

**Council of Graduate Schools
Completion and Attrition in STEM Master's Programs**

Instructions for Implementing the Survey of First-Year Master's Students

Background

Institutions participating in CGS' project on *Completion and Attrition in STEM Master's Programs* as research partners were required to send a *Survey of First-Year Master's Students* to all students entering a master's program in five required fields and any other STEM program in academic year 2011/12. The following instructions describe the process by which other institutions can use this survey instrument to receive, customize, test, and implement their survey, and monitor and close data collection.

Receiving the Survey

CGS has created a generic version of this survey instrument that can be used by CGS member institutions. For institutions that wish to offer a raffle to survey participants, CGS has also constructed a separate raffle entry survey in SurveyMonkey, which can be made available as well.

CGS will transfer a version of the Survey of First-Year Master's Students (and raffle entry survey, as necessary) to a CGS member institution's SurveyMonkey account. To do this, CGS will need the username that institutions use to log in to SurveyMonkey.

Customizing the Survey

To begin, sign in to your SurveyMonkey account. The customized version of the survey will appear in your SurveyMonkey list of surveys, which can be found by clicking "My Surveys."

Testing the Survey

To test the survey, please do the following:

- Click "Collect Responses" tab
- Click "Survey of First-Year Students"
- Click "Edit Messages"
- Click "Survey of First-year Students" under "Draft Messages"
- Click "Send a Test Message"
- Enter the e-mail address of individuals at your institution that should test the survey
- Click "Send Test Message"

Test the survey a number of times until it is satisfactory.

Launching the Survey

PREPARING FOR IMPLEMENTATION:

- Prepare an e-mail list (an Excel file works fine) of all students entering a master's programs in selected fields and selected academic years.
- Prepare prenotification, invitation, reminder, and thank you texts in an MS Word document.

TO LAUNCH THE SURVEY:

- Login to your SurveyMonkey account
- Click "My Surveys" at the top of the web page
- Click "Survey of First-Year Students"
- Click the "Collect Responses" tab
- Click "Clear" located on the right-hand side of the screen under "Actions"
- Click "Yes, Clear Responses" (this will delete any data collected during the testing phase)
- Click "Survey of First-Year Students" under the "Collector Name" heading

STAGE 1: Enter invitee e-mail addresses

- Click "Edit Recipients"
- Click "Add Recipients"
- Click "Add Recipients Manually" (after reading and accepting the Terms of Use)
- Copy and paste e-mail addresses from your Excel file
- Click "Add Recipients"

STAGE 2: Enter invitation text

- Click "Create Email Message to Send" button near the top of this screen
- Click "New/unsent" under the "Who Should be Sent the Message?" question
- Click "Save Selection & Continue"
- Enter a subject of email message
- Copy and paste the invitation text (NOTE: You will be required to include an opt-out link [RemoveLink] in the invitation text. Please make sure that this link appears at the very bottom of the invitation text.
- Enter a reply e-mail address (replace "nbell@cgs.nche.edu" and/or "research@cgs.nche.edu")
- Click "Save & Preview"
- Preview the message and make any changes as necessary

STAGE 3: Test the invitation message

- Click the "Send a Test Message" button
- Enter your e-mail address and send yourself a test
- Make edits/changes as necessary
- Re-test until you are completely satisfied with the survey

STAGE 4: Schedule delivery of the invitation

- Click the "Schedule Delivery" button
- Schedule the date and time of desired delivery, then click "Send Message"

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Sending Reminders

On or around the designated dates for sending the reminders, follow these steps:

STAGE 1: Enter reminder text

- Login to your SurveyMonkey account
- Click “My Surveys” at the top of the web page
- Click “Survey of First-Year Students”
- Click the “Collect Responses” tab
- Click “Survey of First-Year Students” under the “Collector Name” heading
- Click “Edit Messages” on the left-hand side of the page
- Click “Create New Message” button
- Click “Not Responded” (this will send reminder e-mails only to individuals who have not responded to the survey)
- Enter a subject of email message
- Copy and paste the invitation text (NOTE: You will be required to include an opt-out link [RemoveLink] in the invitation text. Please make sure that this link appears at the very bottom of the invitation text.
- Make sure the reply email address is associated with your institution
- Click “Save & Preview”
- Preview the message and make any changes as necessary

STAGE 2: Test the reminder message

- Click the “Send a Test Message” button
- Enter your e-mail address and send yourself a test
- Make edits/changes as necessary
- Re-test until you are completely satisfied with the survey

STAGE 3: Schedule delivery of the reminder

- Click the “Schedule Delivery” button
- Schedule the date and time of desired delivery, then click “Send Message”

Repeat this process for subsequent reminders.

Data Collection

At any time, institutions may preview or download responses to the survey by clicking on the “Analyze Results” tab.

Closing the Survey

Once the survey has closed, close the survey by clicking “Close Collector Now” under the “Collect Responses Tab.” This will prevent anyone from attempting to complete the survey.

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Downloading Survey Data

Download the **numerical** survey results by using the following steps:

- Click the “Analyze Results” tab
- Click “Download Responses”
- Under “Choose Type of Download,” select “All Responses Collected”
- Under the “Columns” option, select “Condensed”
- Under the “Cells” option, **select “Numerical Value (1-n)”**
- Enter your e-mail address and click “Request Download”

Download the **nominal** survey results by using the following steps:

- Click the “Analyze Results” tab
- Click “Download Responses”
- Under “Choose Type of Download,” select “All Responses Collected”
- Under the “Columns” option, select “Condensed”
- Under the “Cells” option, **select “Actual Choice Text”**
- Enter your e-mail address and click “Request Download”

Other formats are available and can be accessed using the same procedure as above. Results will be e-mailed to the specified e-mail address.

Questions?

Please feel free to call or e-mail Jeff Allum with any questions, 202-461-3878 or jallum@cgs.nche.edu