

# **Best Practices** in Survey Administration at the University of California Office of the President

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# UC Systemwide Surveys Administered Over the Years

## Undergraduate Education and Experience

1. [UC Undergraduate Experience Survey](#)
2. [Undergraduate Cost of Attendance Survey](#)
3. [Undergraduate Application Survey](#)
4. [Admitted Transfer Applicant Survey](#)
5. [Undergraduate Alumni Survey](#)
6. [CA Degree Completion Survey](#)

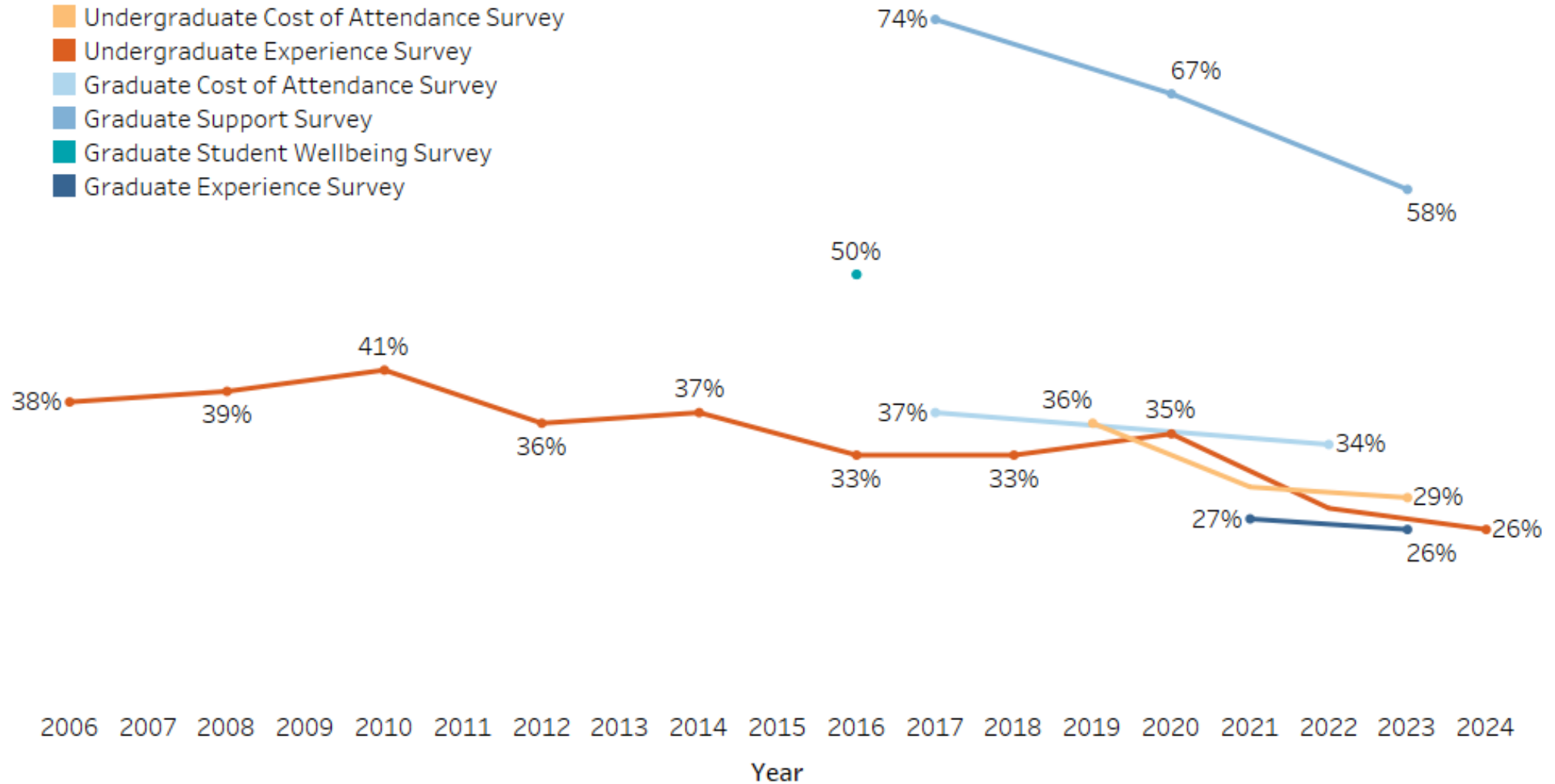
## Graduate Education and Experience

1. [UC Graduate Student Experience Survey](#)
2. [Graduate Student Well-Being Survey](#)
3. [Graduate Cost of Attendance Survey](#)
4. [Graduate Student Support Survey](#)
5. [PhD Career Pathways Survey](#)
6. [Graduate Alumni Survey](#)

## Other Systemwide Surveys

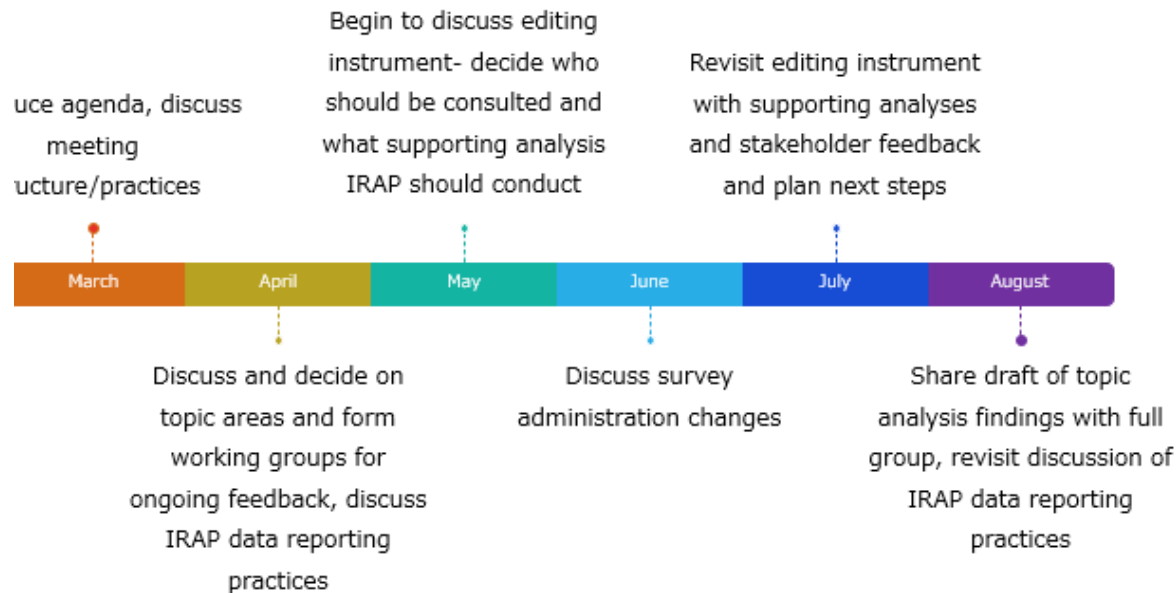
1. [Student Food Access and Security Survey](#)
2. [Campus Climate Survey](#)
3. [Medical Plan Satisfaction Survey](#)

# Changes in UC Systemwide Survey Response Rates



# Practice 1 : Project Planning

- Monthly meetings with campus coordinators in non-administration year
- Validate seed data, e.g., checking email addresses, student preferred names, etc.
- Fully test the Qualtrics site (test plan on the right)



UCUES 2024 Instrument Test Check List	
Item	Test Scenario
<b>The tool: Qualtrics features/functions are properly set up</b>	
Authorization	(1) Select your identity provider and successfully log in with your campus credentials you use to log in to your computer, email, etc.
Yes, No, or Explain	
Browser	Switch browsers during testing to make sure (1) you are asked to reauthenticate when you switch to a different browser; (2) the survey works well in different platform and is displayed in consistent format and design (IE, Firefox, Chrome, and Safari); (3) after switching to a different browser, you should see the survey from where you left off.
Reauthentication	
What browser(s) you tried	
Does it work on cell phones?	
Relog in	You can relog in when you leave the survey and pick up from where you left off.
Yes, No, or Explain	
	You can no longer login to the survey after you submit the survey.
Yes, No, or Explain	
Campus logo	The logo is the intended version for 2024
Yes, No, or Explain	
<b>Seed information: seed information is shown correctly</b>	
Campus name substitution	Throughout the survey, campus name is the same as the name of the campus survey you are assigned to test.
Yes, No, or Explain	
AI question	Testers are assigned to either the experiment or the comparison group of AI questions. Please indicate whether you see the right questions for your assigned group (AI_Group).
Add your notes here	
Major evaluation	Testers are assigned to evaluate their major(s), so please test the following things on the "major evaluation" section. Please indicate whether you are asked to evaluate specific majors or overall educational experience. (1) Indicate whether you are asked to evaluate specific majors or overall educational experience (EVA_MAJOR).
Add your notes here	
	(2) If you are asked to evaluate specific majors, please write down the major(s) you are provided to evaluate (MAJOR_TEXT1, MAJOR_TEXT2).
Major 1	
Major 2	
Module assignment	Testers are assigned to different UC modules. Please test if you are directed to the right UC modules questions after you finish the core questions (MODULE1, MODULE2, WILDCARD, WILDCARD2).
Yes, No, or Explain	
<b>Questionnaire: the online instrument aligns well with the questionnaire in print</b>	
Content/spelling of items/subitems	Contents and spellings of the items/subitems are checked.
Yes, No, or Explain	
Item scales	Item scales agree with what's in the PDF instrument.
Yes, No, or Explain	
Order of items	The sequence of items/subitems is checked.
Yes, No, or Explain	
Item branching	Branching means different responses to an item lead to different follow-up questions. Please select different responses to check the branching logic. The branching/displaying logic is highlighted

# Practice 2 : Monitoring Performance of Qualtrics Sites

- Monitor sent-out messages, the performance of the survey site and completed responses after the survey is launched

The screenshot displays the Qualtrics XM dashboard interface. On the left is a sidebar with a search bar and a list of recently visited projects. The main area features a 'Pinned widgets' section with instructions on how to pin widgets and a list of pinned items. Below this is an 'Active surveys' section with three survey cards, each showing new response counts and a line chart of response trends over time.

**Recently visited** [See all projects](#)

- Survey UCUES 2024 - UCLA 5084 Responses [Closed](#)
- Survey TableauConnection [New](#)
- Survey UCUES 2024 - UCM 1565 Responses [Closed](#)
- Survey UCUES 2024 - UCB 12867 Responses [Closed](#)
- Survey UCUES 2024 - UCR 5248 Responses [Closed](#)

**Pinned widgets**

Pin widgets to customize your homepage [New](#)

You can pin widgets from any CX dashboard or survey project to make it easier to find the information you care about the most. Try starting with your most recently accessed dashboards.

- [UCUES 2024 - UCLA](#)
- [TableauConnection](#)
- [UCUES 2024 - UCM](#)

**Active surveys**

- "UCDC Screen" Daily COVID-19 Survey** ☆  
24 new responses  
18K total responses  
  
[Results](#)
- "UCOP Screen" Daily COVID-19 Survey** ☆  
891 new respon...  
71K total responses  
  
[Results](#)
- Campus IT Questions** ☆  
0 new responses  
23 total responses  
  
[Results](#)

# Practice 3: Multiple Publicity Methods

- Emails
- Printed materials (bookmarks, large posters, etc.)
- Student portal
- Social media (Instagram)
- University website
- Newsletters
- Classroom announcement

The 2024 UC Undergraduate Experience Survey (UCUES) is now closed.

The 2024 UC Undergraduate Experience Survey is Now Closed



Why Take UCUES?

Prize Schedule and Rules

Prize Winners

**UNDERGRADUATES**

Tell us about life at UC San Diego and win prizes!

Take the UC Undergraduate Experience Survey. Every student has a voice.

[ucues.ucsd.edu](https://ucues.ucsd.edu)

UC Undergraduate Experience Survey (UCUES)  
Office of Institutional Research

UNIVERSITY OF CALIFORNIA

**SHARE YOUR VOICE**

Tell us about the #1 UC San Diego and win prizes!

**The 2024 UCUES Survey is now closed.**  
**Look for the UCUES again in spring 2026!**

**The 2024 UCUES prize list included:**

Weekly prize drawings through spring quarter for:

- (2) \$40 VISA Gift Cards
- (1) Gift Card for a Selected Campus Dining Location
- (2) \$25 Bookstore Gift Cards

Prize drawings were conducted every week through the spring quarter.  
The sooner UCUES completed, the more chances to win!

We also had great Grand Prizes at the end of the survey period, these included:

- Apple AirPods (3rd Generation)
- (1) Apple iPad (9th Generation, 64GB, 10.2")
- (1) Apple Watch SE
- (3) Apple AirPods (2nd Generation)
- (1) \$250 VISA Gift Card
- (1) Beats Studio3 Headphones (Wireless, Over-Ear)
- (1) JBL Flip 6 Bluetooth Wireless Speaker

Graphic for Instagram

## UC Undergraduate Experience Survey

Take the survey — win prizes!

# [ucues.ucsc.edu](https://ucues.ucsc.edu)

Easiest to take on a laptop or tablet — can also be completed on a phone

Follow the link to take the survey, learn about prizes, and see how results are used to improve academic programs and student services!

## UC Undergraduate Experience Survey

# [ucues.ucsc.edu](https://ucues.ucsc.edu)

How survey results help student life

Improving academic programs  
Improving student services  
Showing trends in student needs

Topics include: Classes – Advising – Campus climate – Food and housing security – Research and creative work – Future plans – and more!

Many prize drawings all spring!

Drawings start as early as week 1 of spring quarter! See the webpage to start the survey and see the list of prizes.

# Practice 4: Customize Subject Line Wording

- Don't use the same subject line wording; instead, customize it based on the email author and message content.

UC Berkeley

Response rate: 37%

- Please Participate in the 2024 UC Undergraduate Experience Survey
- Reminder to Participate in the 2024 UC Undergraduate Experience Survey
- A Letter from Chancellor Christ - UC Undergraduate Experience Survey
- Share Your Experience, Shape Our Future: Complete UCUES Today
- Complete UCUES and Make a Difference
- Participate in UCUES— Every student has a voice!
- Important message from UC Berkeley's Dean of Students
- Your Feedback and Experiences with AI and UC Berkeley are Valuable
- Your Final Chance of the Year to Tell UC Berkeley Leadership How You Really Feel

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UC Santa Barbara

Response rate: 30%

- Official UC Undergraduate Experience Survey (UCUES) Invitation
- Participate in the 2024 UC Undergraduate Experience Survey (UCUES)
- Complete your UCUES survey & raise money for the AS Food Bank!
- Let's Reach \$1000: Watch the Thermometer Rise!
- HURRY! We're so close – Help Us Reach Our Goal Today!
- What's on my ears? (Win \$50 Amazon card + \$250 Apple AirPods)
- I will be drawing five \$50 Amazon.com Gift Cards this week!
- Fun Fact: How tall is Storkie? (Win \$250 Apple AirPods Pro!)
- Dos & Don'ts – Storkie's UCUES Advice! (Win \$50 Amazon card + \$250 Apple AirPods)
- Hurry! Deadline for Prizes Approaching: Win a \$50 Amazon Gift Card + \$250 Apple AirPods!
- 1 Week Left to Snag those \$250 Apple AirPods Pro + a \$50 Amazon Gift Card
- FINAL DAY: \$250 Apple AirPods Pro + \$50 Amazon Gift Card
- Day 1: An Apple-a-Day Prize Week is Here! (\$50 Apple e-cards)
- UCUES Reminder: Every Student Has a Voice!
- Take the UCUES Survey Today!
- Deadline Approaching: Take the UCUES Survey Today!
- Final Day: Take the UCUES Survey Today!







# Practice 5: Customize Invitation and Reminder Messages

- Customize invitation and reminder messages


Take the **UCUES** Student Survey and Win Air Pods, \$250 Visa-Final Two Days!

 Rocky the **UCUES** Raccoon <UCSD\_UCUES@UCOP.EDU>  
To: Tongshan Chang

Retention Policy UCOP E-Mail Management Policy – Inbox (1 year) Expires 8/8/2025

 If there are problems with how this message is displayed, click here to view it in a web browser.  
Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.


**CAUTION: EXTERNAL EMAIL**



Dear Tongshan,

It's me again, Rocky the **UCUES** Survey Raccoon! There are still two days left for you to tell campus leaders about your UC San Diego student experience, and what is working and what could be improved. **Why don't you participate in the UC Undergraduate Experiences Survey (UCUES) by midnight Sunday, August 11<sup>th</sup> and be eligible for prize drawings that include:**

Apple Air Pods (3<sup>rd</sup> generation)  
Beats Studio 3 Headphones,  
JBL Flip 6 Bluetooth Wireless Speaker, or a  
\$250 Visa Card!



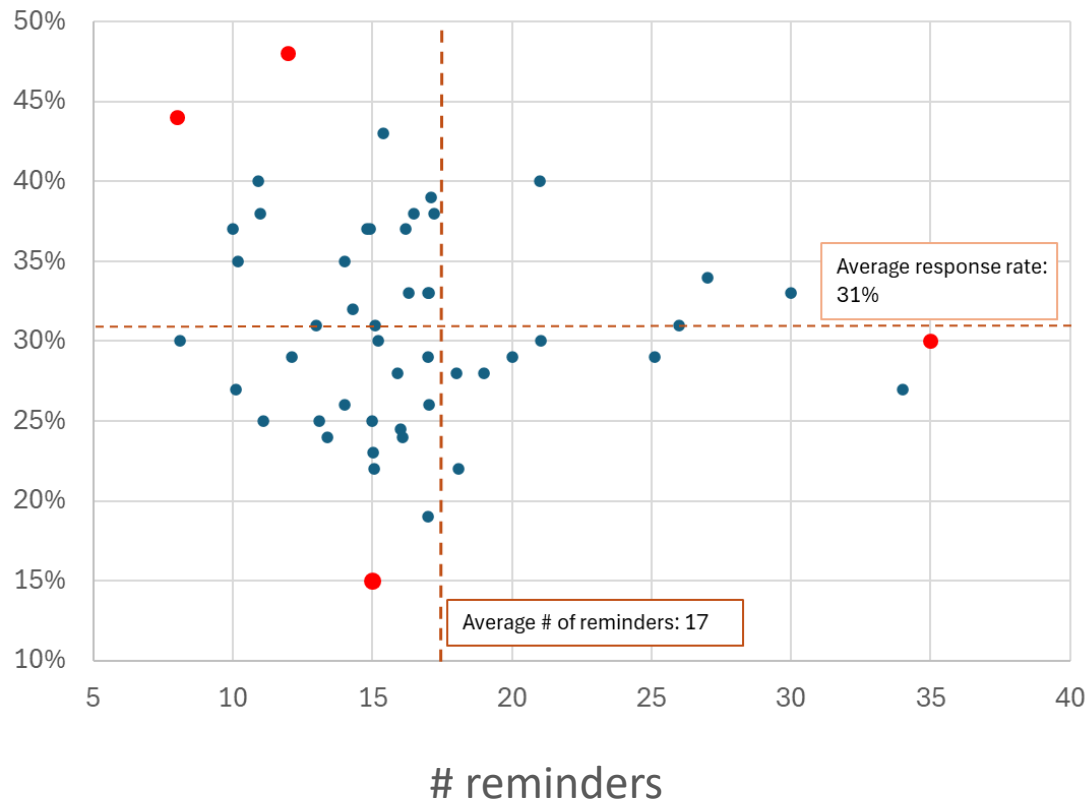
Make a difference and share your views on the **UCUES** Student survey by logging in with your UCSD SSO at:  
<http://uca.us/ucuesucsd>

Oh, and don't forget that you will also be eligible for prize drawings that include:

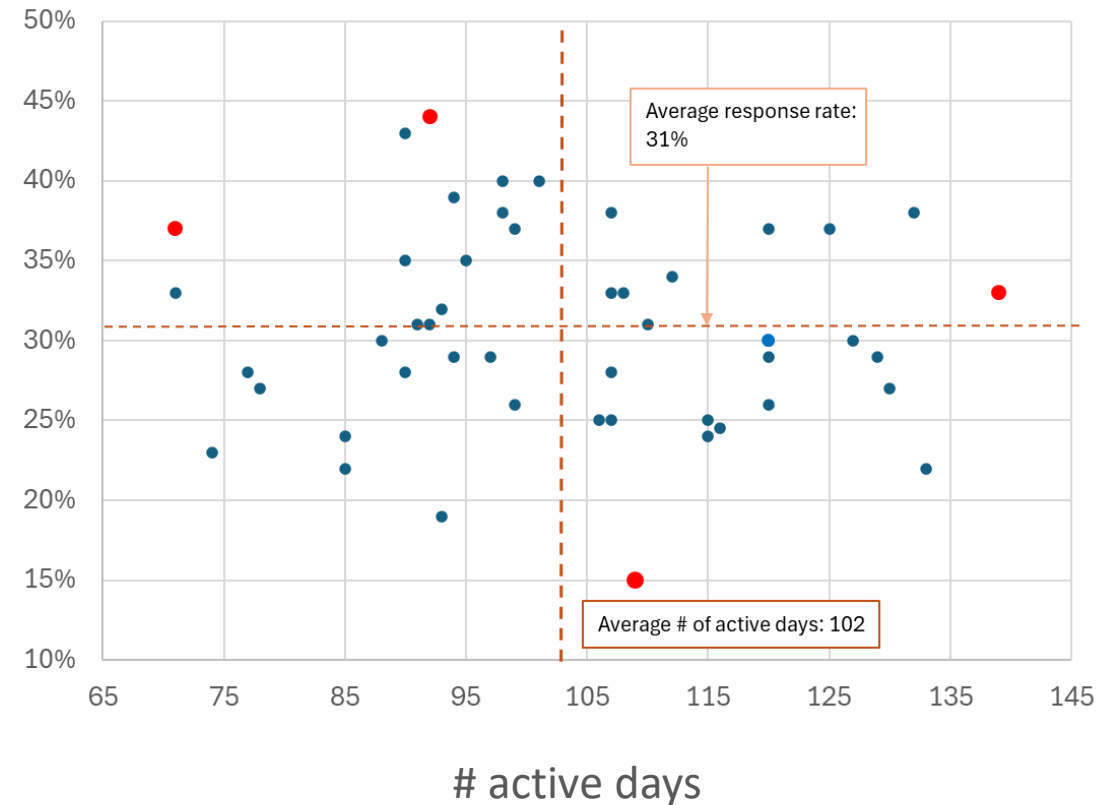
# Practice 6: Send Sufficient Reminders and Maintain an Appropriate Survey Duration

- Send multiple reminders and keep the survey live for an appropriate period, with the number of reminders and the duration the survey remains open depending on various factors.

# reminders and response rates by campus: UCUES 2016-2024

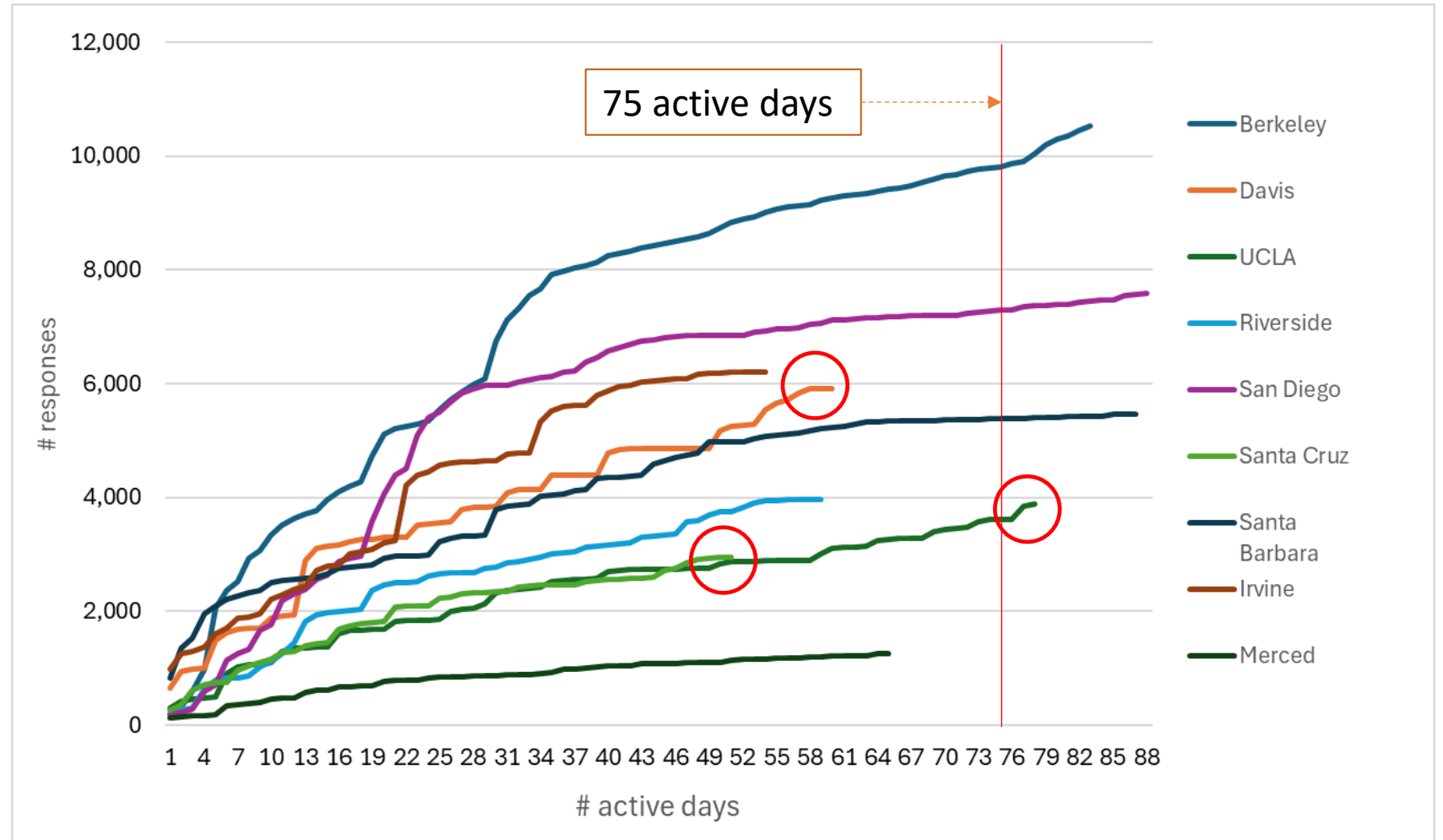


# active days and response rates by campus: UCUES 2016-2024



# Practice 6: Send Sufficient Reminders and Maintain an Appropriate Survey Duration

- Some campuses received a substantial number of responses after 75 active weekdays.



# Practice 7: Incentives DO help.

UCOP and campuses have increased funds for incentives significantly over the years (\$3,000 to \$8,500).

Apple AirPods (3rd Generation)

(1) Apple iPad (9th Generation, 64GB, 10.2")

(1) Apple Watch SE

(3) Apple AirPods (2nd Generation)

(1) \$250 VISA Gift Card

- April 14: **40 prizes.** \$50 Aggie cash cards; \$20 Aggie Cash, \$50 Amazon.com.
- April 22: **25 prizes.** \$20 Aggie Cash cards, \$50 Amazon.com.
- April 26: **50 prizes.** \$20 and \$10 Aggie Cash cards, \$50 Amazon.com.
- May 3: **25 prizes.** \$10 Aggie Cash cards, \$20 Amazon.com.
- May 11: **25 prizes.** \$10 Aggie Cash cards, \$25 Amazon.com.
- May 17: **25 prizes.** \$10 Aggie Cash cards, \$25 Amazon.com.
- May 22: **25 prizes.** \$10 Aggie Cash cards, \$25 Amazon.com.
- May 28: **30 prizes.** \$20 Aggie Cash cards, \$10 Aggie Cash cards.
- June 5: **22 prizes.** \$100 cards for Amazon, Apple, DoorDash, or Target; \$50 Amazon gift cards; \$30 cards.
- June 28: **10 prizes.** \$50 cards for Amazon, Apple, DoorDash, or Target.
- July 1: **10 prizes.** \$50 cards for Amazon, Apple, DoorDash, or Target; \$50 Amazon gift cards.

## Your survey can help The Pantry

For each survey completed between May 1-10, Budget and Institutional Analysis will donate \$1 to the ASUCD Pantry.

[Take the survey](#)

[About The Pantry](#)

## April 2024 Prize Winners!



## Practice 9: Share and Discuss Marketing Strategies for Improvement

- Share and discuss marketing strategies and challenges across campuses to continuously improve practices
  - Sharing materials in the Box folder
  - Monthly meetings
  - UCUES coordinator listserv
  - Meeting with individual campuses

# Practice 10: Strategies Beyond Survey Administration

"Raise an army for a thousand days, use it for just one moment." — Chinese idiom

- **Communicate survey relevant information with students, faculty, staff and the public**
  - IRAP's survey [services website](#) assists units across UCOP and the campuses that participate in UC systemwide surveys to UC students, faculty, staff, and alumni. This website provides information about all surveys IRAP administered in past 20 years and administers periodically now. All campuses have their survey website.
  - [Survey data dashboards](#): present response counts and percentages for most survey questions
  - Attending UC systemwide meetings and conferences to share survey results and analysis
  - Individual meetings with student groups and systemwide committees to discuss survey results and strategies for improvement

# Practice 10: Strategies Beyond Survey Administration

"Raise an army for a thousand days, use it for just one moment." — Chinese idiom

- **Continuous feedback loop**
  - Provide students with information about how their responses will shape decisions
  - Involve students in discussions related to the survey to maintain engagement



# Practice 0: What's Next?

