

DATA BUDDIES SURVEY INCREASING RESPONSE RATES TIP SHEET

CERP consulted with departments who have been successful in obtaining strong response rates on data buddies surveys in the past. The tips below are generated based on recommendations from these departments.

Feel free to mix and match these tips, or pick the tips that you feel would work best in your department:

1. **Emphasize the importance of the survey to the computing community.** Students' responses inform research on issues relating to computing education.
2. **Emphasize the importance of the survey to your department.** Students' responses help the department figure out how better to serve students.
3. **Stress that the Computing Research Association conducts the survey,** which is a reputable organization. This may prompt the students to take the request more seriously.
4. **Have faculty and/or department chair remind students to take the survey in person (e.g., in class) when possible.** (they might talk about tips 1-3 above to encourage the students).
5. **Allot 15 minutes at the end of class time** for students to complete the survey. Most students are able to complete the survey in this timeframe.
6. Send multiple **reminder emails.**
7. Post our **QR code** around the department or building.
8. **Alert students to forthcoming survey** 1-2 weeks prior to survey distribution.
9. Have an **internal raffle or incentive**, where students are awarded from the department.
10. Use **synonyms for 'Survey'** such as Feedback or Poll.
11. **Distribute the survey when you think the timing is right for the students.** For instance, wait to distribute the survey until students may have more time to complete the survey, such as after final exams are finished.