

**BRAILSFORD & DUNLAVEY**  
Facility Planners • Program Managers  
*Catalysts for Building Community*

DATE: May 28, 2009  
TO: Jill Eckardt, FAU  
FROM: Kim Martin, Brailsford & Dunlavey  
RE: FAU Housing Survey Process

**SURVEY INSTRUMENT**

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 group interviews. The survey results will provide information on the character, quality, and amount of facilities for which demand exists. Survey questions have been designed to assess current facility usage, facility selection criteria, price sensitivities and preferences. Response options will be structured to maximize information in the projection of desirable facility characteristics and demand for specific amenities. The results will be sorted and cross-tabulated by various demographic groups, allowing us to analyze different usage patterns. The data will be entered into our proprietary Demand-Based Programming ("DBP") model to analyze overall demand.

**IMPLEMENTATION**

The survey will be launched on B&D's web server and a customized URL can be created for each student (if B&D has access to student emails). The web-based methodology provides a variety of options for enhancing the value of the survey. B&D has developed a draft survey for the University and will provide ample review time per the proposed schedule 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 and keep the project on schedule.

In addition, B&D will need to work directly with an IT administrator to make this process as seamless as possible.

- **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 "Finish Survey" 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 all students. 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 sample of survey communication 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 B&D via our survey consultant. If FAU provides a list of student emails to B&D by June 9, 2008 we can send out the approved survey invitation email with a unique Weblink to each FAU student. 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.

Typical response rates for web-based student surveys using this distribution process is 15-20% of the survey sample.

- **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 sample survey invitation and reminder email can be edited as needed.

- **Proposed Schedule (Dates below in BOLD are tentative pending finalization)**

Email / Weblink Process Determined by FAU: **June 4, 2009**

Initial Survey Draft Online for FAU Review: **June 8, 2009**

FAU Sends B&D Initial Survey Draft Comments: **June 9, 2009**

Survey Introduction Letter / Prize Information / Student Email List Delivered to B&D: **June 9, 2009**

Test Survey Distribution (if B&D sending out emails) with FAU IT Dept.: **June 9, 2009**

Final Survey Available Online for FAU Review: **June 10, 2009**

Final Survey Comments due to B&D: **June 11, 2009**

Survey Goes Live / Introduction Letter Emailed to Student Body: **June 12, 2009**

Survey Reminder Email #1: **June 15, 2009** (Tentative based on level of response)

Survey Reminder Email #2 (optional): **June 17, 2009** (Tentative based on level of response)

Survey Closed: **June 19, 2009** (Tentative based on level of response)

## **SURVEY REPORT**

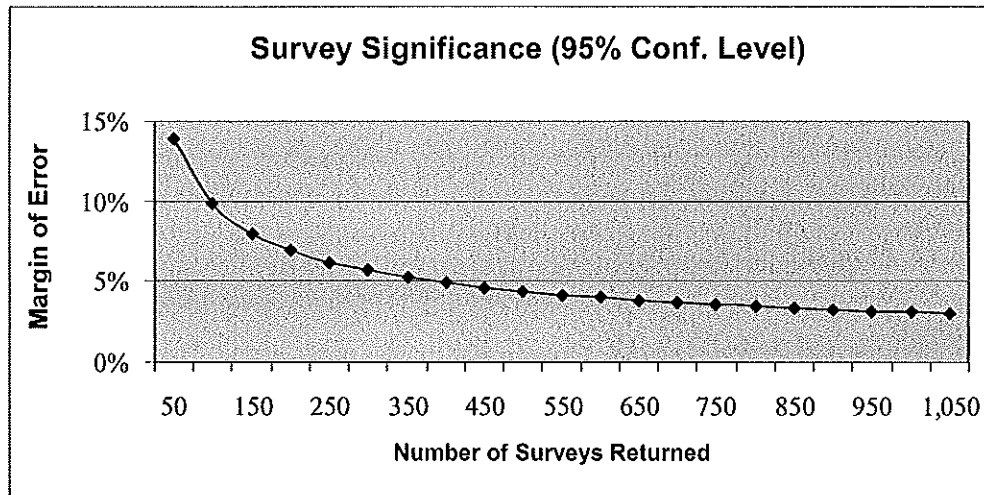
After the survey is closed, B&D will provide a survey report that includes the survey results (frequencies) and additional analysis (charts, graphs, etc.). In addition, the survey sample will be compared to the entire population. To insure a reliable sample and credible data, it is imperative that the survey attempts 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  $\pm 5\%$ , shows that if one did this same survey 100 more times, 95% of the time (or 95 times), the results would fall within  $\pm 5\%$ . Generally, one needs approximately 400 returned surveys to get a margin of error of less than 5%, per the chart below.



We hope this clarifies the survey development and implementation process. We will be available to discuss during our campus visit on June 3-4, 2009. Please don't hesitate to call or email anytime with questions.

# SAMPLE

## Email Survey Invitation

Dear Student:

We need you to tell us what you think.

Florida Atlantic University is conducting a Student Housing Market Analysis study to evaluate the demand for new on-campus housing. One of the key components of this undertaking is to learn about your student housing experience and 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:

- One ipod touch
- One of Two \$50 Bookstore gift certificates
- One of Five \$10 Starbucks gift certificates

Examples

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 the University once the survey period is closed and entries are processed.

Florida Atlantic 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](mailto:survey@facilityplanners.com)

The survey will close on June 19, 2009. For your convenience, the survey instrument is provided in web-based format. You may access the survey using the personalized link below:

[Insert link here](#)

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 FAU.

Respectfully,

**Name**

**Title**

**Florida Atlantic University**

**SAMPLE**

## **E-mail Survey Reminder**

**Last Chance to Share Your Opinion and Be Eligible to Win an ipod touch or gift certificates to the University Bookstore or Starbucks.**

Florida Atlantic University is conducting a Student Housing Market Analysis study. One of the key components of this undertaking is to learn about your student housing experience and to better meet your needs and those of future students.

We have hired the firm Brailsford and Dunlavey (B&D) to conduct this assessment. They have developed a survey to help us understand your opinions on the current housing 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 user of on campus housing, 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 eight students randomly selected from those who complete the survey:

- One ipod touch
- One of Two \$50 Bookstore gift certificates
- One of Five \$10 Starbucks gift certificates

Examples

Prize winners will be notified by the University.

Please complete the survey no later than June 19, 2009 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:

[Insert link here](#)

Should you have any questions about this process, please contact [survey@facilityplanners.com](mailto:survey@facilityplanners.com).

We appreciate your time and participation.

Sincerely,

**Name**

**Title**

**Florida Atlantic University**

SAMPLE

## Email Survey Invitation

Dear Student:

We need you to tell us what you think.

In order to enhance the traditional campus environment on the Boca Raton campus, Florida Atlantic University is developing the Innovation Village project which includes an events venue, retail, and student housing. FAU is conducting a Student Housing Market Analysis study to evaluate the demand for the additional on-campus housing. One of the key components of this undertaking is to learn about your student housing experience and 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 four (4) \$50 TBD gift certificates**. 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 the University once the survey period is closed and entries are processed.

Florida Atlantic 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](mailto:survey@facilityplanners.com).

The survey will close on June 19, 2009. For your convenience, the survey instrument is provided in web-based format. You may access the survey using the personalized link below:

Insert link here

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 FAU.

Respectfully,

**Frank T. Brogan**  
**President**  
**Florida Atlantic University**

**SAMPLE**

**E-mail Survey Reminder**

**Last Chance to Share Your Opinion and Be Eligible to Win a \$50 Gift Certificate to TBD.**

Florida Atlantic University is conducting a Student Housing Market Analysis study as part of the Innovation Village project. One of the key components of this undertaking is to learn about your student housing experience and to better meet your needs and those of future students.

We have hired the firm Brailsford and Dunlavey (B&D) to conduct this assessment. They have developed a survey to help us understand your housing preferences and opinions on future FAU student housing.

You were selected to participate in the survey and we haven't heard from you yet. Your input is vital to the success of the project. The survey will take about 15 minutes to complete. In appreciation for your participation, you will be entered into a drawing to win **one of four (4) \$50 TBD gift certificates** randomly selected from those who complete the survey. Prize winners will be notified by the University.

Please complete the survey no later than June 19, 2009 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:

Insert link here

Should you have any questions about this process, please contact [survey@facilityplanners.com](mailto:survey@facilityplanners.com).

We appreciate your time and participation.

Sincerely,

**Frank T. Brogan**  
**President**  
**Florida Atlantic University**