



ECAMPUS PSYCHOLOGY UNDERGRADUATE STUDENT EXPERIENCE SURVEY



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ST 539

Survey Design Project

Section 1: Outline of recruitment

Sample frame: confirmed undergraduate Ecampus winter term graduating seniors in Psychology

Recruitment/contact type	Recruitment Mode (sent via)	Date Sent
First	Email	Tuesday, January 14, 2020
Second	Mail	Friday, January 17, 2020
Third	Email	Sunday, February 2, 2020
Fourth/final	Email	Thursday, February 13, 2020

The first contact with the Ecampus students will be via email. Since this is the primary mode of contact with Ecampus students, it is a logical choice for first contact. I have chosen the date for this first contact as Tuesday, January 14, 2020. Because it is their last quarter, they will have a lot on their minds and to-do lists and likely not a lot interest in doing any of it, if I remember my senior year of undergraduate correctly; therefore, I want to get the survey out before students have to worry about things like exams, final projects, graduation, job hunting, etc. However, I don't want to bombard them their first week back in class because they will likely already be receiving a lot of emails from Oregon State, and I don't want my first contact to be lost in their inbox with other administrative back-to-school messages. Therefore, I will send it out the Tuesday of the second week of class. I have chosen Tuesday because it's not Monday, and in my experience with Ecampus, I haven't had much due on Tuesdays, but it's also still a fairly productive day of the week.

While my primary mode of contact will be web/email since these are Ecampus students (and a younger population who should be proficient with computer usage and thus prefer web communication), I am also choosing to send out a letter in the mail on Friday, January 17. This is in the window of a good web recruitment schedule as it is a few days after the first contact but within a week. It should give enough time people don't feel bombarded by contacts, but not so long that it will be very delayed considering variation in the speed of the postal service. I think that a mailed letter will add legitimacy to the survey and extend its reach, which is vital in this survey since we are aiming for a census. Mailing it out around this time will also ensure peak visibility. From experience, I know that I am often on the lookout around this time in the quarter for my tuition reimbursement checks in the mail from Oregon State. This would make me a lot more likely to open mail from OSU.

My third email contact is going to be Sunday, February 2. I am choosing this date as people will have gotten the initial email contact as well as the mail contact by now. I am choosing Sunday because my first two contacts likely will have come on a weekday, and this provides contrast for people who may be more into reading/answering email on the weekends. I know some people only look at email during the

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work week, and there are people like me who like to plan and check things off the to-do list on the weekend, particularly Sunday night.

My fourth and final contact will be another email reminder Thursday, February 13. I have chosen this day as my final contact for a few reasons. First, it is between 1-2 weeks since reception of the prior contact. Second, it is about midway through the quarter. I don't want the survey time frame to get too close to the end of quarter because then it will interfere with course evaluations, which can be burdensome to students, as well as end-of-semester concerns like exams (and of course, "senioritis"). Also, Thursday is a day of the week not used yet and may be one in which people are still in a work mindset but not too busy.

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Section 2: Survey

Start of Block: Block 6



Welcome to the Spring 2020 Oregon State University Ecampus Psychology Student Experience Survey!

Congratulations on reaching the final quarter of your Bachelor's in Psychology program! This survey is being conducted to better understand how students feel about the quality of education they have received in this program. We are particularly interested in your experience as an Ecampus student, so please provide the most accurate and honest feedback possible so that we may continue to improve our online programs for students like you.

We hope that you will take the 5-10 minutes necessary to complete the survey. Your participation is voluntary, and your responses will be kept confidential. No personally identifiable information will be associated with your responses in any reports of the data. If you have any questions or comments about the survey, please feel free to contact Brittany Wheaton, the study director, by email at loseybr@oregonstate.edu or by phone at (123) 456-7890.

To begin the survey, please enter your 5-digit access code listed in the email we sent to you below.

End of Block: Block 6

Start of Block: Block 1



Q1

Which of the following did you enjoy **most** about taking online courses?

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Please select or enter your top three choices.

(You may select from the list and/or enter "Other")

- ☐ Lack of commute (1)
- ☐ Quality of program (2)
- ☐ Flexible scheduling (3)
- ☐ Financial savings (4)
- ☐ Online community (5)
- ☐ Other #1: (6) _____
- ☐ Other #2: (7) _____
- ☐ Other #3: (8) _____

Carry Forward Selected Choices - Entered Text from "Which of the following did you enjoy most about taking online courses? Please select or enter your top three choices. (You may select from the list and/or enter "Other")"



Q1a

Of your top three favorite features of taking online courses, which **one** would you rate as *most important*?

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- ☐ Lack of commute (1)
- ☐ Quality of program (2)
- ☐ Flexible scheduling (3)
- ☐ Financial savings (4)
- ☐ Online community (5)
- ☐ Other #1: (6)
- ☐ Other #2: (7)
- ☐ Other #3: (8)

Page Break

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Q2

Which of the following did you enjoy ***least*** about taking online courses?

Please select or enter your top three choices.

(You may select from the list and/or enter "Other")

- ☐ Lack of face-to-face interaction with professors (1)
- ☐ Loss of on-campus community (2)
- ☐ Less accountability (3)
- ☐ Canvas accessibility/format (4)
- ☐ Discussion requirements (5)
- ☐ Other #1: (6) _____
- ☐ Other #2: (7) _____
- ☐ Other #3: (8) _____

Carry Forward Selected Choices - Entered Text from "Which of the following did you enjoy least about taking online courses? Please select or enter your top three choices. (You may select from the list and/or enter "Other")"



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Q2a Of your chosen three least favorite features of taking online courses, which **one** would you rate as *most important*?

- ☐ Lack of face-to-face interaction with professors (1)
- ☐ Loss of on-campus community (2)
- ☐ Less accountability (3)
- ☐ Canvas accessibility/format (4)
- ☐ Discussion requirements (5)
- ☐ Other #1: (6)
- ☐ Other #2: (7)
- ☐ Other #3: (8)

End of Block: Block 1

Start of Block: Block 2

Q3

As a result of taking the required Ecampus courses for Psychology, do you believe you have acquired the

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following skills?

	Acquired (1)	Somewhat acquired (2)	Did not acquire (3)
Future career skills (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effective writing skills (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effective verbal/communication skills (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effective mathematical/computational skills (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effective organizational skills (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confidence about starting a career in field of interest (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3a Please list any additional comments regarding courses or job preparedness in the space below.

End of Block: Block 2

Start of Block: Block 3

Q4
Indicate your level of agreement or disagreement for the following statements about your academic advisor.

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My academic advisor...

	Strongly agree (1)	Agree (2)	Neither agree nor disagree (3)	Disagree (4)	Strongly disagree (5)
...kept me on track (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...was available when needed (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...was knowledgeable about degree requirements (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...was able to assist with resources needed (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...provided guidance to reach future goals for school or work (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...encouraged me (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...treated me with respect (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q5

Please rate your overall satisfaction or dissatisfaction with your advisor.

- ☐ Very satisfied (1)
 - ☐ Somewhat satisfied (2)
 - ☐ Neither satisfied nor dissatisfied (3)
 - ☐ Somewhat dissatisfied (4)
 - ☐ Very dissatisfied (12)
-

Q6 Please list any additional comments about advising in the space below.

End of Block: Block 3

Start of Block: Default Question Block

Q7 During your undergraduate Ecampus program in Psychology, did you take any on-campus classes in addition to online courses?

- ☐ Yes, I took on-campus and online courses. (1)
- ☐ No, I only took online courses. (2)

Skip To: End of Block If During your undergraduate Ecampus program in Psychology, did you take any on-campus classes in ad... = No, I only took online courses.

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Q7a Which class format did you prefer?

- ☐ I prefer on-campus courses. (1)
- ☐ I prefer online courses. (2)
- ☐ I have no preference in class format. (3)

End of Block: Default Question Block

Start of Block: Block 4



Q8 Please enter your age in years:

Q9 What is your gender?

- ☐ Male (1)
- ☐ Female (2)
- ☐ Nonbinary (3)
- ☐ Other (4)
- ☐ Prefer not to answer (5)

End of Block: Block 4

Start of Block: Block 5

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Q10 Please use the space below to provide any additional comments about your experience the in Ecampus Bachelor's in Psychology program.

End of Block: Block 5

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Section 3: Recruitment

From: Brittany Wheaton [loseybr@oregonstate.edu]
Sent: Tuesday, January 14, 2020
To: xxx@oregonstate.edu
Subject: OSU Psychology Student Experience Survey Invitation

Dear Upcoming Graduate,

I am writing to ask for your help with the 2020 Oregon State University Ecampus Psychology Student Experience Survey. You have been chosen as a graduating senior in Psychology to complete a brief questionnaire about your experience as an OSU Ecampus student. A goal of this survey is to understand how students rate the quality of education they are receiving at OSU and to learn what can be done to improve our growing program. We are particularly interested in what you as an Ecampus student can tell us about the quality of your classes and advising so that we can continue to provide resources to meet the needs of students like you.

The questionnaire is short – fewer than 15 questions – and should take around 10 minutes to complete. To begin the survey, simply click on this link:

https://oregonstate.qualtrics.com/jfe/form/SV_ctLBkpUOrcFXAi1

And then type in the following access code:

Access code: **31589**

This survey is confidential. Your participation is voluntary, and if you come to any question you prefer not to answer, please skip it and go on to the next question. If you have any questions or comments, please contact Brittany Wheaton, the study director, at loseybr@oregonstate.edu or (123) 456-7890.

We have been conducting this survey since the inception of our online Bachelor's in Psychology program, which is offered through OSU's College of Liberal Arts, ranked No. 1 in the nation for best online liberal arts colleges. Your input is critical in maintaining this high-quality education, and we sincerely appreciate your help with this year's survey.

Many thanks,

Brittany Wheaton
Director of Student Success and Support Services
Oregon State University



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