2007 CIRP Freshman Web Survey: Materials Needed For Survey Launch
DEADLINE FOR MATERIALS: ~FOUR (4) WEEKS PRIOR TO SURVEY LAUNCH

1. Freshman Survey Approval (required to launch)
A signed copy of Freshman Survey Approval faxed to Jag Patel at 617-812-0471.

2. Text of Supplemental Questions (required to start coding)
Schools may add supplemental questions to the CIRP Freshman Survey. Supplemental questions are strictly limited to 18 multiple-choice (close-ended) questions with up to five responses. The CIRP Freshman Survey does not allow short answer (open-ended) questions. The questions will be clustered at the end of the survey. Unlike other COFHE surveys additional, variations from the designated CIRP format are not allowed.

3. Student File (required to start coding)
The file of information about each student in your sample allows the MIT Web Survey Service to build the security that ensures access and confidentiality. Your technical contact person should send a tab-delimited or Excel file to Jag Patel.

A sample file may be downloaded from <http://web.mit.edu/surveys/cirp2007/>. The Excel file should include one row for each student with the 14 columns below.

1. Unique institutional student identifier (e.g. student id or survey tracking id) that allows you to match the survey data with your records.
2. Student Campus e-mail address
3. Student Admissions e-mail address (optional)
4. Student first name
5. Student middle initial
6. Student last name
7. Student home address
8. Student home city
9. Student home state
10. Student home ZIP code
11. Student phone number (numerals only)
12. Student's birth month (2 digits)
13. Student's birth day (2 digits)
14. Student's birth year (2 digits)

You should keep a copy of this file for your own records. When the survey data are returned to you from HERI, you will be able to identify individual records from students who have granted permission to include their ID number.

4. Text for Welcome and Thanks Web Pages (required to start coding)
The "standard" welcome pages from 2006 are linked in the mockups on <http://web.mit.edu/surveys/cirp2007/>. The welcome pages will include the CIRP Freshman Survey Information Sheet, and additional welcome text from the school. This is the point at which you could mention any procedures for encouraging participation in the survey. Schools must provide a local school contact (phone and/or email address) for their students. Each survey ends with a thank you page telling students they have completed the survey and that they may edit their survey responses while the survey is live. On this thanks page, you may include links to other web sites.

5. Text for Email Invitation and Reminders to Non-responders (required to launch)
Each school must provide text for the invitation letter, including a From line, subject line, and an email address to which students may write if they have questions about the survey. The invitation letter will include the student's personalized link to the web survey; MIT does not typically send advance letters informing the student of the upcoming survey. Up to three reminders may be sent to non-responders. The From, Subject and body of these reminders may all be different. Schools may wish to consider including a statement about MIT's administration of the survey, such as "Our colleagues at MIT are hosting the technical administration of this survey for our [school] freshman."

6. IT Contact for Email Test (required to launch)
MIT needs to verify with each campus that personalized email invitations to students will get past email rate-limiting and spam filters. MIT would like the name of an IT contact that is familiar with any campus policies before MIT runs any email tests. The IT contact is likely a person who could "white list" the MIT mail server, give us a pass phrase for the email to bypass spam filters, or assure that the mail will get through. Once the IT contact is identified, MIT will work with the contact to identify issues that may arise.