


**SOLVING THE EXTERNAL SURVEY PUZZLE...SIMPLIFYING THE SURVEY REPORTING PROCESS!**

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**Why should we report our data?**

- Institution's name and characteristics are marketed to prospective students.
- Data is published to college search engines for students, high school counselors, and parents.
- Additionally, these surveys make data and information readily available for future data requests.




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**Impact of not completing/updating external surveys**

- Prospective students are not looking at the most recent and accurate data for your school.
- Institution may be included in incorrect comparison groups.
- Institution will not be included in well-known rankings reports (e.g., Best Colleges Rankings by U.S. News & World Report).

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**Common Data Set**

- Ten basic areas of information about an institution are contained in the CDS.

A. General Information	F. Student Life
B. Enrollment and Persistence	G. Annual Expenses
C. FTY Freshman Admission	H. Financial Aid
D. Transfer Admission	I. Instructional Faculty and Class Size
E. Academic Offerings and Policies	J. Degrees Conferred

- These areas create a starting point, or foundation for the respondent to complete other external surveys.
- This foundation will help alleviate the burden of responding to additional surveys.

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### Burden on the Respondent

- The CDS can be used to complete portions of other surveys.
- However, even if CDS is utilized, a large percentage of the survey sections remain to be completed by the Institutional Research Office.

Surveys Completing	Survey Completion Source		
	Common Data Set	Institutional Research Office	Other Offices*
Common Data Set		47.3%	52.7%
CollegeBoard	50.9%	40.5%	8.6%
Merritt Research	68.8%	31.3%	0.0%
Princeton Review (CDS Survey)	100.0%	0.0%	0.0%
Princeton Review (RDS Survey)	0.0%	67.0%	33.0%
Peterson's	59.4%	38.7%	1.9%
ACT IDQ	54.1%	44.1%	1.9%
Wintergreen Orchard House	40.1%	50.5%	9.3%
U.S. News & World Report	36.3%	53.2%	10.5%

\*Other offices consist of Admissions, Financial Aid, Finance, etc.

### Crosswalk of Surveys

- We then analyzed completed surveys to see if we could reduce the amount of time spent on answering sections from scratch.

Surveys Completing	Survey Completion Source					
	Common Data Set	CollegeBoard	Peterson's	Wintergreen Orchard House	Institutional Research Office	Other Offices
Common Data Set	✓				✓	✓
CollegeBoard	✓				✓	✓
Merritt Research	✓				✓	
Princeton Review (CDS Survey)	✓					
Princeton Review (RDS Survey)		✓			✓	✓
Peterson's	✓	✓			✓	✓
ACT IDQ	✓	✓	✓		✓	✓
Wintergreen Orchard House	✓	✓	✓		✓	✓
U.S. News & World Report	✓	✓	✓	✓	✓	✓

### Recycling Reduces Time

- As displayed by the graph below, the percentage of sections the respondent completes from scratch decreases when answers from completed surveys are used.

Survey Provider	Percent of sections completed by IR Office and Other Offices	Percent of sections completed by CDS and other External Surveys
CollegeBoard	50.9%	49.1%
Merritt Research	68.8%	31.2%
Princeton Review (CDS Survey)	100.0%	0.0%
Princeton Review (RDS Survey)	15.2%	84.8%
Peterson's	71.5%	28.5%
ACT IDQ	68.9%	31.1%
Wintergreen Orchard House	61.7%	38.3%
U.S. News & World Report	81.5%	18.5%

### Conclusion

- Completing and updating external surveys:
  - Serves as a recruitment tool for the institution
  - Provides prospective students and their parents an image of the institution
- Recycling answers of completed surveys:
  - Keeps consistency in reporting institutional data and information
  - Reduces the amount of time the survey respondent typically spends answering sections from scratch
  - Makes information readily available for future information requests