



Campus Climate Survey Launch Preparedness Toolkit

Guidance to Launch EAB's Climate
Survey Template

Student Affairs Forum

Prepare to Launch Your Campus Climate Survey

Set Your Survey Launch Up for Success with Three Key Steps

Preparation is key to successfully surveying students and we outline in this toolkit the three key steps for getting your campus ready for survey administration. For each step, we have provided documents, checklists, and templates designed to guide you through the process. EAB recommends that you pair this toolkit with our Ready-to-Go survey template for optimal results.

1. Identify and engage key stakeholders

- Assemble a campus climate survey team
- Identify additional campus stakeholders
- Educate campus leaders and stakeholders

2. Prepare to launch the survey

- Brand and market your campus climate survey
- Craft an incentive strategy
- Draft survey invitation and reminder emails

3. Plan for the results

- Gather additional relevant data
- Develop a plan for communicating your results

Assemble a Campus Climate Survey Team

Launching a campus climate survey requires collaboration from a broad group of campus leaders, administrators, and students. EAB recommends creating a small campus climate survey team to coordinate the set-up, launch, and administration of your survey, and to prepare to analyze the results.

INSTRUCTIONS: Use this exercise to quickly identify your key partners and stand up your team on campus.

Identify Campus Partners

Experts on Campus Sexual Violence

1. What offices, administrators, faculty or staff are campus experts on sexual misconduct?

2. Who most commonly interacts with students involved with campus sexual misconduct cases?

Experts on Campus Diversity and Inclusion Initiatives

1. What offices, administrators, faculty or staff are campus experts on campus initiatives with respect to diversity and inclusion?

2. Who advises diversity programs or works closely with diverse students on campus?

Other Campus Experts

1. Who has assessment expertise (e.g. institutional assessment) to help set-up the survey and analyze results?

2. Who has communications expertise (e.g. marketing, publicity) and can help administer the survey on campus?

3. Who has tech expertise (e.g. build websites, gather student emails) and can help administer the survey on campus?

4. What other administrators or faculty members do work is relevant to the survey topic areas?

5. Who are the student leaders who are active in these campus efforts or who can publicize the survey?

Assemble a Campus Climate Survey Team (cont.)

Establishing Your Team

Based on the partners you brainstormed on the previous page, use this organizing tool to establish a team charter. Your charter should outline who leads and participates in the team and establish when and how often the team will meet.

<p>What is the purpose of the team?</p>	<p><i>Example: The team will prepare and inform the campus community for the campus climate survey, partner with EAB to customize and administer the survey, and develop and execute a plan for using and sharing the results.</i></p>
<p>Who will lead the team? <i>This person has final decision-making power within the team and liaises with senior leaders for decision support as needed.</i></p>	<p><i>Examples: Chief Diversity Officer, Title IX Coordinator, Institutional Assessment Expert, Dean of Students</i></p>
<p>Who will directly serve on the team? <i>Define how their role will support this work (e.g. subject matter expertise, logistical support, technical support).</i></p>	<p><i>Examples: Chief Diversity Officer, Title IX Coordinator, Dean of Students</i></p>
<p>Who will the team need to consult?</p>	<p><i>Examples: Communications Officer, IT Representative, Student Leaders, Faculty, Advocacy Center Staff</i></p>
<p>When will the team first meet?</p>	
<p>How often will your team meet?</p>	

Identify Additional Campus Leaders and Stakeholders

Outside of your immediate campus climate survey team, there are likely additional campus stakeholders who should either be involved in planning for the survey and/or informed of the results.

INSTRUCTIONS: Use the table below to brainstorm a roster of additional stakeholders you may want to include in the planning and/or results dissemination processes.

Roster of Potential Stakeholders

Role	Should they be informed about the survey? (Y/N)	Should they be informed of the results? (Y/N)	Additional Notes
Board of Trustees			
President			
President’s Cabinet			
Provost’s Office			
Vice President for Student Affairs			
Chief Diversity Officer			
Dean of Students			
Chief of Campus Police or Campus Security			
Director of Counseling Services			
Director of Student Health Services			
Title IX Coordinator			
Director of Residence Life			

Educate Campus Leaders and Stakeholders

Because of the far-reaching impact of campus climate surveys and their results, institutions should educate campus leaders and stakeholders about the survey, including what it is and why it matters right now. Educating key stakeholders early ensures that the community is prepared to act on the results to improve the campus climate.

INSTRUCTIONS: Use this template to draft a quick guide to your institution's campus climate survey. You can customize this template for specific groups of leaders and stakeholders, like the ones you prioritized on the previous page.

Six Essential Components to a Campus Climate Survey Quick Guide

1 Overview

Short description of the campus climate survey.

2 Background

*Why is the campus climate survey important right now?
(e.g., state legislation, pressure from students or alumni, strategic priorities)*

3 Expected Impact

How will the survey's results be used to improve the campus community?

4 Schedule of Events

When will the survey be administered on campus? When will the data and results be shared?

5 Constituency-specific Concerns and Questions

*What are this constituency's specific concerns or questions about the survey?
(e.g., how might their role be impacted by the survey, how they might use the results)*

6 Contact Information

Who should people contact for more information?

Brand and Market Your Campus Climate Survey

Tactics to Encourage Student Participation

Creating a strong brand and marketing campaign for your campus climate survey is an important part of ensuring a high response rate. Because students receive so many different surveys each semester, EAB recommends specifically branding and marketing your campus climate survey to encourage student participation.

INSTRUCTIONS: Use this guidance to determine how your institution will brand and market your campus climate survey to students to encourage their participation the survey and in a greater discussion about related initiatives.

From Brand Concept...

Key Considerations

- 1 Choose a **brand name** for your survey. This gives all members of the community a singular way to discuss the project across marketing channels.
- 2 Encourage students' participation in discussing the survey before it launches. For example: invite students to join an online discussion by using a **survey-specific hashtag**.
- 3 In all student facing materials, **contextualize the survey** as an opportunity for students to influence their campus environment for the better.

...to Marketing Materials

How Other Campuses Have Marketed Their Surveys

- ✓ Ads in the school newspaper
- ✓ Displays on monitors in student centers
- ✓ Table tents in dining halls
- ✓ Pop-up survey stations in libraries
- ✓ Notifications on student web portals
- ✓ Door hangers on all rooms in residence halls
- ✓ Rubber bracelets with the survey logo
- ✓ Social media campaigns

Case Study: Survey Brand Gets Rutgers Campus "Buzzing"

"At Rutgers, the campus climate survey was named #iSPEAK to emphasize that it provided an opportunity for students to share their personal experiences with an audience that valued their input. The name is short, easy to spell, and memorable. Additionally, by incorporating the hashtag into the name when written, the Rutgers research team signaled the intention to use social media in communicating about the survey and solicit student participation in messaging. Across Facebook, Twitter, and Instagram, members of the Rutgers community used the hashtag #iSPEAK to talk about the survey and ending sexual violence on campus."

Rutgers University Center for Violence on Women and Children

Key Discussion Questions for Your Campus

- 1 How will you brand your institution's survey?
- 2 How will you market your institution's survey to students?
- 3 How can students participate in the campus conversation about the survey, before and after it launches on campus?

Source: McMahon, S., Stepleton, K., & Cusano, J. (2016). Understanding and responding to campus sexual assault: A guide to climate assessment for colleges and universities: Chapter 3: Conducting a Resource Audit. Center on Violence Against Women and Children, School of Social Work, Rutgers, the State University of New Jersey; EAB Interviews and Analysis.

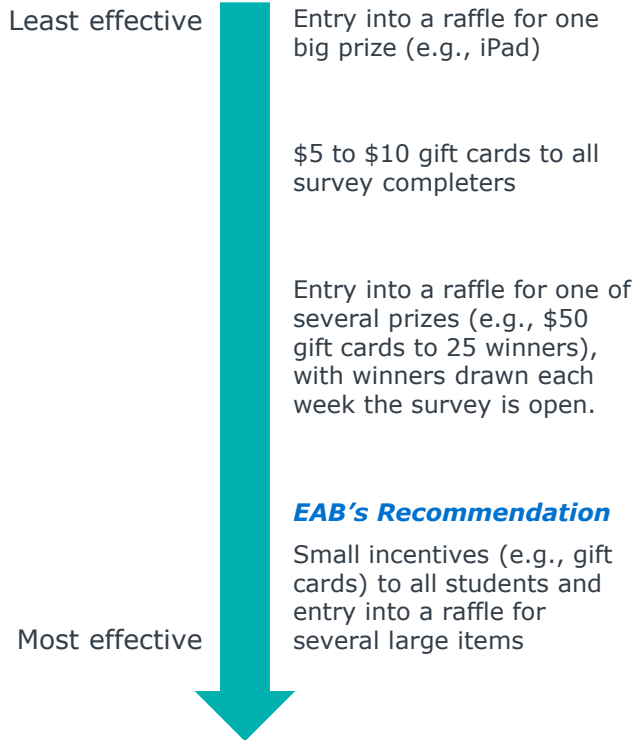
Craft an Incentive Strategy

The Better the Incentives, the Better the Response Rate

Research demonstrates that providing incentives for participation boosts survey completion rates. Creating an incentive strategy will build student interest in your survey and promote a higher participation rate.

INSTRUCTIONS: Use the quick checklist and planning questions below to create an incentive strategy that matches your institution’s participation goals.

Weighing Incentive Options



Quick Checklist for Establishing an Incentive Plan

- Determine your overall budget for incentives.
- Identify incentives that resonate with students.
- Ensure incentives are easy to distribute (e.g., electronic gift cards instead of cash).
- Create an electronic form to collect respondent contact information separate from the anonymous climate survey. Protect the form against duplicate entries. Platforms like [Google Forms](#) (free and simple to use), Survey Monkey, Survey Gizmo, or Qualtrics are popular options.
- Embed the incentive form link in the final “Thank You” page at the end of the climate survey. This method ensures that the climate survey responses remain anonymous and respondents must complete the full survey to be eligible for incentives.
- Distribute incentives to respondents during and/or immediately after the survey closes.

Your Institution’s Incentive Strategy

Incentive budget	
Type of incentives	
How you will collect students’ contact information (e.g., Google Forms)	
Distribution strategy (who will be responsible, timing, method, etc.)	
Other notes	

Draft a Survey Invitation Email

Sample Scripting and Considerations

Survey context and incentive information are essential “whys” to include in your survey launch email. Use the sample scripting and considerations on the following pages to craft your own email messages that will resonate with students and boost your survey response rate.

Survey Invitation Email

Sample Scripting

Send Date: Day of survey launch

Subject: Tell us about your **[UNIVERSITY]** experience – brief survey on campus climate

Dear Student,

As part of our ongoing effort to make sure you feel welcome and safe at **[INSTITUTION]**, I invite you to take a moment to complete this survey about **[incidences of certain types of sexual and physical experiences in relationships on campus]** or **[your experiences as a student on campus]**.

The survey takes about **[12-18]** minutes to complete. At the end of the survey, you can enter your name to be eligible to win **[PRIZE]**.

All questions are voluntary and your responses are confidential and anonymous. You can access the survey here: **[hyperlink to survey URL]**

I hope you take this opportunity to contribute to our understanding of a very important aspect of student life on campus. We are committed to ensuring a safe, healthy, and nondiscriminatory environment for our students. You can help us in our work to keep all students safe.

[Briefly share how the results will be used and when they will be shared on campus.]

If you have any questions about the survey, please contact **[name, title, email for campus climate survey point person]**.

Thank you in advance for your assistance and participation!

[CLOSING SALUTATION AND SIGNATURE BLOCK]

Craft a Compelling Subject Line



Determine the quickest way for your institution to communicate what the survey is and why students should participate.

Common Email Subject Lines

- Tell us about your **[INSTITUTION]** experience
- Share what you think – brief survey on campus climate
- Invitation to complete a brief campus climate survey
- Your **[INSTITUTION]** experience – brief survey on campus climate

Determine the Face of the Survey



Who will be responsible for inviting students to take the survey? Choose someone who students consider trustworthy and accountable.

Key Questions to Consider

1. Whose name or title is most recognized and respected by students?
2. Who are students most likely to open an email from?
3. To whom do students feel most accountable?
4. Who has significant influence with students?

Draft Survey Reminder Emails

Sample Scripting

First Reminder Email

Sample Scripting

Send Date: One week after survey launch

Subject: Reminder! Tell us what you think – brief survey on campus climate

Dear Student,

A week ago, I sent a link to a survey about **[TOPIC]**.

Your voice matters in this survey. By sharing your experiences we can make our campus community a healthier and safer place. If you have not yet completed the survey, please take a few minutes to do so now.

The online survey will be available only until **[DATE]**. Your responses will be completely anonymous. Again, you can access the survey at the following link.

[SURVEY URL]

Optional incentive language: As a reminder, survey respondents have the chance to win **[PRIZE]**.

If you have any questions about the survey, please email **[CONTACT]**.

[CLOSING SALUTATION AND SIGNATURE BLOCK]

Final Reminder Email

Sample Scripting

Send Date: One week before survey close

Subject: Last chance – tell us about your **[INSTITUTION]** experience

Dear Student,

Thank you to those who have already taken the campus climate survey. Your responses are invaluable to creating a safe and welcoming environment at **[NAME OF INSTITUTION]**.

If you haven't taken the time yet to respond to the climate survey, please do so now. The survey will be closing on **[DATE]** and we would deeply appreciate your input.

[SURVEY URL]

Optional incentive language: As a reminder, survey respondents have the chance to win **[PRIZE]**.

If you have any questions about the survey, please email **[CONTACT]**.

[CLOSING SALUTATION AND SIGNATURE BLOCK]

Gather Additional Relevant Data

Contextualize the Results with Relevant Campus and External Data

INSTRUCTIONS: While surveys provide a valuable snapshot of your campus climate, additional relevant data from campus and external sources can help stakeholders understand and interpret the results of your campus climate survey. Use this worksheet to brainstorm additional types of data that you might want to use to contextualize your survey results and determine how you can access this data moving forward.

Data Type	Purpose	Sample Data Points
Reporting Data	Provides up-to-date information regarding incidents beyond the annual security report	<ul style="list-style-type: none"> • Number of formal reports and confidential disclosures • Number of reports from different reporting options on- and off-campus • Source of reports
Usage Data	Provides information regarding student usage of on- and off-campus resources and supports	<ul style="list-style-type: none"> • Number of students accessing resources and support • Website traffic (including particular times of year/day)
Outcomes Data	Provides information regarding how students fared at the institution after experiencing and/or reporting an incident	<ul style="list-style-type: none"> • Student experiences and satisfaction with the reporting process • Percentage of students retained following an incident
External Data	Provides context about how the institution's results align with other institutions	<ul style="list-style-type: none"> • Data from national surveys (e.g. AAU survey) • Data from government or third-party organizations

What campus or external data points should you gather in advance to help make meaning of your campus climate survey results?

Who on campus has access to these specific data points or knowledge of relevant data sources (e.g., institutional research office, campus police, Title IX Coordinator, bias response team, CARE/BIT team, etc.)

Sharing Campus Climate Survey Findings

General Guidance for Creating a Results Dissemination Plan

Because there are many decisions to be made about how to communicate the climate survey data once you've analyzed the results, **start to develop a communication strategy prior to launching the survey and analyzing results.**

EAB recommends sharing high-level survey findings with the campus community and the public. Effectively communicating the results to students – and what you'll do as a result of your findings – demonstrates your commitment to improving their experience and supports future survey success.

Consider posting high-level findings on your institution's website. A dedicated page for the results can be nested within your institution's student life, sexual misconduct, or diversity and inclusion webpages. Not only will this drive website traffic, but it will contextualize the findings alongside the policies and resources your institution offers. Direct the campus community to the findings through a student newspaper article, social media posts, announcements from student leaders, and the other channels you used to promote the climate survey.

More detailed results reports should be shared with internal stakeholders who are charged with prevention and response. Information can be shared in committee meetings, over email, and in annual reports.

The Five Be's of Sharing Campus Climate Survey Results

Be **Honest**

Share both strengths and improvement areas



Acknowledge the positives and be transparent about problem areas. This builds trust and confidence with campus constituents.

Be **Timely**

The sooner you share results, the sooner you can move forward with positive change



Don't rush to share results before you're ready, but keep the process moving forward. Give an approximate date when results will be shared.

Be **Flexible**

Tailor reporting to different campus audiences



Consider sharing high-level results with the campus community and the public and producing detailed reports for staff directly involved in sexual violence prevention and response.

Be **Proactive**

Share the steps that will be taken as a result of the survey findings



When communicating survey results to the campus community and the public, also share an action plan that addresses problems the survey identified.

Be **General**

Protect the identities of survey respondents



Never share information that would make survey respondents feel their responses aren't anonymous and confidential. Store survey data and reports on a secure server in an access-restricted folder.

Communication Planning Guide

INSTRUCTIONS: Use the template that follows to jumpstart a communication plan for sharing campus climate survey results. The below instructions will guide you through each field in this worksheet as you consider who should know about the results, what they need to know, and the best way to deliver the message.

1 Audience

Who are the specific constituencies that you will share results with? To start, consider these groups:

- | | |
|---|---|
| <input type="checkbox"/> Senior Leadership | <input type="checkbox"/> Faculty and Staff |
| <input type="checkbox"/> Board of Regents | <input type="checkbox"/> Dedicated Administrators or Units (e.g., Title IX Officer) |
| <input type="checkbox"/> Campus Taskforces | <input type="checkbox"/> Interested Researchers |
| <input type="checkbox"/> Media and General Public | <input type="checkbox"/> Prospective Students and Families |
| <input type="checkbox"/> Current Students | <input type="checkbox"/> Donors and Alumni |

2 Key Messages

What are each specific audience's top takeaways from survey results? What do you need them to know about next steps you're taking? Is there an initiative you can relate to the data in terms of effectiveness or institutional commitment?

3 Desired Outcome

Why are you sharing this information with each audience? We've identified three reasons to share campus climate survey results with these groups. Check the box that best suits your needs and write in additional notes as needed.

- **Inform:** Audience is interested in the results and/or is often impacted by next steps. Audience does not play an active role in executing on next steps. The framing for this type of message is something like "This is what we learned, and here's what we're doing." *Examples: Current students, board of trustees, general public*
- **Consult:** Audience has knowledge or expertise that can inform next steps or specific actions to take. These are often subject matter experts or peripheral stakeholders. The framing for this message might be "Here's what we learned, what do you think we should do about it?" *Examples: Campus researchers, faculty with subject matter expertise*
- **Act:** Audience is responsible for taking action in their respective units based on survey results. By necessity, they play an active role in decision making and/or affecting outcomes. The framing for this message is "Here's what we learned, let's set an execute a goal for your role/unit." *Examples: Title IX officer, Dean of Students*

4 Messenger and Mode

Who is the best person to deliver your key messages to each audience? How should the information be conveyed in the immediate? How will results be accessible longer term? Consider press releases, email blasts, presentations, dedicated web pages, infographics, written reports, etc.

5 Owner

Specify the person or office that will be responsible for next steps to communicate with this group.

Audience	Key Messages	Desired Outcome	Messenger and Mode	Owner
Example: Media and General Public	<ul style="list-style-type: none"> • Most students feel safe on campus and supported by faculty and administrators • Include subset of key findings • University to focus efforts on informing, training, and reinforcing info about reporting and resources 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Inform <input type="checkbox"/> Consult <input type="checkbox"/> Act 	<ul style="list-style-type: none"> • Press release, including quote from VPSA and Title IX director • Dedicated webpage to access info into the future 	Communications Officer
	<ul style="list-style-type: none"> • 60% of students are aware of confidential resources and the school's reporting process • In the next two years, we need to focus on increasing knowledge of reporting process and resources by 15% or more 	<ul style="list-style-type: none"> <input type="checkbox"/> Inform <input type="checkbox"/> Consult <input checked="" type="checkbox"/> Act 	<p>Vice President of Student Affairs to share finding and goal in advance of next one on one meeting with Title IX Director to discuss action plan and goal in-person</p>	VPSA
		<ul style="list-style-type: none"> <input type="checkbox"/> Inform <input type="checkbox"/> Consult <input type="checkbox"/> Act 		
		<ul style="list-style-type: none"> <input type="checkbox"/> Inform <input type="checkbox"/> Consult <input type="checkbox"/> Act 		

Audience	Key Messages	Desired Outcome	Messenger and Mode	Owner
		<input type="checkbox"/> Inform <input type="checkbox"/> Consult <input type="checkbox"/> Act		
		<input type="checkbox"/> Inform <input type="checkbox"/> Consult <input type="checkbox"/> Act		
		<input type="checkbox"/> Inform <input type="checkbox"/> Consult <input type="checkbox"/> Act		



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