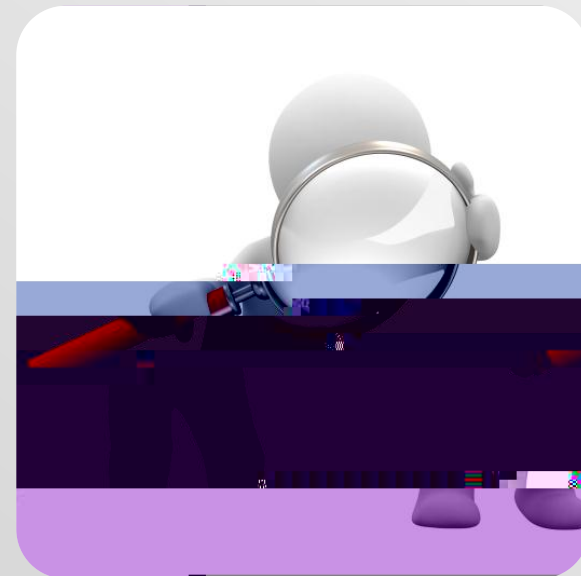


We will discuss...

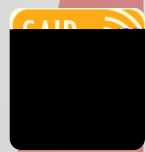
The importance of completing and updating external surveys.

The burden of external surveys each year.

The importance of the Common Data Set (CDS) in completing external surveys.



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Why are External Surveys Important?



College search engines are a starting point for students/parents

Provide an overall snapshot of your institution

Compare multiple institutions:

Campus Life

Class Size

Cost

Enrollment

Faculty

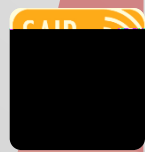
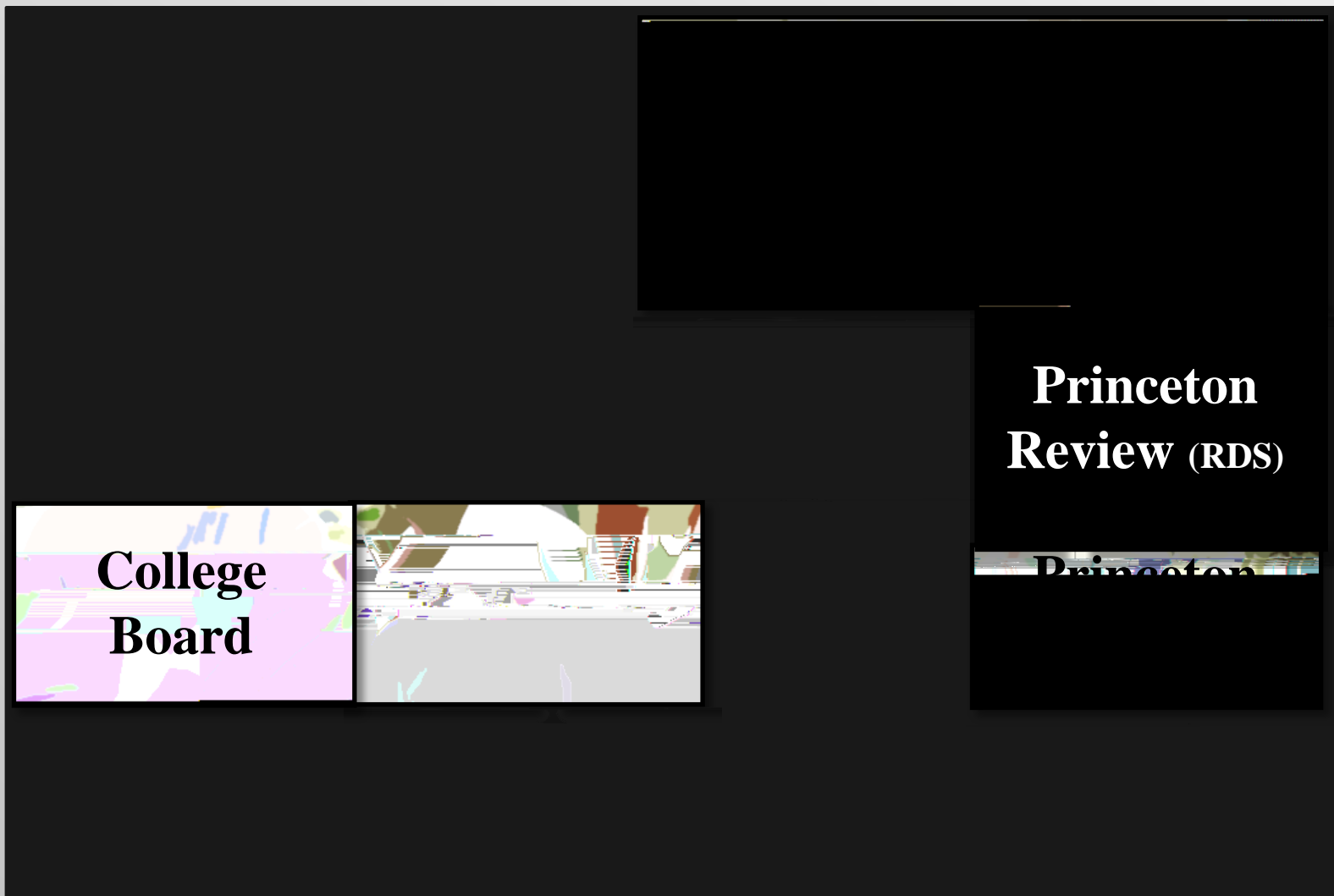
Location

Programs/Degrees

Safety

Help narrow down a list of campuses to visit

Provide relevant and current information to assist in college decisions



CollegeBoard

College Board code: []

[Add to List](#)
[Compare](#)
[Find Similar](#)
[Map It](#)
[Apply](#)
[Request Info](#)
[Print Full Profile](#)
[Send to a Friend](#)

[▼ At a Glance](#)
[► Admission](#)
[► Cost & Financial Aid](#)
[► Academics & Support](#)
[► Sports](#)

Type of School
 Public
 Liberal Arts College
 College of Business

Calendar: Semester
Degrees offered:

[Red Boxed Area]

Setting
 Suburban setting
 Small city (50,000 - 249,999)
 Commuter campus

Size
 Total undergrads: 3,941
 First-time degree-seeking freshmen: 990
 Degree-seeking undergrads: 3,837

Student Body
 1st-year students: 4% Part-time students

[How Do I Stack Up?](#)
 How does my academic performance stack up?

Type of School
 Liberal Arts College
 College of Business

Calendar: Semester
Degrees offered:

[Red Boxed Area]

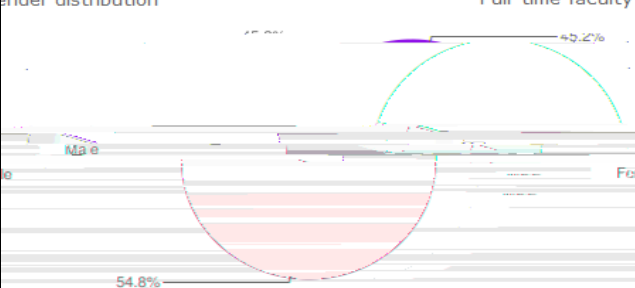
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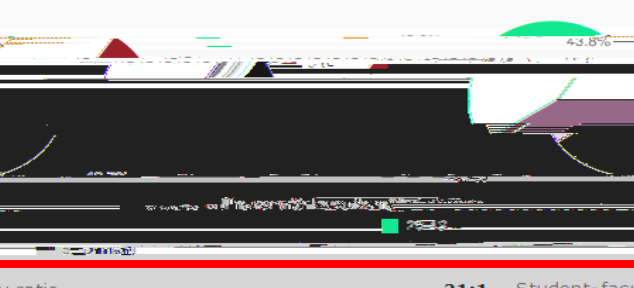
Size
 Total undergrads: 10,794
 First-time degree-seeking freshmen: 2,522
 Degree-seeking undergrads: 10,751

Student Body
 1st-year students: 4% Part-time students

[How Do I Stack Up?](#)
 How does my academic performance stack up?

U.S. News & World Report

U.S. News Ranking	
Tuition & Expenses	
\$4,949 (2010-11)	
\$16,563 (2010-11)	Out-of-state tuition and fees
(2010-11) - Low	Room and board
	\$6,288
N/A Net price calculator	
+ More	
Faculty & Classes	
General education/core curriculum required	Yes
Coursework required for graduation	N/A
Class sizes	N/A
Student-faculty ratio	
Gender distribution	
Full-time faculty gender distribution	
	

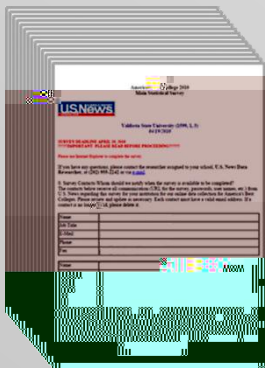
U.S. News Ranking	
Tuition & Expenses	
In-state tuition and fees	\$5,656 (2011-12)
Out-of-state tuition and fees	\$27,933 (2011-12)
Room and board	\$6,800 (2011-12)
Faculty & Classes	
General education/core curriculum required	Yes
Coursework required for graduation	
Humanities	
Class sizes	
	
Student-faculty ratio	21:1

Demand Placed on Respondent

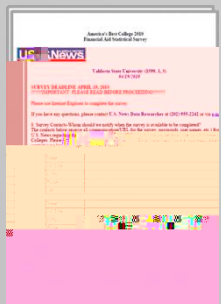
U.S. News and World Report

In 2011, U.S. News and World Report added four online degree surveys to its existing three surveys.

US News: 2010



Main: 71 Pages

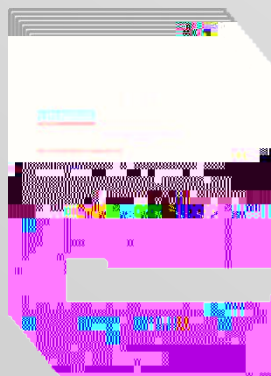


Financial Aid: 12 Pages



Finance: 3 Pages

US News: 2011



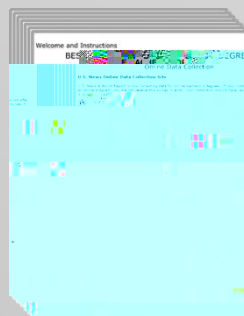
Main: 71 Pages



Financial Aid: 12 Pages



Finance: 3 Pages



Online Bachelor:
33 Pages

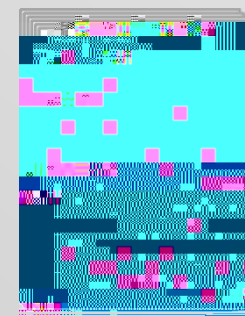
16



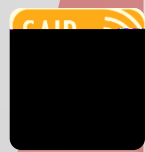
Online Business:
34 Pages



Online Education:
32 Pages



Online Nursing:
31 Pages



Common Data Set

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

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

Crosswalk of Surveys

For this crosswalk, we analyzed the main surveys that are completed each year.

College Board

Merritt Research

Princeton Review (CDS & RDS)

Peterson's

ACT IDQ

Wintergreen Orchard House

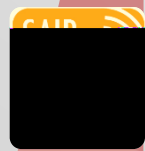
U.S. News & World Report

After completing some sections with the CDS, the amount of time used to complete the remaining sections ranged from two to three weeks to answer the questions from scratch.

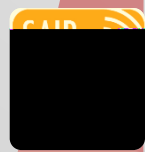
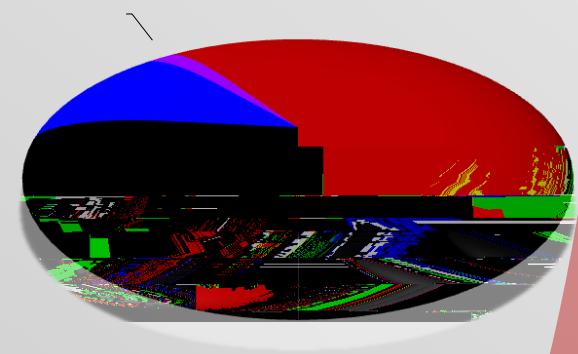
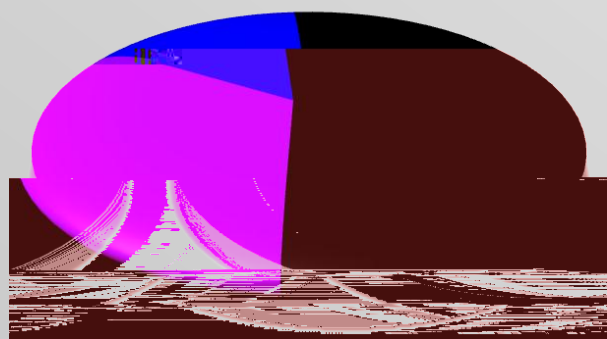
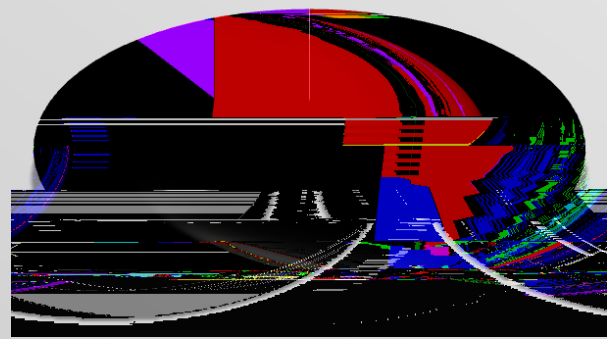
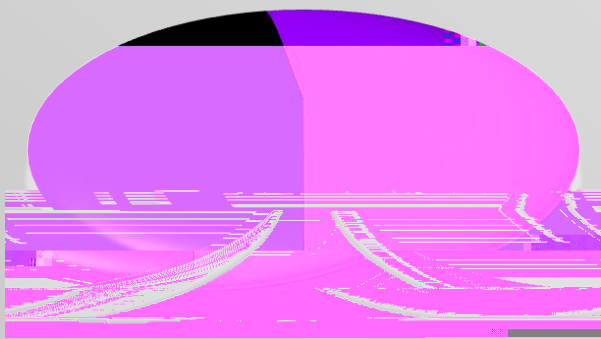
e.g., full-time equivalency, average age of degree-seeking students, and sports on campus.

Crosswalk of Surveys

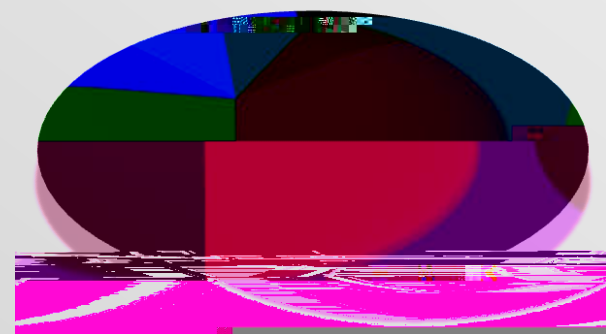
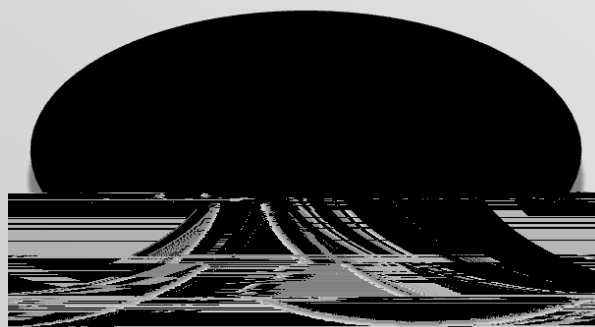
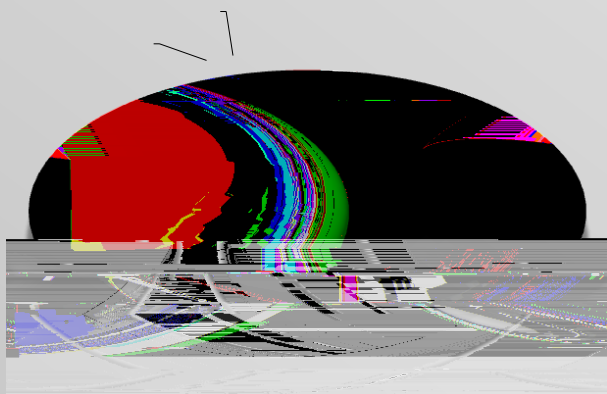
We then analyzed completed surveys to see if we could reduce the amount of time spent on answering sections from scratch.



Survey Sources



Survey Sources



As displayed by the graph below, the percent of

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





Questions and Comments



This PowerPoint presentation can be downloaded at <http://www.valdosta.edu/sra/presentations.shtml>

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