Alumni Survey Plan – 2016

Chris Heavey and Lindsay Couzens researched the Dartmouth process of conducting alumni surveys and concluded that we do not currently have the resources to follow their model. We have begun consulting with key stakeholders including reviewing the list of questions that have been used in the past and researching best practices for increasing response rates, which was only about 11% the last time the Alumni Survey was administered. Attached is summary of the timeline and steps to be taken to administer the revised survey using the improved process in September 2016.

April 2016
— Gather list of relevant stakeholders
  • Chris Heavey – VPUE
  • Lindsay Couzens – Academic Assessment
  • Jim Ratigan – Alumni Relations
  • Amy Bouchard – Alumni Association
  • Judd Harbin – Campus Life
  • Scott Roberts – UNLV Foundation
  • Others?

Spring/Summer 2016
— Identify/Clarify goals of survey & broad topics
  • List of possible items by topic
  • Items that may provide triangulation with other surveys/ Top Tier goals
— Identify desired target sample
  • Characteristics
  • Size
  • Cost to mail physical letters
  • Number of and cost of prizes, if using
— Determine whether/how to gather missing email addresses from Alumni Association database
  • Form to send back?
  • Physical letter with website to visit?
  • QR code to scan?

June/July 2016
— Obtain physical addresses from Alumni Association/ obtain sample

July 2016
— Compose and finalize physical letter
August 2016
— Mail physical letter
— Finalize survey items/determine length of survey window

September 2016
— Launch survey
— Purchase prizes, if using