



## Frequently Asked Questions: Administering *SENSE* 2020 Online

### 1) Can my college administer *SENSE* 2020 online?

If a college is providing instruction completely online in fall 2020, it may administer *SENSE* online. The Center is offering this option for *SENSE* 2020 as some colleges may not yet be able to offer in-class instruction due to the COVID-19 pandemic. The Center is unsure if it will offer this option in the future.

### 2) How does my college register for the online version of *SENSE* 2020?

Follow the normal [registration](#) steps. When complete, please email [surveyops@cccse.org](mailto:surveyops@cccse.org) indicating interest in the online survey. The type of survey administration will be verified during a data verification process in June.

### 3) My college is offering in-person classes in fall 2020, but we would rather administer the online survey. Can we?

If colleges are offering in-class instruction, the survey administration should be in class. With an in-class administration, colleges are more likely to have representative data and be included in and have access to the full breadth of Center reporting.

### 4) What are the risks associated with administering the online survey?

Historically, the online versions of Center surveys have yielded much lower response rates than the pencil and paper, in-class surveys. Because of this, it is imperative that colleges encourage their entering students to complete the survey. College contacts will receive a procedure guide for the online survey on June 1 that will include sample communications from the college president to faculty about the survey, sample communications from the college president to students about the survey, reminder message templates, and tips for increasing the online survey response rate.

### 5) What type of reporting should my college expect if we administer the online survey?

At a minimum, colleges participating in the online survey will receive a codebook, a file with their respondent data, and means and frequency reports of their institutional results. Center research staff will have to wait until all online surveys are submitted before knowing if standard comparative reporting will be made available to colleges participating in the online survey.

If you have questions about this, please contact [surveyops@cccse.org](mailto:surveyops@cccse.org).

**6) Who should receive the online survey?**

The online survey should be sent out to all entering students at the college. Alternatively, the survey could be sent to all students in developmental education courses, first-level English and math courses, and student success courses. The college should communicate with these students in advance of the survey being sent and throughout the survey administration process. The Center will provide communication templates for these targeted messages.

**7) How is the survey sent?**

The Center will prepare unique access codes for each student at the college. The access codes will be sent to the college contact during their first week of class. The College will be responsible for delivering the online survey link and an access code to each student.

The Center will not collect student IDs on the online survey. Colleges will need to track which students receive each access code in place of tracking students through IDs.

The Center will provide a responder tool that the college contact can use throughout the survey administration process. The tool will list access codes that have been used so that the contact can match unused access codes with students who have not responded to the survey and send them targeted reminder messages. The Center will provide reminder message templates to the college contact.

**8) Are there tips for increasing the number of students who respond to the online survey?**

The Center believes communicating the importance of the survey to students and faculty is **critical** to the success of the administration. The Center's goal is for colleges to receive adequate data for making informed decisions when thinking about redesigning the student experience.

Colleges can encourage faculty who teach developmental courses, first-level English and math courses, and student success courses to include targeted messages about the survey on their learning management system course pages. Those who lead online orientation for new students can promote the survey in that space. Tips such as these as well as communication templates will be included in the procedure guide that is sent to the college contact.

**9) What is the deadline for students to respond to the online survey?**

The survey response deadline is November 6, 2020. The campus contact will be reminded of the deadline as it approaches.

**10) What is the cost of administering the online survey?**

The cost is the same as for the [in-class survey administration](#). However, with *SENSE* 2020, if a college must withdraw from the online survey due to complications caused by COVID-19 after the access codes have been sent, the standard cancellation fee will be waived.

**11) Can we include a special-focus module with the online survey?**

The COVID-19 and Guided Pathways special-focus modules will be included in the online administration free of charge, but other custom and standard modules cannot be included.