

So you want to run a climate survey?!

Important implementation considerations

Adapted from: Frehill, Lisa; Elena Batista; Sheila Edwards-Lange; Cecily Jeser-Cannavale; Jan Malley; Jennifer Sheridan; Kim Sullivan; and Helena Sviglin. May 2006. "Using Program Evaluation To Ensure the Success of Your ADVANCE Program."

<http://www.advance.nmsu.edu/Documents/PDF/toolkit2.pdf> .



Major Considerations

- High response rates
- Good, usable data
- Reasonable costs



Response rates

- Perhaps the most important thing you need to do is have a high response rate. Your data and conclusions will always be suspect if you have low response.



Response rates

- How will you involve high-level administrators to increase response?
- Does your campus already implement a survey, either in-house or as part of a national effort (e.g., COACHE, HERI)?
- When will your survey be in the field?
- What mode (paper, web, phone) will you use?
- How long is your survey?



Generating GOOD data

- Ensure that you will be able to answer the questions you want answered with your survey data.



Generating GOOD data

- Pre-survey planning
- Confidentiality vs. anonymity
 - Identifying DEPARTMENT
 - IRB/Cover letter
- Survey content
 - Using items from other surveys
 - New items for your environment (pre-testing!)
- Population to survey



Survey costs

- Surveys can be very cheap or very expensive. Often the quality of the data is correlated with the cost of implementation, but not always.



Survey costs

- Mode of implementation
- Survey organizations vs. self-implementation
- Analysis/dissemination of results
- Institutionalization



NSF Acknowledgement & Disclaimer

This material is based upon work supported by the National Science Foundation under Grants #0123666, #0123690, and #0619979. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.



W I S E L I

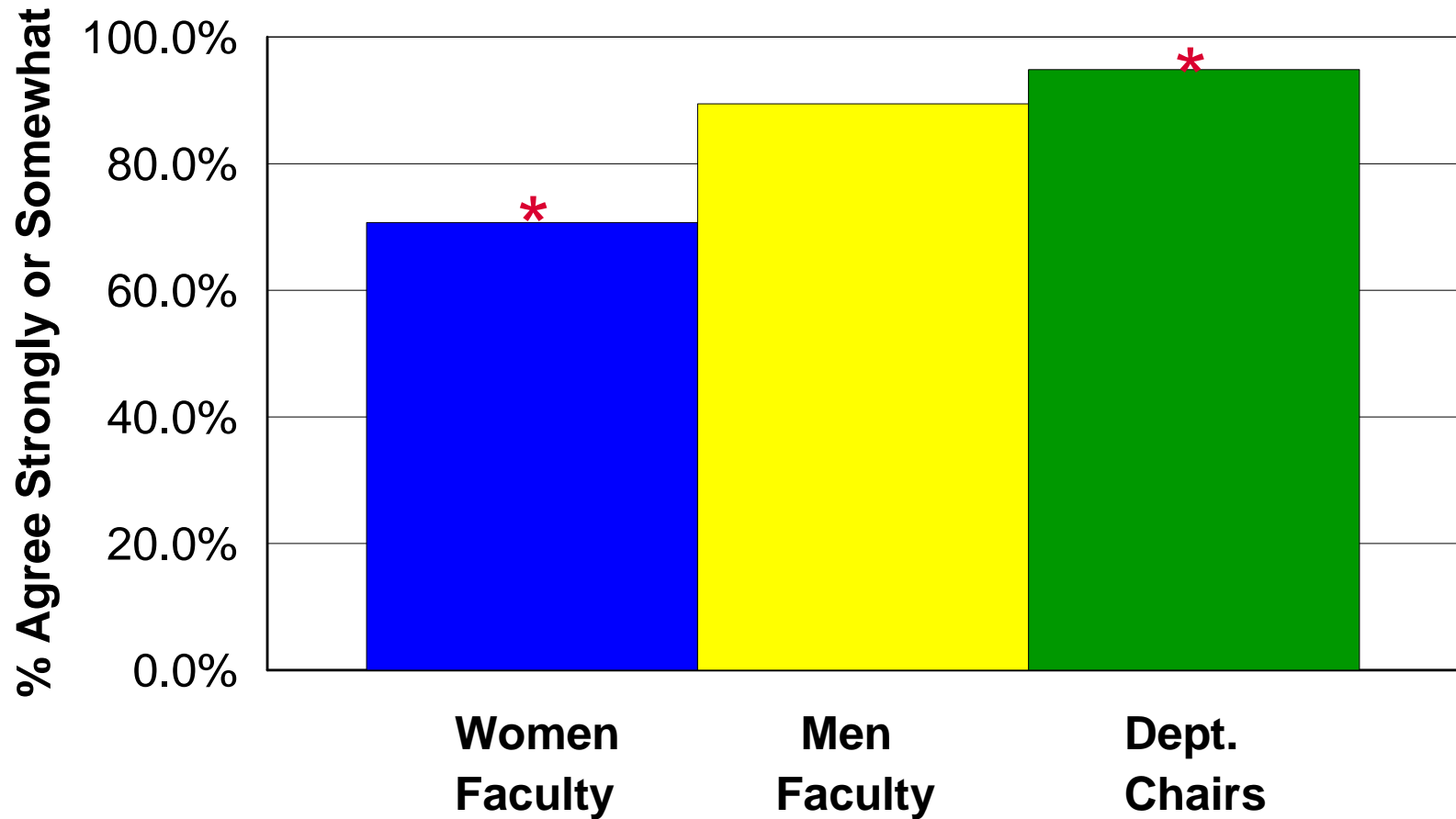
Women in Science & Engineering Leadership Institute
University of Wisconsin-Madison



Using Survey Data

- Communicating with leaders/faculty
- Identification of good/bad climate examples (caution!)
- Assessment of change
- Research & publication
- Combine with other data

Figure 1. The climate for women in my department is good



**Figure 5. Climate for Women is Good
Responses of Department Chairs**

