

Survey Administration Methods

E-mail through Campus Labs (AER sends out)

The e-mail invitation is sent through the Campus Labs system. You can specify who it looks like it is coming from (e.g., so recipients still see your name) – just do so on the Campus Labs Mailing Information Form which AER will send you. Each recipient is sent a unique link, which allows reminders to be sent only to non-responders.

E-mail sent through Outlook with link (individual within your department sends out)

When the surv\[\textit{e}]ey is ready, we will give you a link to email to the group you are surveying. You are responsible for sending reminders. This method is preferred if you want to send the survey to additional people over time.

Link for respondents to use (e.g., to post on website, to do in computer lab)

Similar to above, when the survey is ready, we will give you a link. However, rather than having an e-mail list to send it to, you use the link in other ways. For example, you may post it on your website, or have respondents complete the survey on computers at an event.

iPod Touch

Surveys can be loaded onto iPod Touches using the Campus Labs application. AER has 10 iPod Touches that can be checked out. This method allows you to collect data from respondents while they are at an event, and it is immediately ready for you to view in Campus Labs – no additional data entry necessary!

Paper survey and web entry into Campus Labs

If you initially gather the survey responses on paper, your office can enter it into Campus Labs through a web link. The survey is set up similarly to surveys where the data is originally gathered through the web (as in 1-3 above); however, the person from your office “taking” the survey is doing so based on the responses on paper, completing the survey one time for each paper response. Caution: you cannot go back to change responses or finish a survey if you close the window while in the middle of data entry; thus, this method is not preferred if you have a longer survey and/or will have frequent interruptions while entering data.

Paper survey and Excel entry into Campus Labs

If you initially gather the survey responses on paper, your office can enter the responses into Excel, which can then be uploaded to Campus Labs. This method is preferred if you have concerns about being able to enter data without interruptions (as above). AER can help you set up an Excel table to aid in data entry and uploading.

Last Modified May 2, 2012