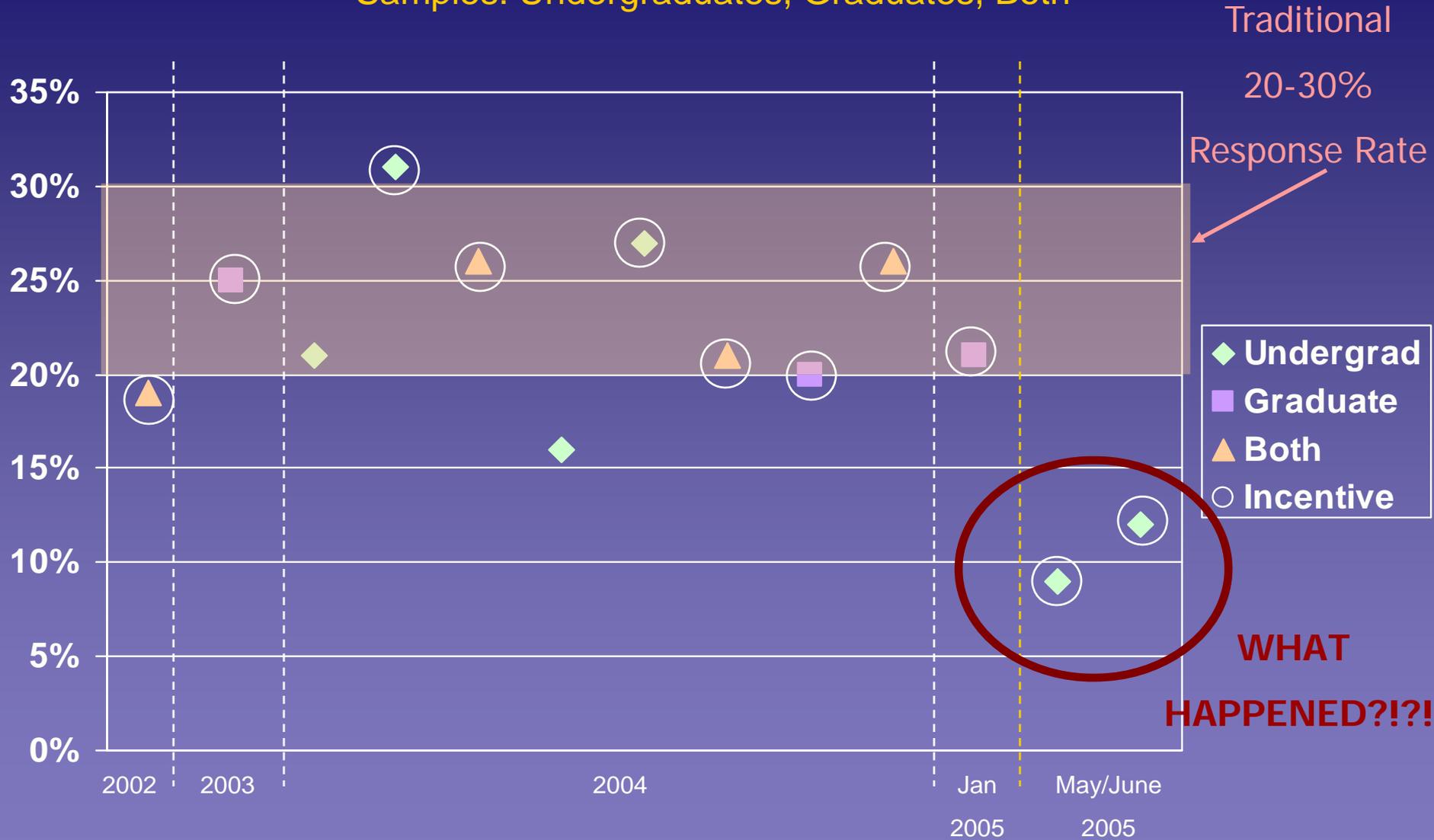
Impetus for Study
Survey Response Rates 2002-2005
Samples: Undergraduates, Graduates, Both

2003 & early-2004:

25-30% Response Rates

w/ Incentives
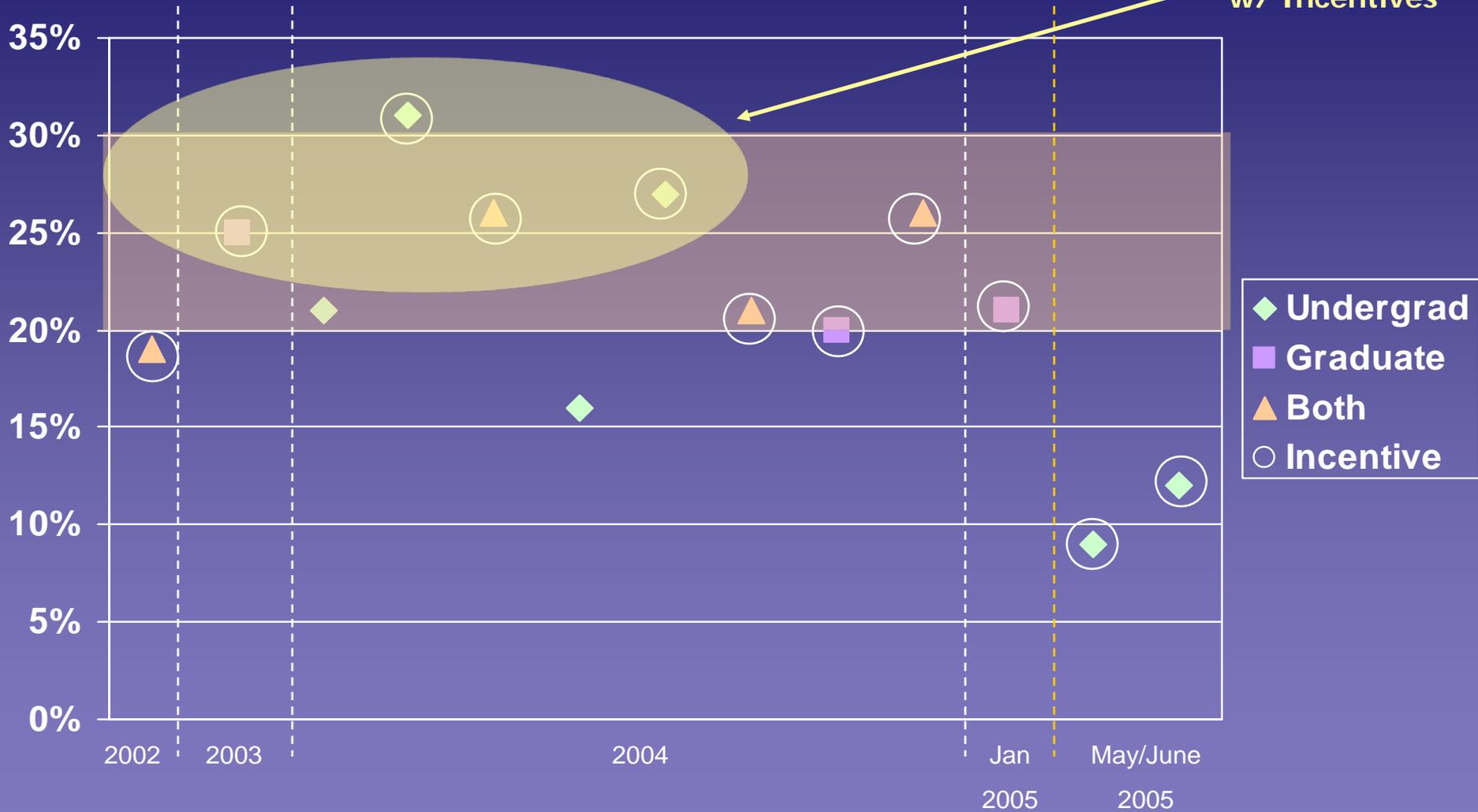
◆ **Undergrad**
■ **Graduate**
▲ **Both**
○ **Incentive**

2002   2003   2004   Jan 2005   May/June 2005

35%
30%
25%
20%
15%
10%
5%
0%

Impetus for Study
Survey Response Rates 2002-2005
Samples: Undergraduates, Graduates, Both

Late-2004-early-2005:
20-25% Response Rates
w/ Incentives
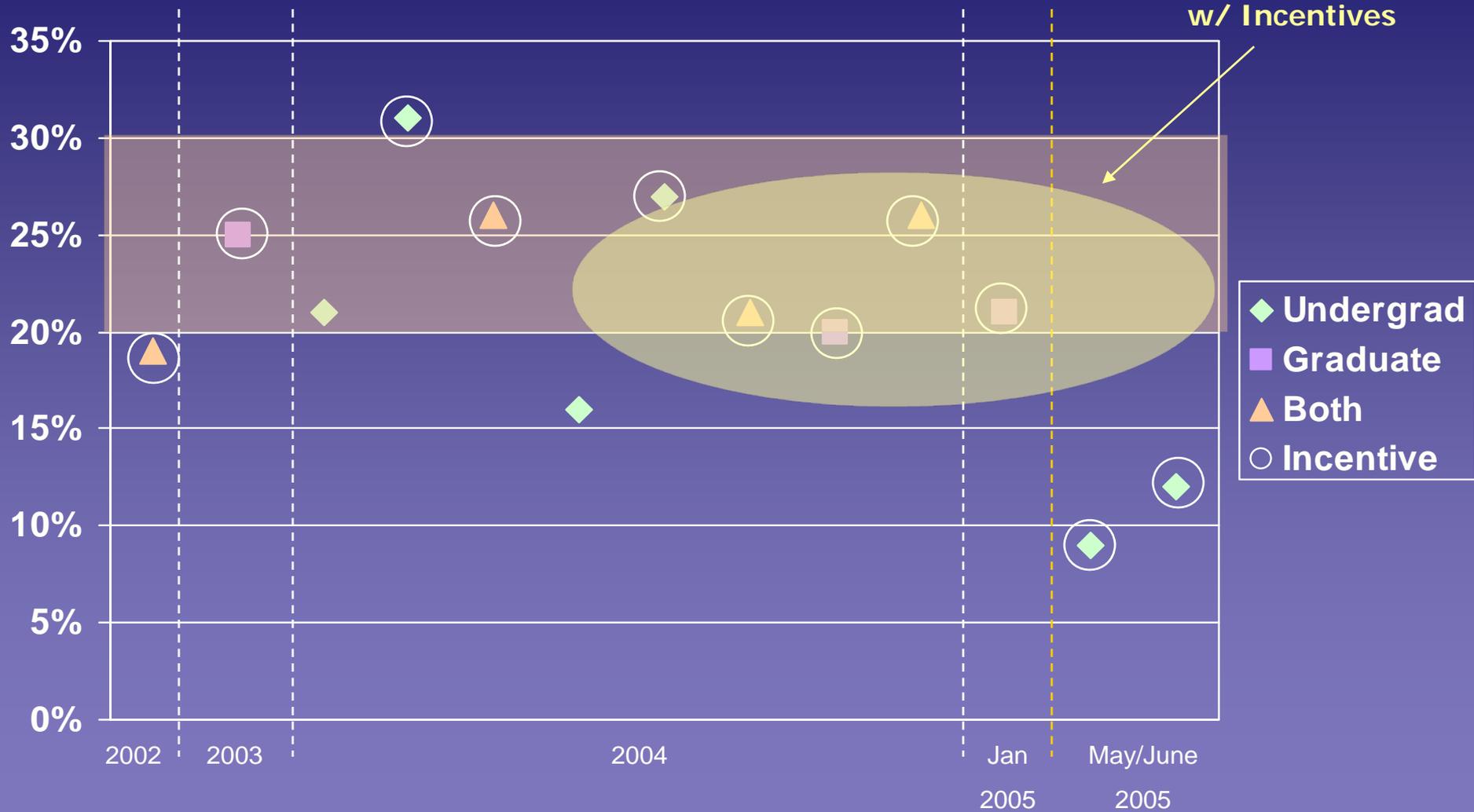
Legend:
- ◆ Undergrad
- ■ Graduate
- ▲ Both
- ○ Incentive

X-axis: 2002, 2003, 2004, Jan 2005, May/June 2005

Y-axis: 0%, 5%, 10%, 15%, 20%, 25%, 30%, 35%

Impetus for Study
## Survey Response Rates 2002-2005
Samples: Undergraduates, Graduates, Both

Mid-2005:
9% & 12%
Response Rates
w/ Incentives
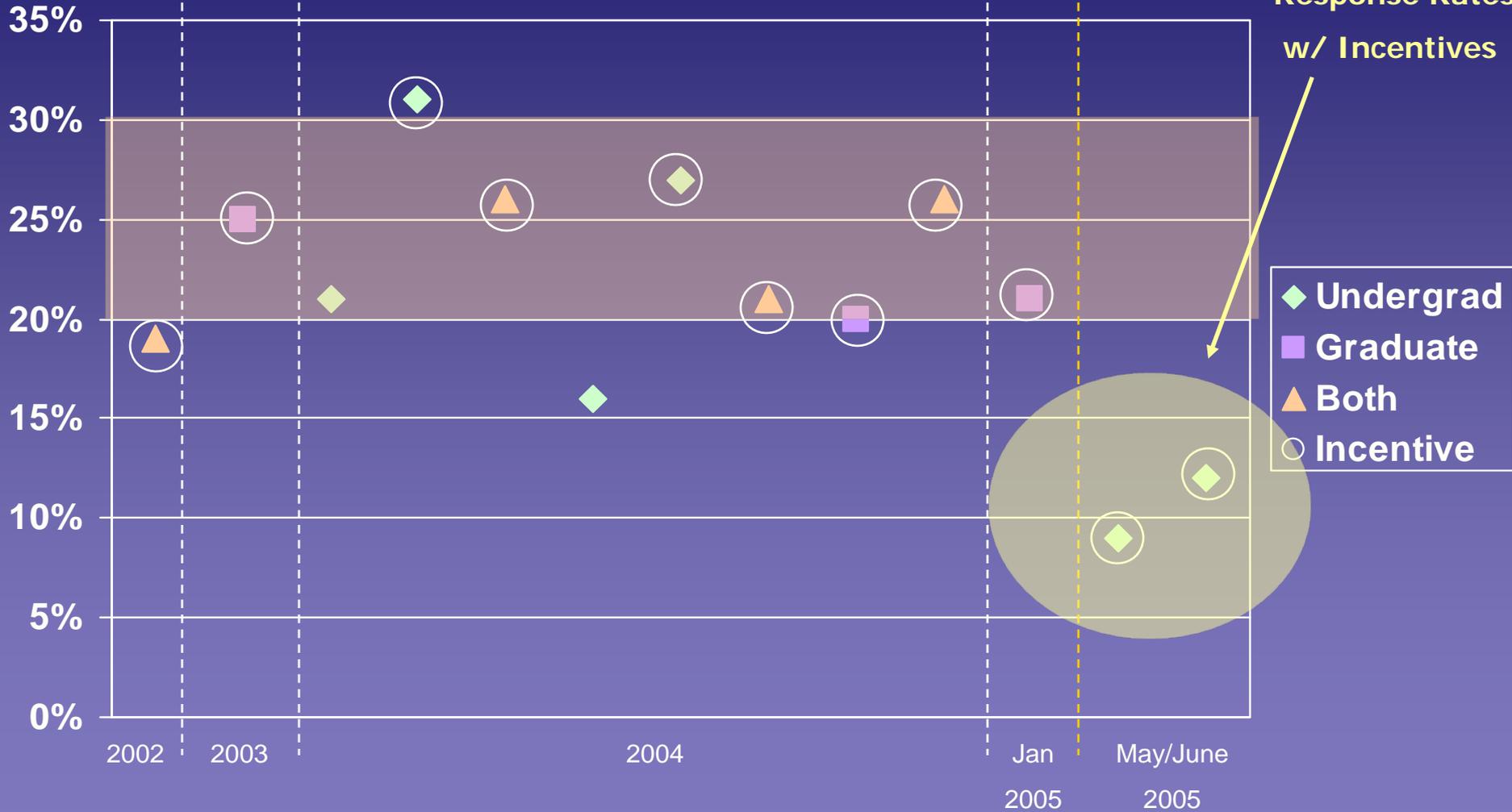
Legend:
- ◆ **Undergrad**
- ■ **Graduate**
- ▲ **Both**
- ○ **Incentive**

X-axis: 2002, 2003, 2004, Jan 2005, May/June 2005

Y-axis: 0%, 5%, 10%, 15%, 20%, 25%, 30%, 35%

Impetus for Study
Survey Response Rates 2002-2005
Samples: Undergraduates, Graduates, Both & Parents, Alumni

Legend:
- ◆ Undergrad
- ■ Graduate
- ▲ Both
- ○ Incentive
- ✕ Parents
- ● Alumni
- ▲ Faculty
- + Staff
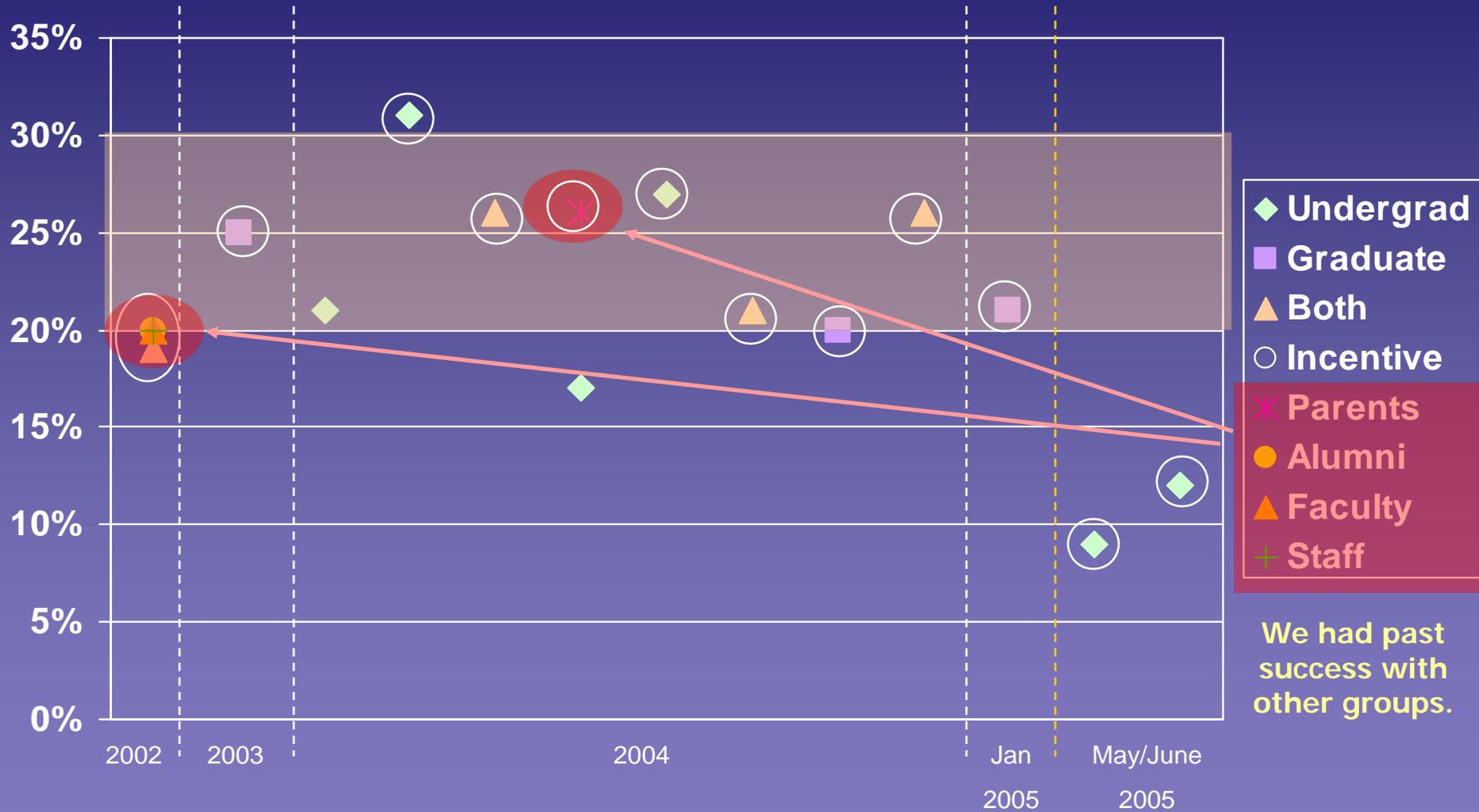
We had past success with other groups.

What Happened?

1. **Cyber-saturation/ Personalization**
   a. **"Spam traffic is up by 40%, putting the total amount of e-mail that is junk up to an astonishing 90%. " BBCNews, 2/2005**
   b. **Plugged-in generation**
   c. **"Millennials"**
   d. **Participants are tuning us out**

Design Analysis - Style

Soviet Apartment Block Architecture

Does this give you a warm fuzzy?

Tuition Reimbursement Survey
5/13/2004

Introduction

We are asking for your participation in this survey so that we can develop policies to enhance the quality of service for working students. Even if you are not currently employed or receiving employer reimbursement, please take a few moments to complete this survey. Your responses will assist us in establishing new initiatives to further benefit you and your peers. Thank you for your time and honest assessment.

All responses are confidential and results will only be used in the aggregate, so please answer candidly.

Technical Requirements and Notes

This survey requires Internet Explorer 4.0 or later or Netscape Communicator 4.0 or later.

This survey requires your browser to have Cookies enabled. Most browsers' default settings allows Cookies and most likely your browser has the proper setting. If necessary, you can check to see if Cookies are enabled and/or enable Cookies by:

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On most browsers, the Back button and functionality has been disabled for this survey only. Please be sure your answers are complete before continuing to the next page.

Next

Does this give you a warm fuzzy?

Tuition Reimbursement Survey
Page 1 of 8

Please answer the following questions regarding your current employment situation.

A. Are you currently employed outside of DePaul University?

⊙ Yes   ○ No   ○ Not currently employed.

B. Does your employer offer tuition reimbursement to employees?

○ Yes   ○ No

Next

DEPAUL UNIVERSITY

Does this give you a warm fuzzy?

Tuition Reimbursement Survey
Page 5 of 8

Which of the following conditions are placed on the amount of reimbursement your employer will provide? (Please check all that apply.)

☐ A. I receive [   ] % reimbursement, **without any conditions**.

☐ B. The amount I am reimbursed depends on the grade I receive for the course(s). If such is the case, how is this reimbursement structured?

For a grade of "A", I receive [   ] % reimbursement.

For a grade of "B", I receive [   ] % reimbursement.

For a grade of "C", I receive [   ] % reimbursement.

Other: [   ].

☐ C. I receive reimbursement only for those courses that are related to my job.

☐ D. The amount of reimbursement I can receive is capped at $ [   ] per year.

☐ E. Other: I receive reimbursement for [   ].

Next

What Happened?

1. **Cyber-saturation/ Personalization**

2. **Design Analysis – Style**

   a. **Utilitarian**

   b. **Cold, un-inviting, boring**

   c. **Users are used to more colorful, engaging websites**

What's Missing?

Tuition Reimbursement Survey
5/13/2004

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What's Missing?

Tuition Reimbursement Survey

Page 1 of 8

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What's Missing?

Tuition Reimbursement Survey

Page 5 of 8

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☐ E. Other: I receive reimbursement for [   ].

Next

The Brand!

What Happened?

1. **Cyber-saturation/ Personalization**
2. **Design Analysis – Style**
3. **Design Analysis – Content**
   a. **Phishers ability to mask websites**
   b. **Users could have been skeptical - "Is this really from DePaul?"**
   c. **Connectedness to survey**

Win an iPod. OK…I'll try it.

Win an iPod - Give DePaul University Your Opinion - Message (Plain Text)

File Edit View Insert Format Tools Actions Help

Reply | Reply to All | Forward | ...

From: research@depaul.edu
To: Schaefer, Ed
Cc:
Subject: Win an iPod - Give DePaul University Your Opinion

Sent: Mon 10/31/2005 12:30 PM

Hello. Our records indicate that in the past two years, you expressed interest in a DePaul MBA open house. DePaul University would like to get your opinion on your experience, whether you attended the open house or not. This survey should only take about 10 minutes of your time and all responses will be anonymous and used only in the aggregate. So please, feel free to answer candidly.

For your completed survey, your e-mail address will be entered into a drawing for one of two 20GB Apple iPods.

Thank you in advance for your participation – your help will provide future students with the information and services they need to make their college decision.

We look forward to hearing from you by Friday, January 21st at 4:00pm (Central Time).

Please visit this link to take the survey:
http://emr.depaul.edu/surveys/jc006/pg00.aspx?uid=100

Should you have any problems, please contact Ed Schaefer at eschaefe@depaul.edu.
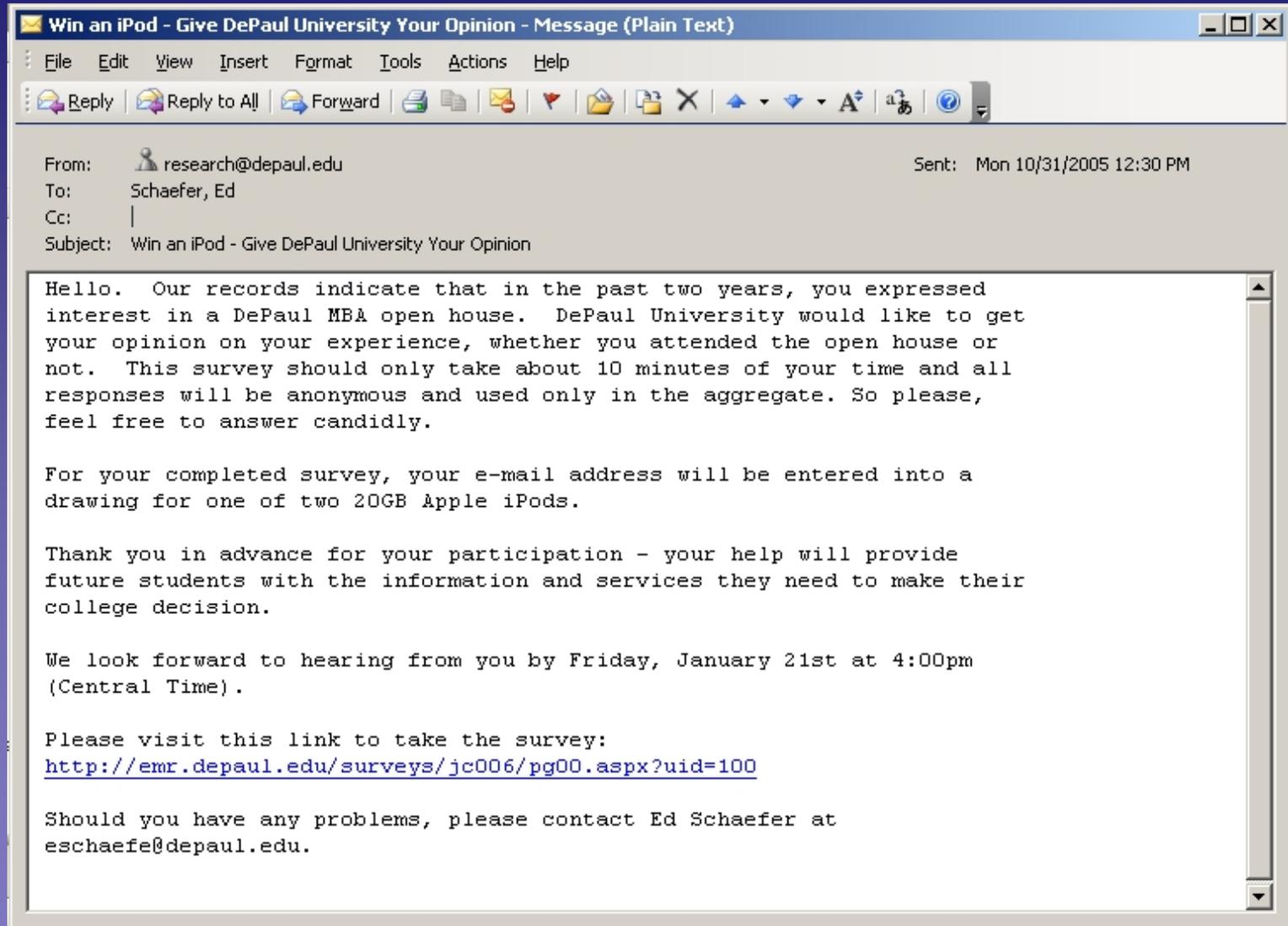
What's my motivation…

Tuition Reimbursement Survey
5/13/2004

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Next

..to finish this survey…

Tuition Reimbursement Survey

Page 1 of 8

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⦿ Yes ○ No ○ Not currently employed.

B. Does your employer offer tuition reimbursement to employees?

○ Yes   ○ No

Next

…right now? I'll get back to it.

Tuition Reimbursement Survey

Page 5 of 8

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Other: [   ].

☐ C. I receive reimbursement only for those courses that are related to my job.

☐ D. The amount of reimbursement I can receive is capped at $[   ] per year.

☐ E. Other: I receive reimbursement for [   ].

[Next]

What Happened?

1. **Cyber-saturation/ Personalization**
2. **Design Analysis – Style**
3. **Design Analysis – Content**
4. **Incentive**
   1. **"Carrots" – out of sight, out of mind**
   2. **Urgency**
   3. **We are competing for users attention**

Survey Redesign

	New Email Message	New Web Template	New Question Layout	Pre-call Participants
Cyber-saturation/ Personaliza-tion	X			X
Design Analysis - Style		X		
Design Analysis - Content		X	X	
Incentive	X	X		

So, what if, after redesign, our response rates go up?

Was it truly a success…

…or was it something else?

Time

Sample

Incentive

# Survey Methodology Study (SMS)
July, September/October 2005

	New email	New Web Template	New Question Layout	Pre-call participants
Cyber-saturation/ Personaliza-tion	X	PHASE		X PHASE
Design Analysis - Style		X		TWO
Design Analysis - Content		ONE X	X	
Incentive	X	X		

SMS Phase One
July, 2005

- **Financial Literacy Survey**
  - **Same survey from June 2005 (12% RR)**
- **Two web survey designs**
  - **Old**
  - **New**
- **Two incentive schemes**
  - **Simple**
  - **Complex**
- **Sample**
  - **Enrolled Undergraduates in summer 2005 not included in previous two surveys or School of New Learning**
  - **Randomly assigned to 1 of 4 design-incentive groups**

Designs – Old Email

Win an iPod - Give DePaul University Your Opinion - Message (Plain Text)

File Edit View Insert Format Tools Actions Help

Reply | Reply to All | Forward

From: research@depaul.edu   Sent: Mon 10/31/2005 12:30 PM
To: Schaefer, Ed
Cc:
Subject: Win an iPod - Give DePaul University Your Opinion

Hello. Our records indicate that in the past two years, you expressed
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your opinion on your experience, whether you attended the open house or
not. This survey should only take about 10 minutes of your time and all
responses will be anonymous and used only in the aggregate. So please,
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Thank you in advance for your participation – your help will provide
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college decision.

We look forward to hearing from you by Friday, January 21st at 4:00pm
(Central Time).

Please visit this link to take the survey:
http://emr.depaul.edu/surveys/jc006/pg00.aspx?uid=100

Should you have any problems, please contact Ed Schaefer at
eschaefe@depaul.edu.

Designs – New Email

DePaul University wants your opinion! - Message (Plain Text)

File   Edit   View   Insert   Format   Tools   Actions   Help

Reply | Reply to All | Forward

From: YourOpinionMatters@depaul.edu   Sent: Tue 11/1/2005 3:21 PM
To: Schaefer, Ed
Cc:
Subject: DePaul University wants your opinion!

Would you like a chance to win $100 for only 15 minutes of work?

Then click on the link below and take the DePaul Undergraduate Student
Survey. The survey will only take 15 minutes or less.

You can increase your chances of winning by completing the survey early.

1. Your e-mail address will be entered 5 times for a chance to win if you
complete the survey by 10/18/05.
2. Your e-mail address will be entered 2 times for a chance to win if you
complete the survey by 10/20/05.
3. Your e-mail address will be entered once for a chance to win if you
complete the survey by 10/23/05.

Please visit this link to take the survey:
http://emr.depaul.edu/surveys/ss004/pg00.aspx?uid=100

If you have any questions about the survey, please contact Susan Stachler
at ssatchle@depaul.edu. Thank you in advance for your time.

Sincerely,

Liz Sanders
Asst VP for Enrollment & Marketing Research
DePaul University

DEPAUL UNIVERSITY

Designs - Old Introduction Page

Tuition Reimbursement Survey
5/13/2004

Introduction

We are asking for your participation in this survey so that we can develop policies to enhance the quality of service for working students. Even if you are not currently employed or receiving employer reimbursement, please take a few moments to complete this survey. Your responses will assist us in establishing new initiatives to further benefit you and your peers. Thank you for your time and honest assessment.

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DEPAUL UNIVERSITY

Designs – New Introduction Page

Designs - Old Questions Page

Tuition Reimbursement Survey

Page 1 of 8

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○ Yes ○ No

Next

DEPAUL UNIVERSITY

Designs – New Questions Page

Incentive Schemes

SIMPLE

- $100 amazon.com gift certificate
- Complete survey by **July 31** and **entered once**

COMPLEX

- $100 amazon.com gift certificate
- Complete survey by **July 26** and **entered 5 times**
- Complete survey by **July 28** and **entered 2 times**
- Complete survey by **July 31** and **entered once**

SMS Phase One
Groups

	Old Design	New Design
Simple Incentive	**Old-Simple**	**New-Simple**
Complex Incentive	**Old-Complex**	**New-Complex**

Note on Sample Size

Original Sample – Email Bounce Backs = Revised Sample

ONLY Hard Bounce Backs **AND NOT Soft Bounce Backs**

- No account
- Account disabled
- Unknown user

- Out-of-office
- Mailbox full/over quota
- Denied by anti-spam

SMS Phase One Sample (Revised)
1,521 undergraduates in summer 2005 quarter

	Old Design	New Design	Total
Simple Incentive	383	374	757
Complex Incentive	383	381	764
Total	766	755	1,521

Ethnicity, gender, and college was evenly distributed across the four cells.

EMR Web Survey Architecture - Old

Participant

EMR Server

Announcement

Reminder 1

Reminder 2

Reminder 3
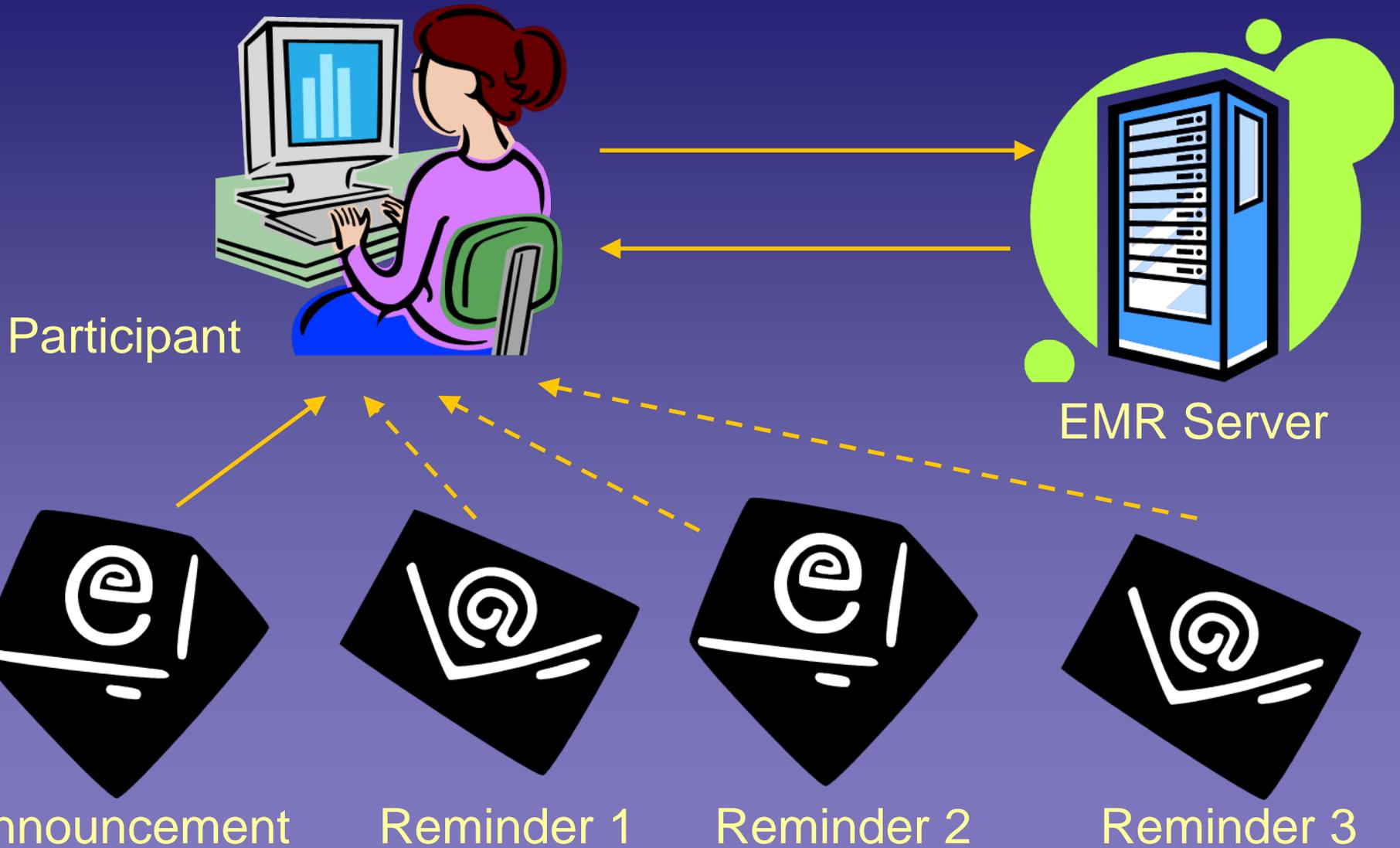
Hypotheses
Based on two measurements

1. **Click-through Rates (CTR)**
   - **% of users that clicked link on email to survey**
   - **Measure of success of incentive schemes**
   - **Complex incentive should lead to higher click-through rate**

2. **Accessed-to-completed rates (ACR)**
   - **Of those that clicked email link, % of users who completed the survey**
   - **Measure of incentive schemes and design type**
   - **Complex incentive should lead to higher completion rate**
   - **New design should lead to higher completion rate**

Overall, 22% CTR with 79% ACR

Survey Incentive Analysis

Complex incentive should lead to higher click-through rate.

Complex incentive should lead to higher completion rate.
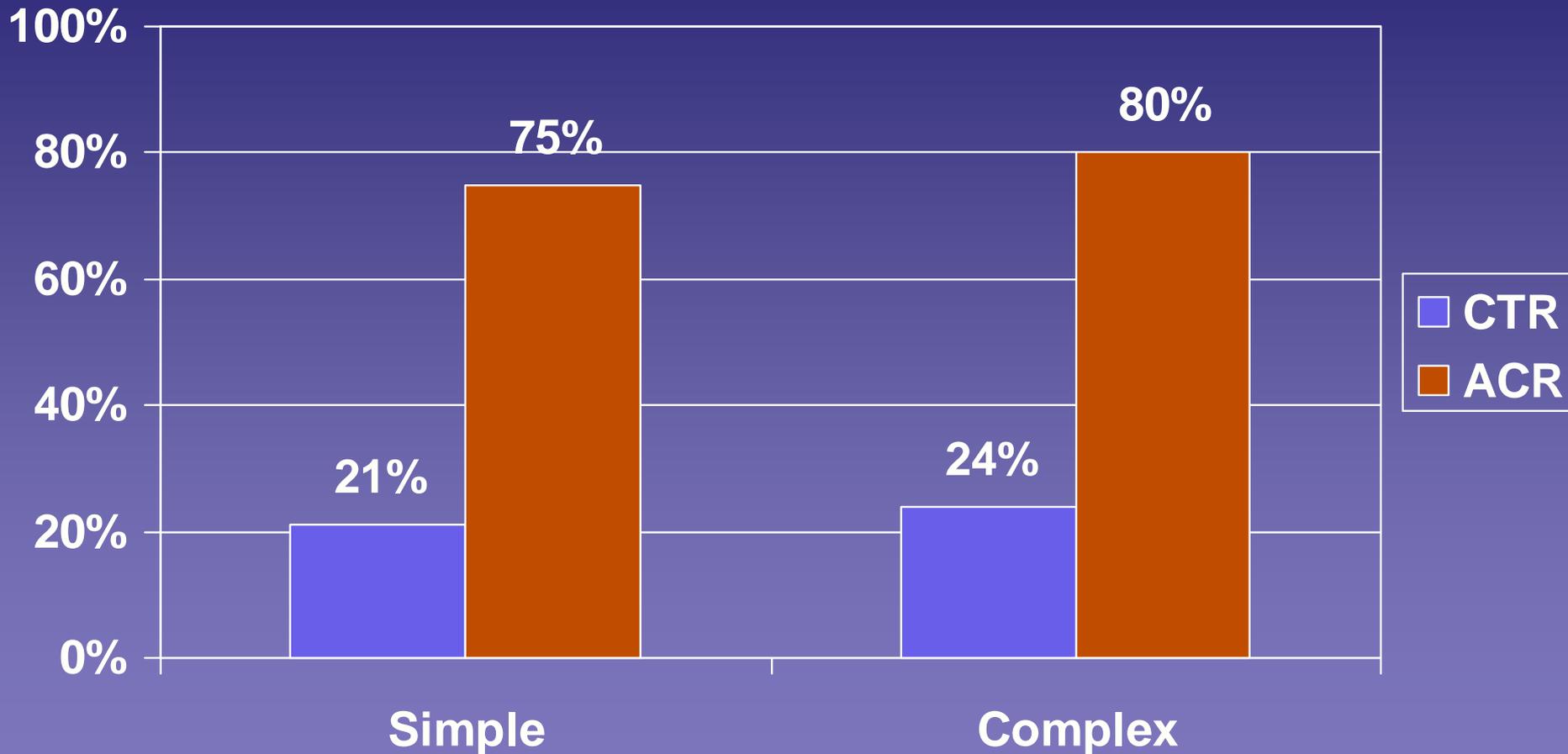
Conclusion: Yes, but not as anticipated.

Design Type Analysis

New design should lead to higher completion rate
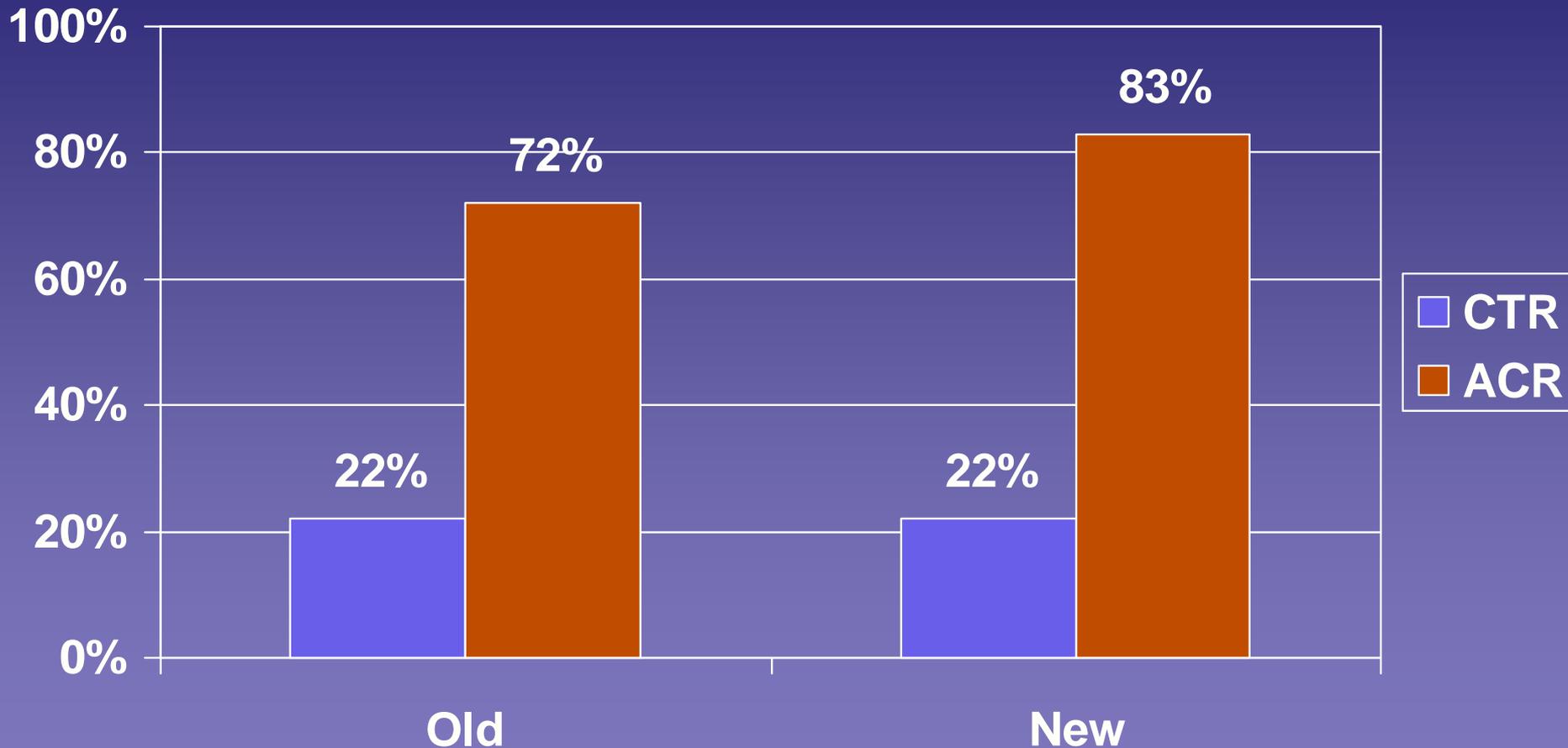

Conclusion: Yes (with emphasis)

Design-Incentive Analysis
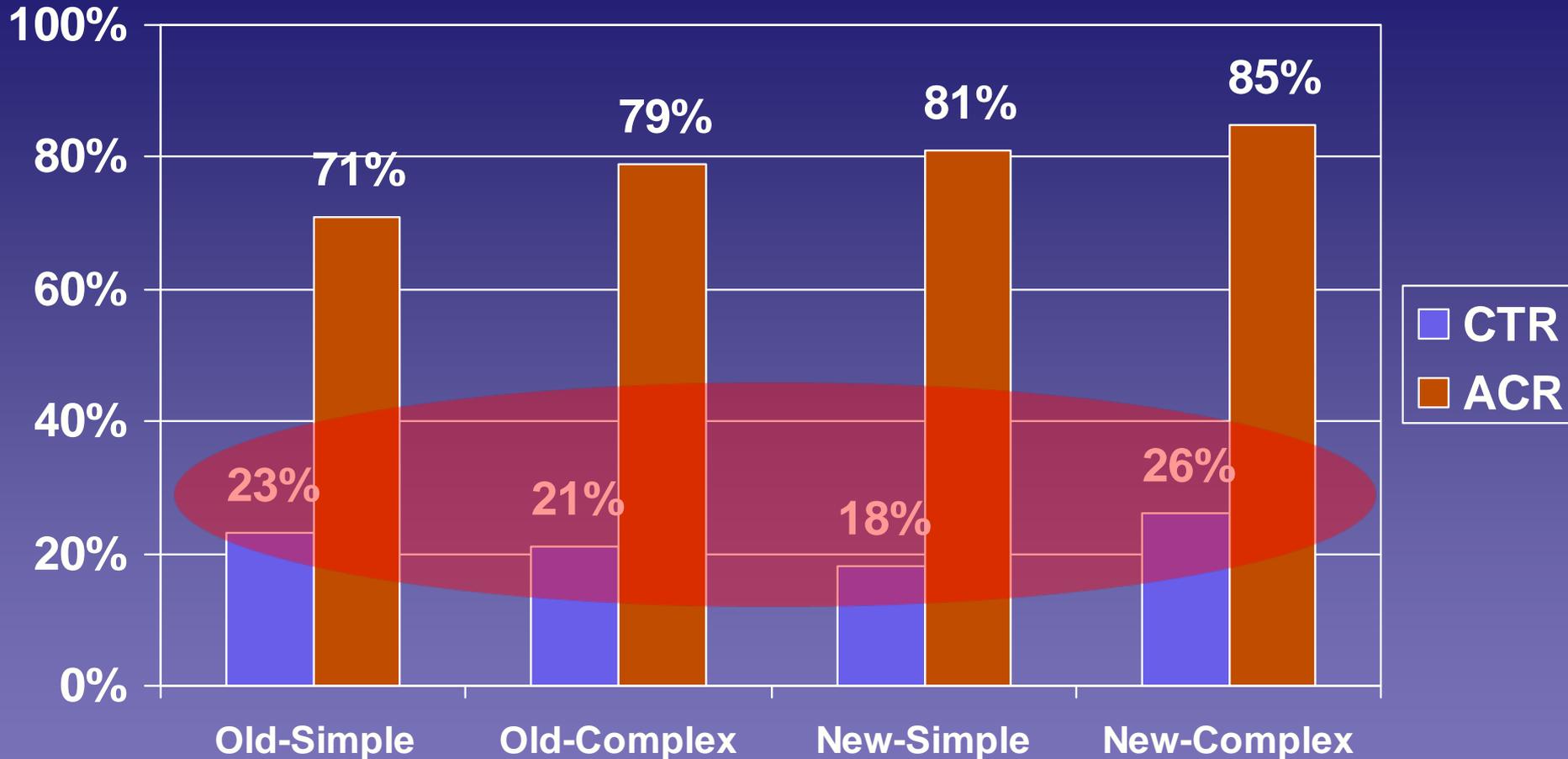
1. Variation in the click-through rate

Design-Incentive Analysis
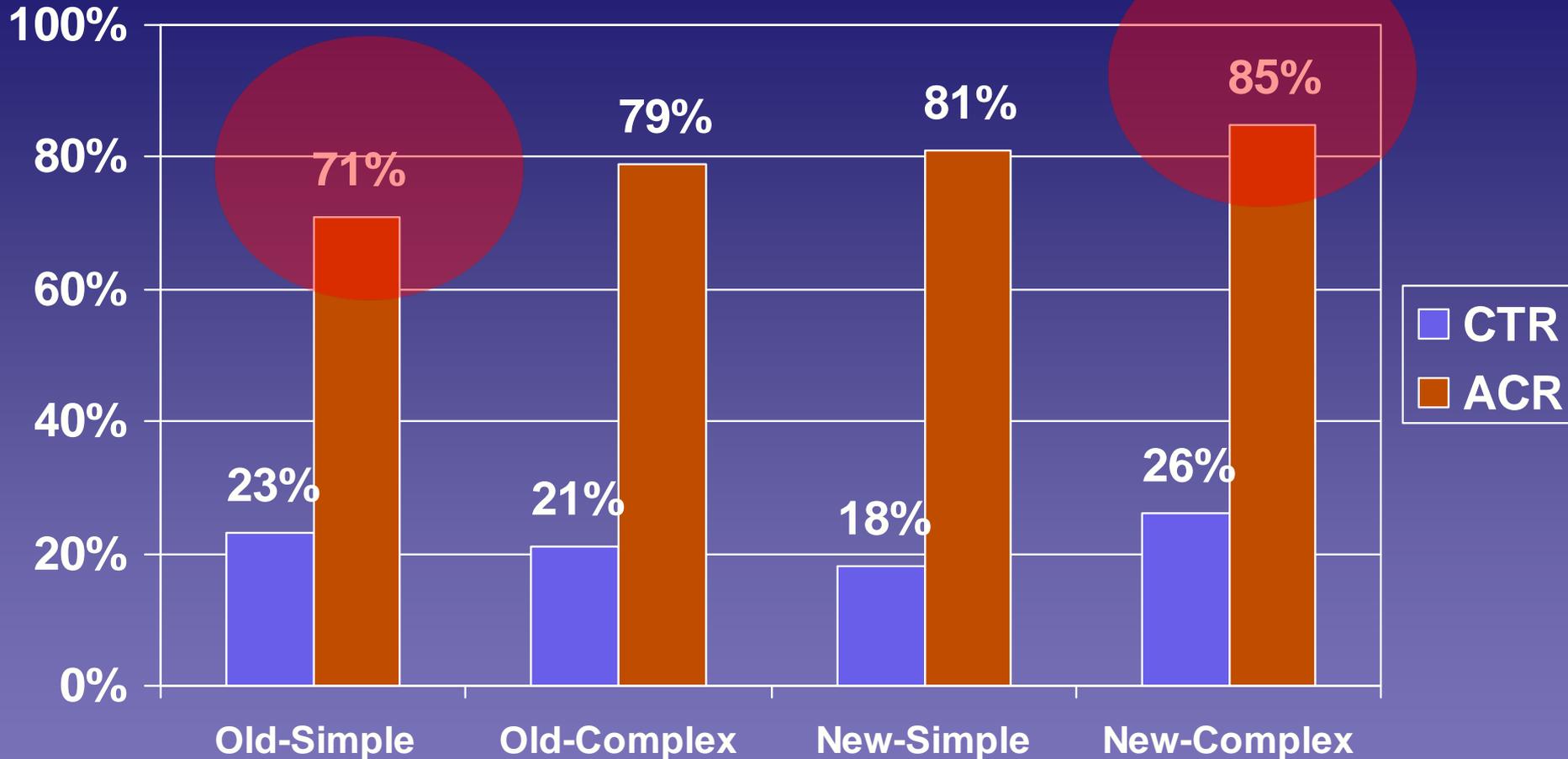
2. ACR improves from Old-Simple to New-Complex

DEPAUL UNIVERSITY

Design-Incentive Analysis
By Gender

Chart legend:
- CTR
- ACR

Category	Old-Simple	Old-Complex	New-Simple	New-Complex	Old-Simple	Old-Complex	New-Simple	New-Complex
ACR	77%	72%	81%	82%	59%	77%	81%	88%
CTR	27%	22%	20%	27%	18%	21%	20%	25%
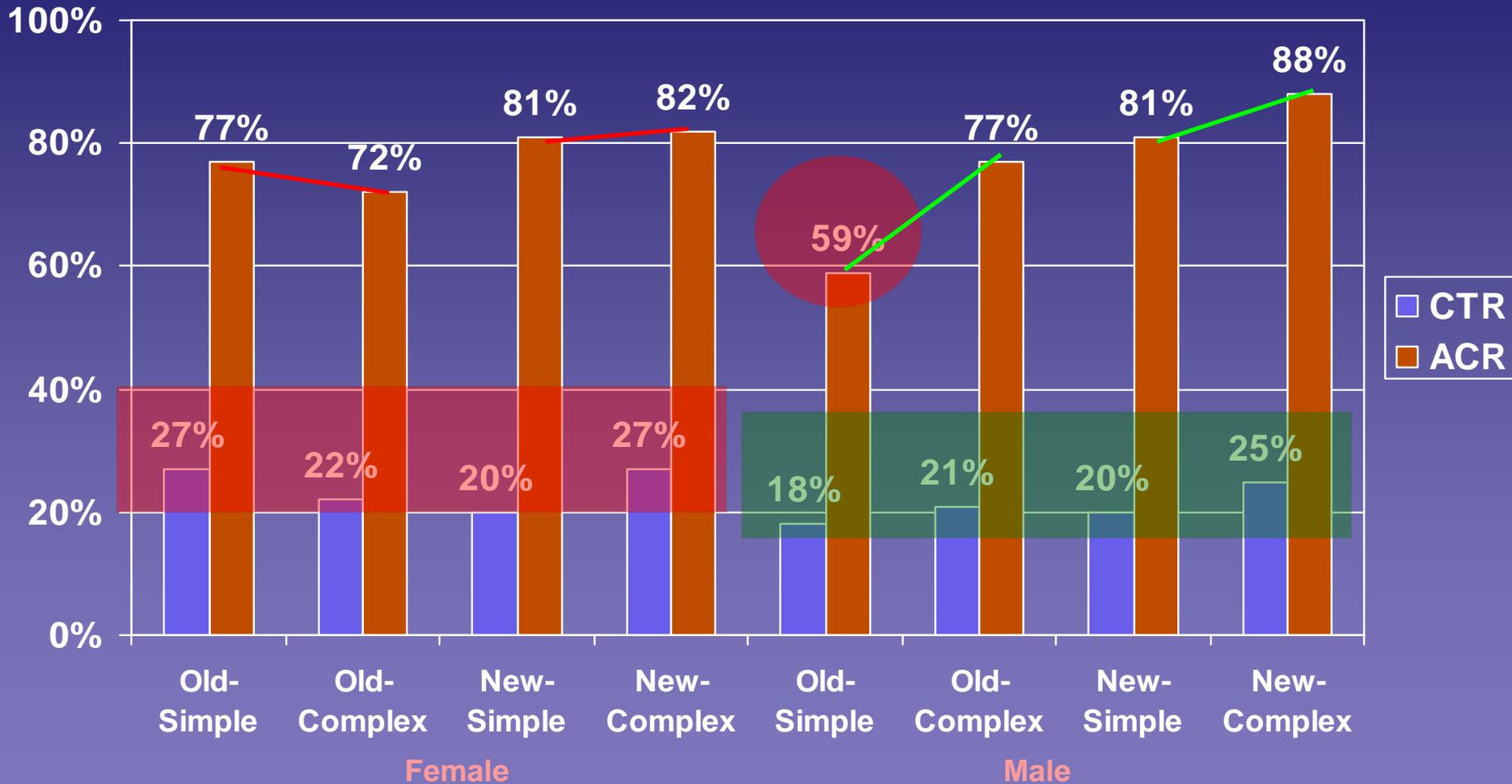
Female | Male

Design-Incentive Analysis
By Gender

- Females more inclined to share knowledge
  - "Men enjoy giving information as a way to show expertise…Women use the opportunity of sharing information to help others gain the same level of knowledge as they have" D. Tannen
- New web design more masculine
  - "Key Website Research Highlights Gender Bias", University of Glamorgan
  - Men prefer websites designed by men, women prefer web sites designed by women
  - Designers of new web survey were both men (although we had input for both genders)

Design-Incentive Analysis
By Gender

- Texas Hold'em Syndrome
  - Rises in ACR for men from simple incentive to complex incentive for both old and new design
  - Better odds to win appeals more to men than women; women are motivated to take survey for reasons other than odds of winning

SMS Phase One
Overall conclusions

- Complex incentive alone does not have a strong impact on click-through or completion rates

- New design alone does have a strong impact on completion rates

- Complex incentive AND the new design have the strongest impact on completion rates

- Although men and women both responded best to new-complex, the differences between design-incentive groups within gender were greater for men, especially for incentive

Future surveys: New-Complex

Survey Methodology Study (SMS)
September, October 2005

	New email	New Web Template	New Question Layout	Pre-call participants
Cyber-saturation/ Personaliza-tion	X			X **PHASE**
Design Analysis - Style		X		**TWO**
Design Analysis - Content		X	X	
Incentive	X	X		

SMS – Phase 2
Impetus
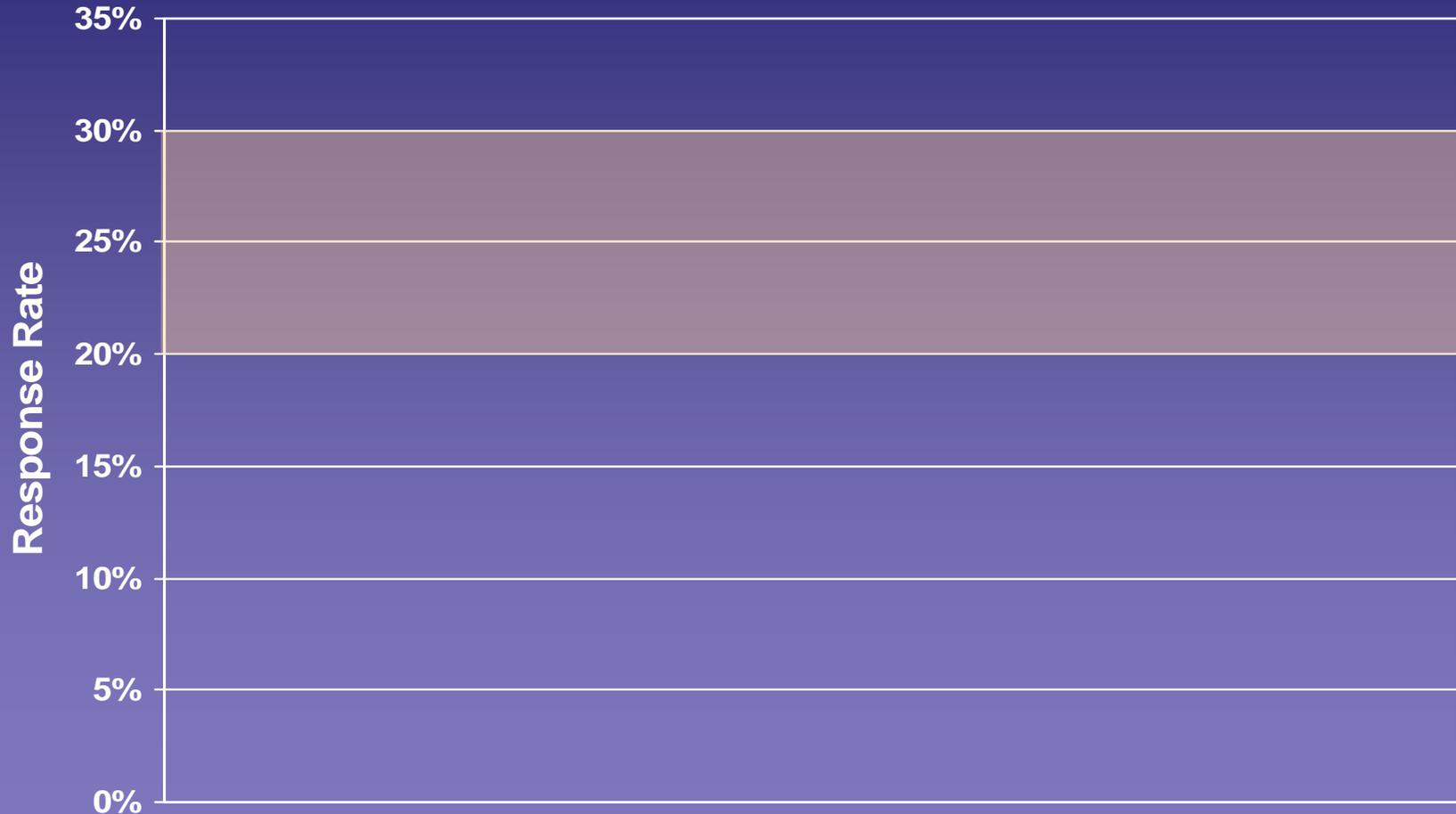
Traditional 20-30% Response Rate
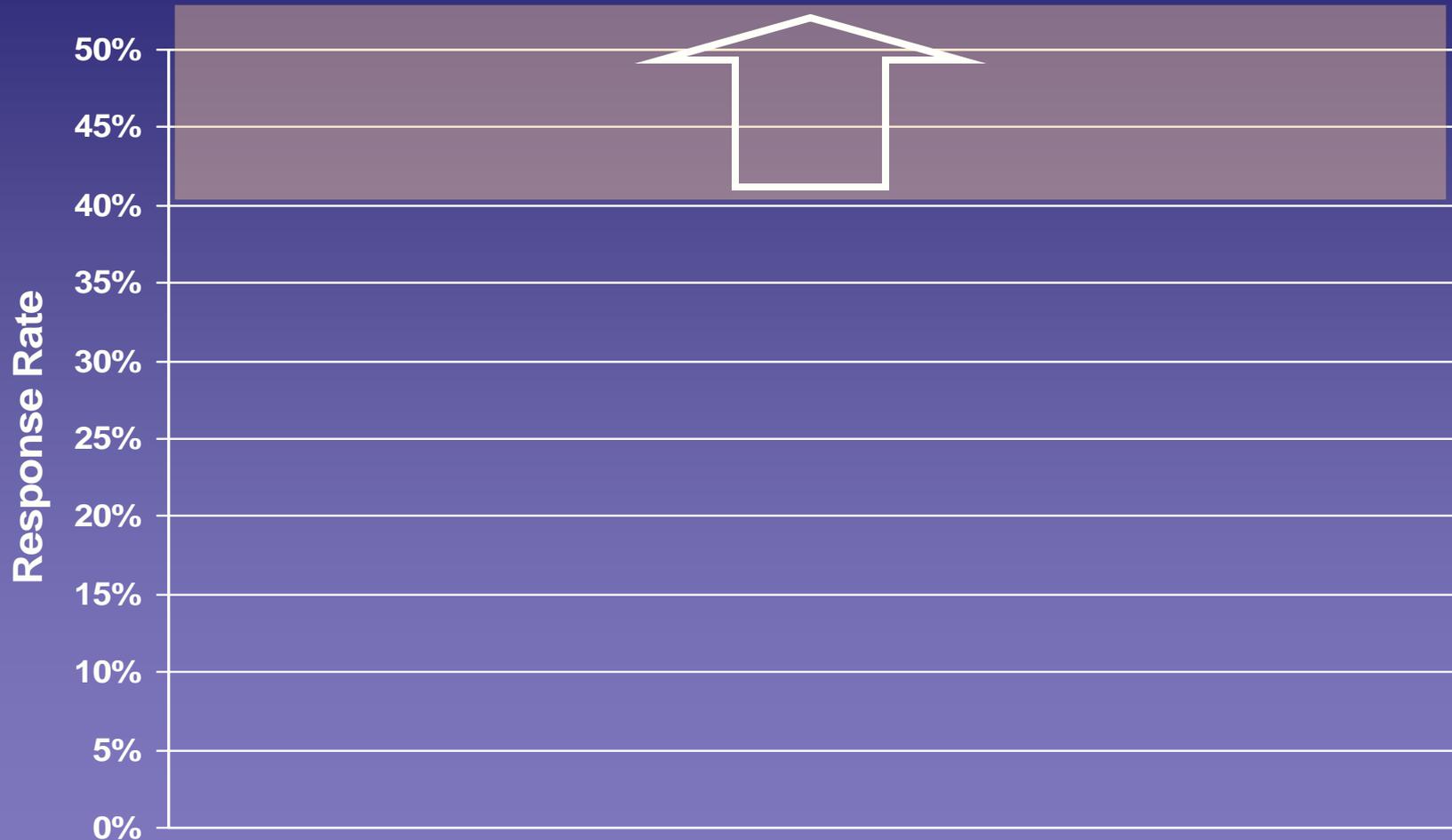
SMS – Phase 2
Impetus

- Previous surveys, we have done follow-up calls to non-responders to increase response rates
  - Still not reaching 40%+ response rates
- What if we call participants prior to survey release for yes/no on taking the survey
  - Creates two types of participants: Previous-Contact and No-Contact
  - Self-selected, of course
- Send survey announcements to all participants, regardless of type
- After web survey, follow-up calls only to Previous-Contact group who did not complete web survey
- GET BUY-IN

EMR Web Survey Architecture – New
Step 1
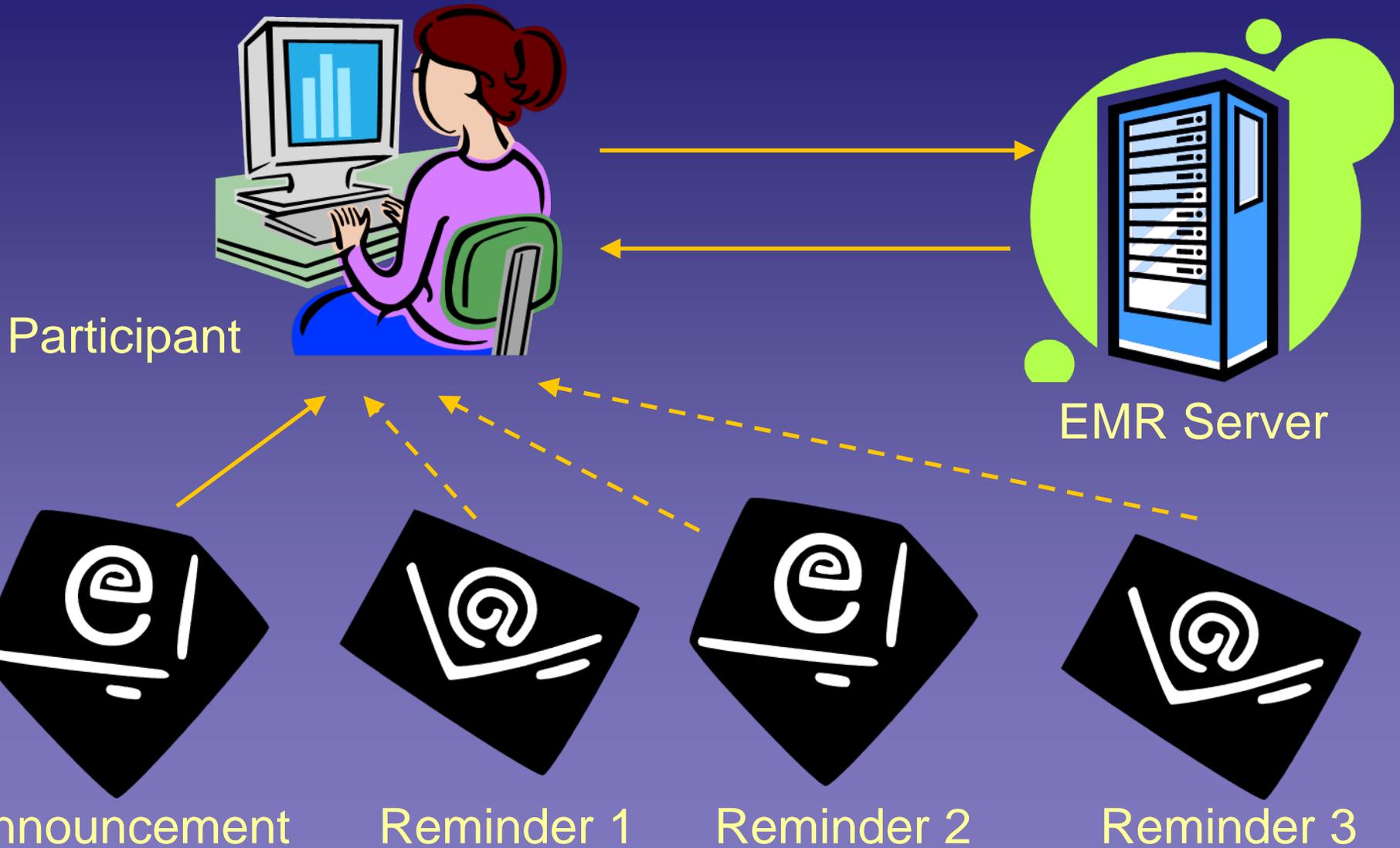
Participants

DePaul Phone Center

Previous-Contact

No-Contact

EMR Web Survey Architecture – New
Step 2

Participants

EMR Server

Announcement   Reminder 1   Reminder 2   Reminder 3
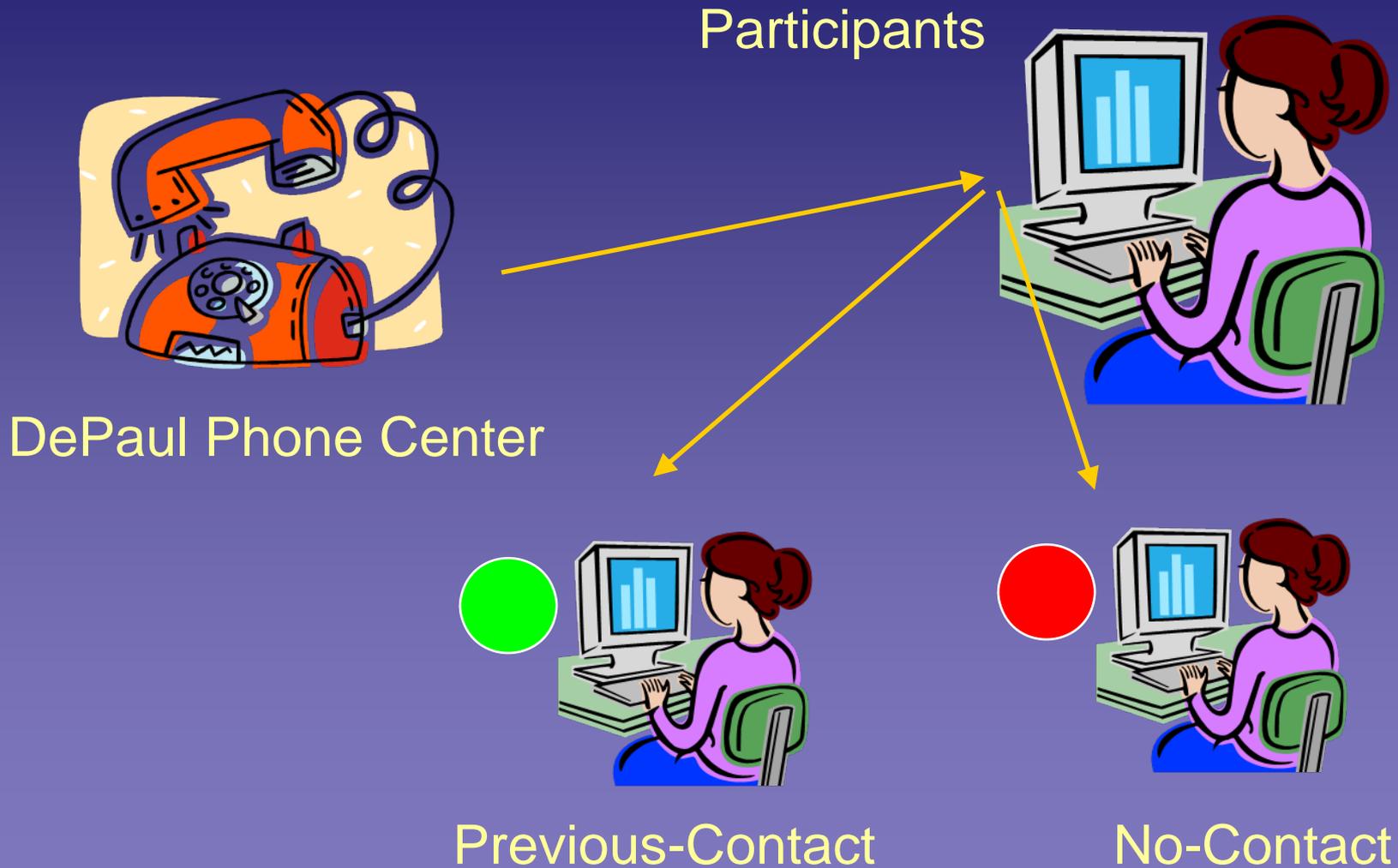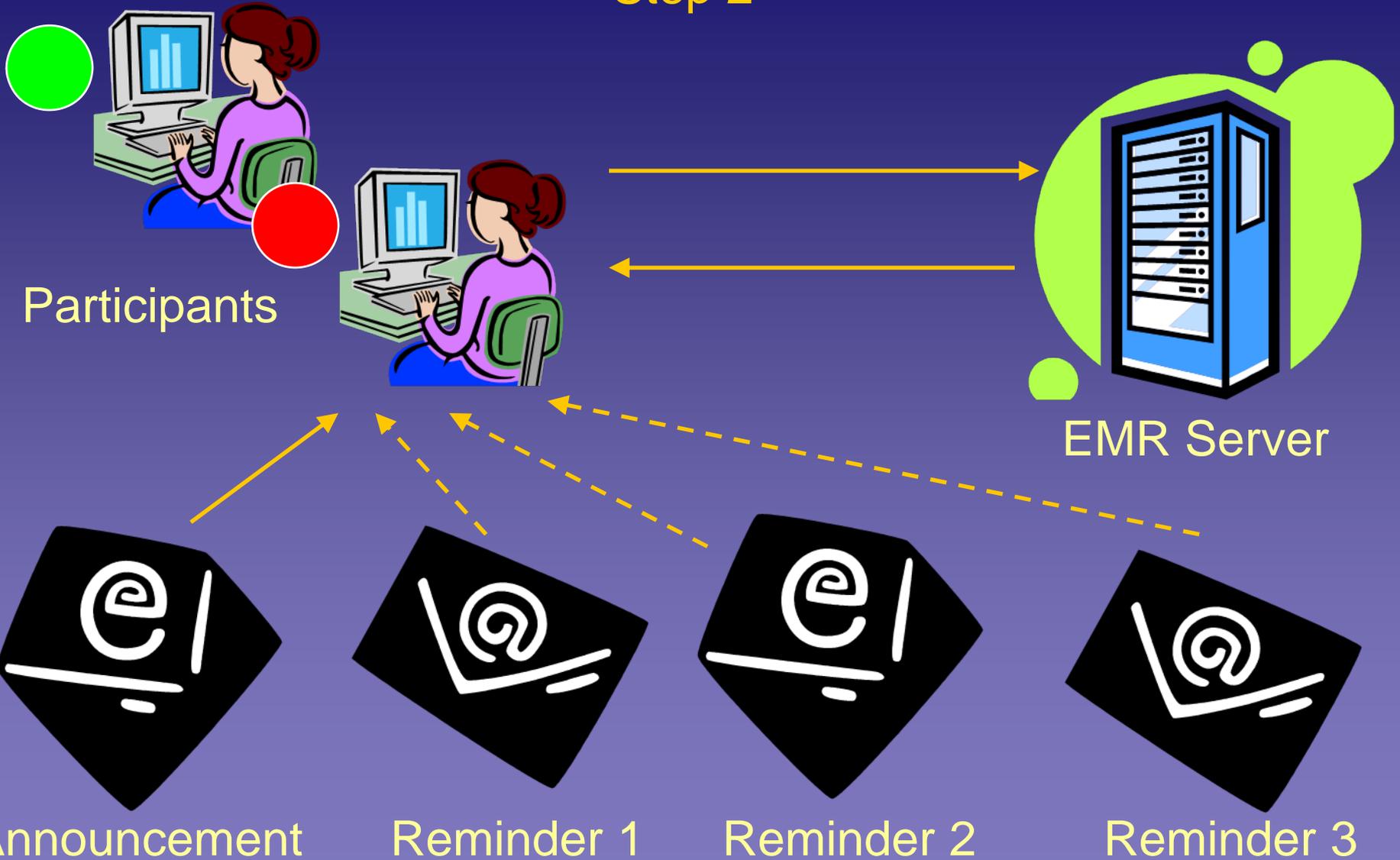
EMR Web Survey Architecture – New
Step 3

Previous Contact
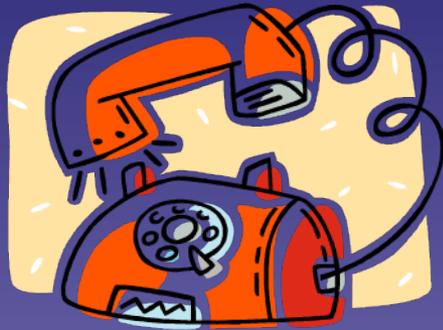
DePaul Phone Center

EMR Server

DEPAUL UNIVERSITY

SMS – Phase 2
September, 2005

- Financial Education Survey (New-Complex format)
- Sample
  - 880 undergraduates enrolled in Autumn 2005
  - Proportional to class (freshman, sophomore, junior, senior)
- Previous-Contact vs. No-Contact Break-outs

		All	Previous-Contact	No-Contact
	Total	880	354	526
% of Total	Freshman	25%	29%	22%
	Sophomore	23%	25%	21%
	Junior	23%	23%	22%
	Senior	29%	22%	34%

- Since Pre-Contact and No-Contact groups do not reflect overall class break-outs, analysis just for overall response rates.

Web Survey Results
Previous Contact vs. No Contact

Response Rates

- 100%
- 80%
- 60%
- 40%
- 20%
- 0%

32% (Overall)

52% (Previous Contact)

20% (No Contact)

Overall	Previous Contact	No Contact

Sample Size   880   354   526
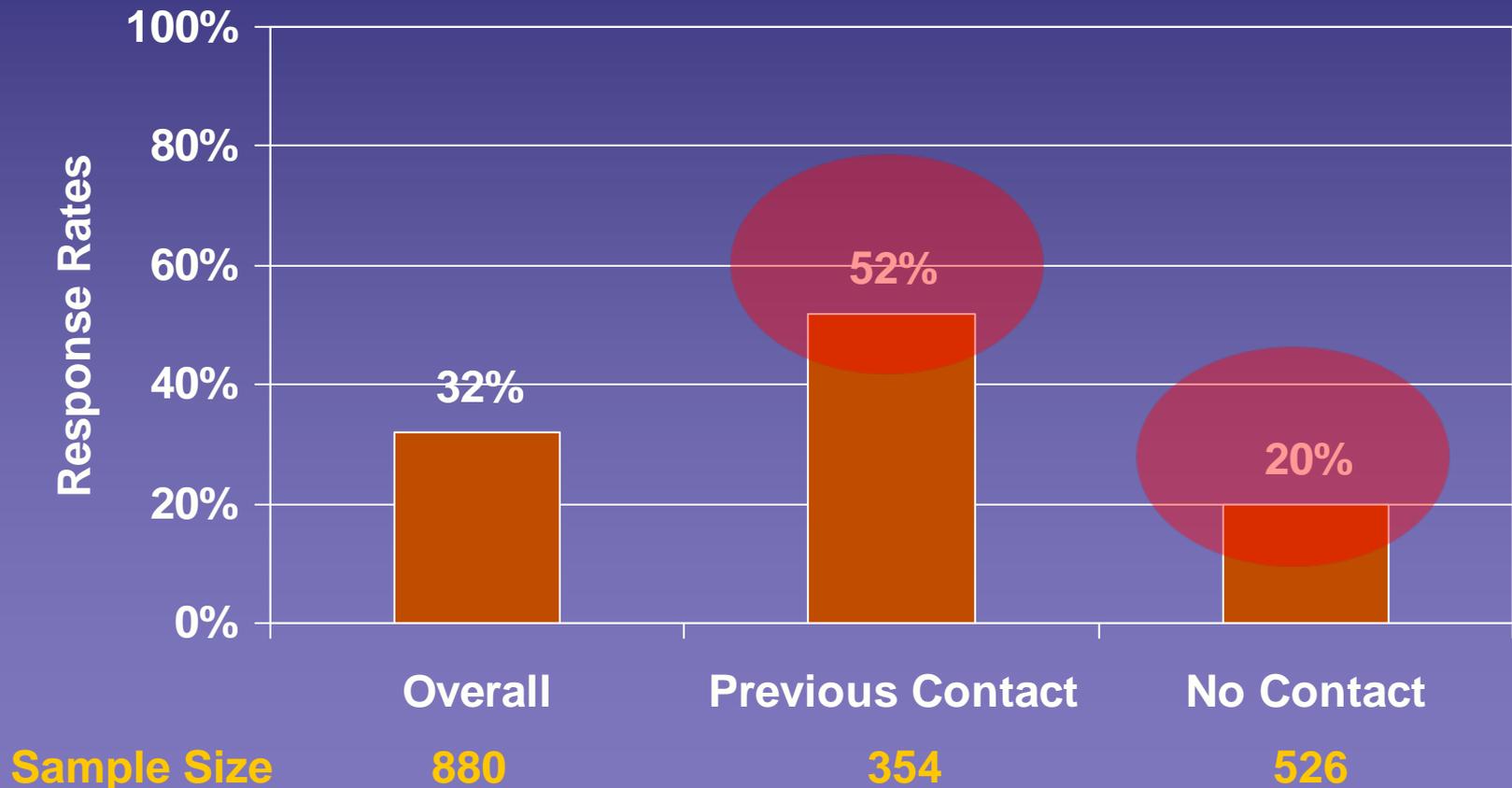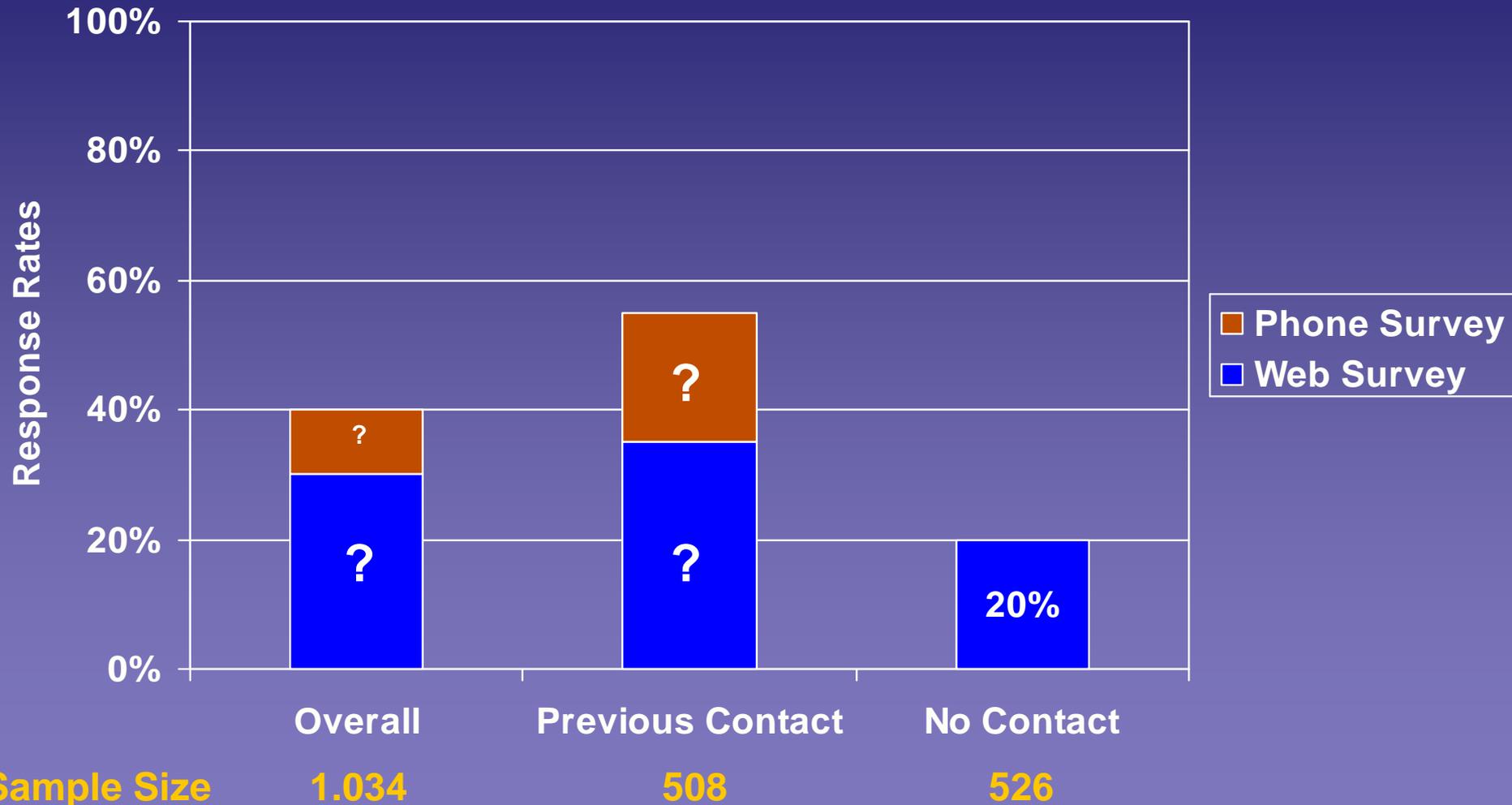
SMS Phase Two
Preliminary conclusions

- Getting buy-in to survey can help
    - Pre-call
    - Pre-mail
    - Pre-email (BEWARE EMAIL SATURATION)
- However, the No Contact group response rates was still 20% and would have been higher without pre-call
    - Support for new design and complex incentive
- Two caveats:
    1. Phone center helps
    2. Better for longer surveys

Future surveys: Try to increase buy-in

Survey Methodology Survey Overall Conclusions

- Competing for users attention
  - Must devise ways to get and sustain that attention
  - Better results with new-complex
  - Survey Buy-In beneficial
- Participants are more cautious
  - Survey design should be tied to institution unless one fears response bias
  - New design emphasized DePaul as survey sponsor
- Incentive schemes may have an effect on some groups, particularly males
  - Not to say one must have an incentive, but if so, consider how incentive is presented
  - Simple vs. complex incentive schemes with males

Post SMS Surveys

- Chicago Public School Bridge Student Satisfaction Survey
  - Sample: Undergraduates enrolled in Autumn 2005 that participated in CPS Bridge program (218)
  - New-Complex
  - Response Rate: 20% (21% CTR; 93% ACR)
- MS Security Survey
  - Sample: Graduates enrolled in MS Computer, Information, and Network Security (168)
  - New (no incentive)
  - Response Rate: 30% (36% CTR; 82% ACR)
- Encouraging, even if neither had the breathe of our SMS surveys

Questions

If you would like a copy of presentation (PDF format) or if you have further questions, please email:

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