Supplement to the Evaluation Data Webinar
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Online Sample Calculator: http://custominsight.com/articles/random-sample-calculator.asp
This tool helps you determine how many people you need to survey and how many responses you need to have confidence in your results.

Human Subjects Institutional Review Board Training: www.citiprogram.org
Many institutions require training in conducting appropriate research with human subjects prior to beginning data collection. The Collaborative Institutional Training Initiative (CITI) offers such training in modules, which can produce a certificate for each participating researcher.

Tried-and-True Survey Procedures: *Improving Response by Using Pre Approach (PAL) & Follow-up Letters*
This brief and practical guide published by the Australian Bureau of Statistics walks you through proven strategies for improving survey response rates. Here is the basic approach:
1. Send a "pre-approach" letter to inform respondents they'll be receiving a survey
2. Send questionnaire with a cover letter
3. Send a reminder to nonrespondents
4. Send a second reminder to nonrespondents
5. Send a third reminder to nonrespondents, using a different form of contact
6. Thank respondents

Ideas for Survey Incentives:
- Include a small amount of cash or gift certificate with the questionnaire
- Include respondents in a drawing (several small prizes and/or one large prize)
- Contribute to a charitable cause for each survey received
- Entice respondents to a social event (with food) where they would complete the questionnaire
- Identify a "survey cheerleader" to encourage participation in the survey
- Explain how the survey results will be used and how respondents might benefit from that use

Keeping the Survey Relevant: http://www.wmich.edu/evalctr/checklists/ufe.pdf
This checklist may help you keep your survey on track and closely tied to the intended use of the findings. By doing so, you are more likely to avoid extraneous questions and increase the survey's relevance.

Obtaining and Using Institutional Research Data:
Most institutions must collect and report data about their students. Seek them out early because they likely will need ample lead time to pull together the data you need. Common data available: placements, attrition, course sequence, graduation, etc.

National Student Clearinghouse: www.studentclearinghouse.org
This fee-based service gathers data on progress to degree for students at participating institutions. It may be appropriate if your goals include matriculation and if institutions of interest are currently working with the Clearinghouse. Check out the list of participating institutions on its Web site.