



BRAILSFORD & DUNLAVEY

Facility Planners • Program Managers

Catalysts for Building Community

DATE: September 26, 2008

TO: Dr. Dwayne, Dean of Student Affairs
Lock Haven University

FROM: Nicholas Gabel – Project Analyst
Brailsford & Dunlavey

RE: Student Housing Market Study Survey

As part of the market analysis, Brailsford & Dunlavey (B&D) will use an Internet-based survey instrument for students designed to yield statistically reliable quantitative market demand data. The survey data will complement and verify the qualitative data obtained through the focus groups and interviews. The survey results will provide information on the character, quality, and amount of facilities for which demand exists. The data will be entered into our proprietary Demand-Based Programming (“DBP”) model to analyze overall demand. In addition, the results will be sorted and cross-tabulated by various demographic groups, allowing us to analyze different usage patterns.

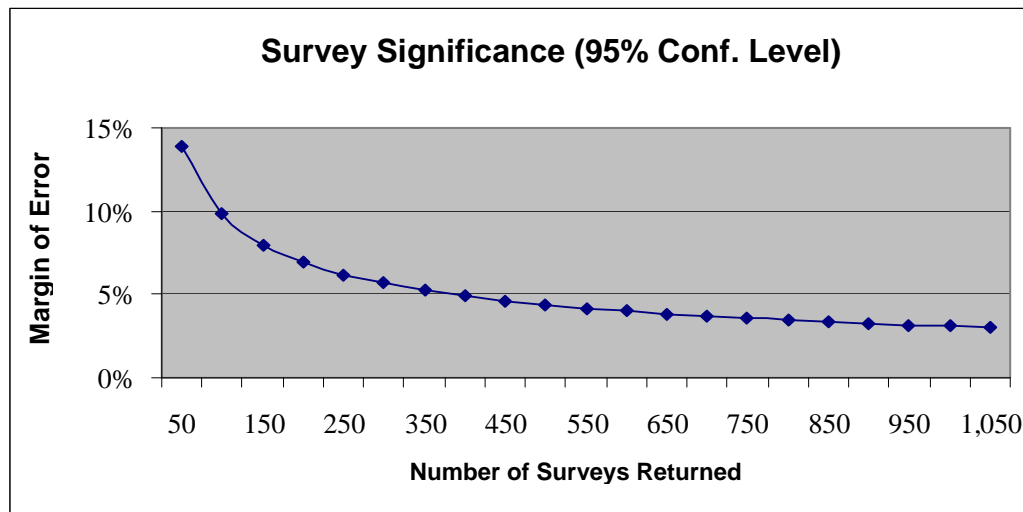
To insure a reliable sample and credible data, it is imperative that the survey attempt to reduce non-response bias and minimize the margin of error.

- **What is Non-Response Bias?**

Non-response bias, simply stated, is the notion that the survey data is not accurate because it does not reflect the opinion of the entire population. This occurs in some instances because the survey respondents may have been biased in some fashion, resulting in skewed data. For example, non-response bias could occur in a housing survey, as people who own their home may not participate in the study. B&D’s process attempts to minimize the non-response bias by developing a consistent survey design and methodology, which attempts to get all participants to respond to the survey.

- **What is Margin of Error?**

Margin of error shows the likelihood that the results will fall within certain percentage points of the sample, regardless of how many times the survey is performed. For example, utilizing a 95% confidence interval, a margin of error of +/- 5%, shows that if one did this same survey 100 more times, 95% of the time (or 95 times), the results would fall within +/- 5%. Generally, one needs approximately 400 returned surveys to get a margin of error of less than 5%, per the chart below.



Developing and implementing a survey that provides the greatest depth and breadth of information requires a true partnership between B&D and our clients. The first step of survey draft review can be the most critical one. Thorough review of the initial survey draft can minimize changes later on as the survey launch date gets closer.

IMPORTANT DATES (Dates below in **RED** are proposed / tentative pending finalization)

Initial Survey Draft for LHU Review: **October 3, 2008**

Survey Population Determined by LHU: **October 10, 2008**

Email / Weblink Process Determined by LHU: **October 10, 2008**

LHU Sends B&D Initial Survey Draft Comments: **October 10, 2008**

Survey Draft Revisions Pass-off to Survey Technician by B&D: **October 14, 2008**

Survey Introduction Letter / Prize Information / Student Email List Delivered to B&D: **October 14, 2008**

Final Survey Available Online for LHU Review: **October 17, 2008**

Final Survey Comments due to B&D: **October 20, 2008**

Survey Goes Live / Introduction Letter & Weblink Emailed to Student Body: **October 23, 2008**

Survey Reminder Email: **October 30, 2008** (Tentative based on level of response)

Survey Closed: **November 2, 2008** (Tentative based on level of response)

The survey will be launched on B&D's Web server with a customized URL created for each student. The Web-based methodology provides a variety of options for enhancing the value of the survey.

IMPLEMENTATION

- **Use of an Incentive**

We recommend the use of incentives to maximize survey responses. In most cases, the chance to win a prize will greatly improve the survey response. Gift certificates to the University Bookstore or popular local merchants, mountain bikes, cash, PSPs (Play Station Personal), and iPods are examples of what has worked effectively on other campuses. The offer of two or three such incentives may be made through a drawing that can be generated automatically by the survey system once it is closed to responses.

To enter the drawing, a participant provides an e-mail address on the incentive page, which appears after clicking the “survey submit” icon. Once the survey is closed, the number of winners based on quantity of prizes available will be randomly selected by the system. Winners will be sent to the appropriate University official for notification and prize distribution.

- **Survey Distribution Process**

The distribution strategy is an essential component of the success and statistical significance of the survey. We recommend sending a survey invitation e-mail to a sample of students (or depending on the response level desired the entire student body). The survey invitation, which will include the link/URL (‘Weblink’) to the on-line survey, should be authored by an Administrator invested in the project whose rapport with participants will reinforce the importance of the survey to the University’s goals and objectives. See attached samples of survey communications to better understand these components of the process.

B&D has found over the years of survey administration that the most effective survey invitations are administered directly from our survey provider. If Lock Haven University provides a list of student emails to B&D we can send out the approved survey invitation email with a unique Weblink to each LHU student (or each student in the sample). In addition, B&D can generate automatic reminder emails for those students who have not yet responded to the survey. We can also mask the emails so they appear to be coming from a University email account, if it is desired by the University.

- **Duration of Survey**

The survey will remain active for at least one week; at that time, B&D will determine whether additional survey responses are needed to meet the statistical objectives. If additional responses are needed, we will recommend additional reminder emails be sent to the survey sample. The attached samples of a survey invitation and reminder email can help you in drafting this material for the survey.

We hope this clarifies the survey development and implementation process, but we will be providing additional information by phone, email and in-person as the project moves forward.

SAMPLE

Email Survey Invitation

Dear Student:

We need you to tell us what you think.

Lock Haven University is evaluating the status of the residence life program and facilities to determine the need for improvements. One of the key components of this undertaking is to learn about your use of these facilities --or reasons for not using these facilities --to better meet your needs and those of future students. Your participation in this survey is vital to the success of our efforts.

We would appreciate it if you could take approximately 15 minutes to complete the web-based survey. As a token of our appreciation for your time, you will be entered into a drawing to win one of the following:

- _____ (iPods, PlayStations, Textbooks, etc.)
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- _____ (iPods, PlayStations, Textbooks ,etc.)

Once you have completed the survey, you will be prompted to enter your email address, which will make you eligible for the prizes. Winners will be notified by this department once the survey period is closed and entries are processed.

Lock Haven University has retained the services of a nationally recognized independent consulting firm, Brailsford & Dunlavey, to administer the survey. Should you have any questions about this process, please contact survey@facilityplanners.com

The survey will close on _____. For your convenience, the survey instrument is provided in web-based format. You have been selected randomly from the entire University population, and you may access the survey using the personalized link below:

<http://www.facilityplanners.com/survey/INSTITUTION/PROJECT>

All information that you provide is strictly confidential. No individual responses will be identified.

I greatly appreciate your taking the time to participate in this important project for the LHU campus.

Respectfully,

Name of Administrator
Title
Institution

SAMPLE

E-mail Survey Reminder

Last Chance to Share Your Opinion and Be Eligible to Win a _____ or _____

Lock Haven University is evaluating the status of the residence life, recreation, and dining programs, services and facilities to determine the need for improvements. One of the key components of this undertaking is to learn about your use of these facilities --or reasons for not using these facilities --to better meet your needs and those of future students. Your participation in this survey is vital to the success of our efforts.

We have hired the firm Brailsford and Dunlavey (B&D) to conduct this assessment. They have developed a survey to help us in understanding your opinions on the current facilities, programs, and services and your thoughts on how these can be improved for the future.

You were selected to participate in the survey and **we haven't heard from you yet**. As a student user of the recreation facilities and other campus life venues, your input is vital to the success of the project. The survey will take about 15 minutes to complete. In appreciation for your participation, the following prizes will be awarded to # **students** randomly selected from those who complete the survey:

- One Sony Play Station Personal (PSP) with bundle of games
- One of Two iPod Minis
- One of Three iPod Shuffles
- One of Two \$100 Bookstore gift certificates
- One of Two \$100 Munch Money gift certificates

Examples

Prize winners will be notified in December and a list of winners will be posted on the **FACILITY / DEPT** website.

Please complete the survey no later than _____ to ensure that your responses will be included in the analysis. Your participation is absolutely confidential. The information gathered through this survey will not be individually identifiable and will be used in group form only.

The survey can be found by clicking the following link:

<http://www.facilityplanners.com/survey/INSTITUTION/PROJECT>

Your participation is absolutely confidential. The information gathered through this survey will not be individually identifiable and will be used in-group form only. Should you have any questions about this process, please contact survey@facilityplanners.com.

We appreciate your time and participation.

Sincerely,

Name of Administrator
Title
Institution