

2017 PhD Career Pathways Alumni Survey Communications Plan

Instrument Development

The survey instrument for the 2017 PhD Career Pathways Alumni Survey was developed by the Council of Graduate Schools and administered by IRAP and Graduate Studies.

Sampling method and sample size

The 2017 PhD Career Pathways Alumni Survey is a census survey. As such, all identified UC PhD alumni (from the specified cohorts) will be asked to participate in this study.

Seed File

Campuses will provide IRAP (Daniel Byrd, Daniel.byrd@ucop.edu) with the seed file via UC's safe file transfer system.

The data format of the seed file variables is provided below. Seed variables include student basic demographic information such as name, student ID and email address. To accommodate FERPA regulations, anyone under 18 should NOT be included in the seed file. The seed file is due **September 1, 2017**.

Variable Name	Format	Description
CAMPUS	Character	Use standard code: 01=Berkeley, 03=Davis, 04=Los Angeles, 05=Riverside, 06=San Diego, 07=Santa Cruz, 08=Santa Barbara, 09=Irvine, 10=Merced.
EMAIL	Character	Campus email address or the emails campuses use to communicate with students
First_Name	Character	The respondent's first name should be formatted so the first letter in their name is capitalized.
Last_Name	Character	The respondent's first name should be formatted so the first letter in their name is capitalized.
Student ID	Character	The leading zeros, if there is any, cannot be missed.

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Online Testing

After instrument finalization, IRAP will put items into Qualtrics. IRAP will test the online instrument internally on September 14th. As most of the questions have been pre-populated, IRAP will only focus on our additional items.

Authentication

We will create one single site for all sampled participants. An individualized link will be included in the invitation email to each participant. Authentication will not be implemented for this survey.

Publicity

No publicity materials are required as this is a closed sample.

Launch and Close Dates

We plan to launch the survey October 9th and close it on November 22nd. UCOP will follow up with reminders based on completion rates.

- Survey launches October 9th
- IRAP will send out two reminder emails each week
- IRAP will send weekly updates to Graduate Studies on the response rate. Our goal is a 40% response rate.

Email Communications/Invitation Letters

We will use one PhD Career Pathways Alumni Survey service account for all email communications between students and the central administration. The service account is used to send invitations and follow-up reminder messages to students. It is also used to provide technical support and service to the students.

The service account will be given in all email communications and is set as the default reply-to email address. Students can only see and reply back to the service account, not to campus contacts, if they have questions about the survey. We will forward relevant student questions, comments, and feedback to campus contacts. The address is doctoralalumnisurvey@ucop.edu.

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Invitation emails will be signed by the campus graduate deans. Reminders will be signed by different people.

Graduate Studies will provide cover letter information by **September 14th**.

Response Rate

IRAP will provide updates on response rates periodically to Graduate Studies and campus contacts.

Reporting

IRAP will provide a cleaned data file to Graduate Studies approximately two weeks after the survey is completely.

Campus Contacts

Campus	Dean	Survey Contact
Berkeley	Fiona Doyle	Andrew Smith (aksmith@berkeley.edu)
Davis	Prasant Mohapatra	John King (jhnking@ucdavis.edu)
Irvine	Frances Leslie	Crowther@uci.edu
Los Angeles	Robin Garrell	Chris Testa ctesta@grad.ucla.edu
Merced	Marjorie Zatz	Steve Chatman schatman4@ucmerced.edu Mark Wilson (mark.Wilson@ucr.edu) and Jorge Ancona jorge.ancona@ucr.edu
Riverside	Shaun Bowler	
San Diego	Kit Pogliano	Erin Espaldon eespaldon@ucsd.edu
San Francisco	Elizabeth Watkins	Ning Wang (Ning.Wang@ucsf.edu)
Santa Barbara	Carol Genetti	Christian Villasenor, christian.villasenor@graddiv.ucsb.edu
Santa Cruz	Tyrus Miller	Judy Glass, jlglass@ucsc.edu