Survey Methodology

The IUPUI Continuing Student Satisfaction and Priorities Survey was originally commissioned by the Vice Chancellor for Planning and Institutional Improvement to provide a source of representative data regarding students' satisfaction with their experiences at IUPUI. The survey has evolved in recent years to include information on student assessment of the Principles of Undergraduate Learning and the Climate for Diversity, as well as, the level of Civic Engagement on the IUPUI campuses. The survey was designed by the Office of Information Management and Institutional Research (IMIR) with input from administrative and academic leaders throughout the university.

The 2007 edition of the Continuing Student Satisfaction and Priorities Survey was administered online in the spring of 2007 to a stratified random base sample\(^1\) of 5911 undergraduate students who were enrolled for at least one semester on either the Indianapolis or the Columbus campuses. An initial email was sent announcing the survey. Students were then sent another email including a link to the online survey a week later inviting them to participate. One week later a reminder postcard was sent encouraging participation in the online survey. Three additional email reminders were sent approximately one week apart.

Completed questionnaires from the base sample were received from 1644 students for an adjusted\(^2\) response rate of 30.5%. Because low response rates may distort the estimates of population parameters we would suggest exercising caution when generalizing these results.

The following tables show response rates among various subgroups of the sample. Significant response rate differences (chi square < .05) were found for gender, age, and grade point average. Potential response rate biases should also be kept in mind when interpreting these results.

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\begin{array}{|c|c|c|c|}
\hline
\text{Response Rates by Background} & \text{Overall} & \text{Gender} & \text{Ethnicity} \\
\hline
\text{Overall} & 0.305 & & \\
\hline
\text{Gender} & & & \\
\hline
\text{Female} & 0.31 & 3.0 - 4.0 & 18 - 20 \\
\text{Male} & 0.22 & 2.0 - 3.0 & 26 - 30 \\
& & less than 2.0 & 30+ \\
\hline
\text{Ethnicity} & & & \\
\text{White} & 0.29 & & \\
\text{African Am.} & 0.21 & & \\
\text{Other Minorities} & 0.23 & & \\
\hline
\end{array}
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1 The population was stratified into Indianapolis academic schools and the Columbus campus. Individual random samples were then selected from within each of these sampling frames. The results reported in documents on our website were weighted to restore the proper population proportions.

2 Adjusted response rates refer to the percentage of completed surveys returned divided by the number of respondents receiving the survey. Undeliverable surveys are not figured into the calculation of the adjusted response rate.