

**Council of Graduate Schools  
Completion and Attrition in STEM Master's Programs**

**Instructions for Implementing the Survey of Graduating Master's Students**

**Background**

Institutions participating in CGS' project on *Completion and Attrition in STEM Master's Programs* as research partners were required to send a *Survey of Graduating Master's Students* to all students entering a master's program in five required fields and any other STEM program in academic year 2011/12. The following instructions describe the process by which other institutions can use this survey instrument to receive, customize, test, and implement their survey, and monitor and close data collection.

**Receiving the Survey**

CGS has created a generic version of this survey instrument that can be used by CGS member institutions. For institutions that wish to offer a raffle to survey participants, CGS has also constructed a separate raffle entry survey in SurveyMonkey, which can be made available as well.

CGS will transfer a version of the Survey of Graduating Master's Students (and raffle entry survey, as necessary) to a CGS member institution's SurveyMonkey account. To do this, CGS will need the username that institutions use to log in to SurveyMonkey.

**Customizing the Survey**

To begin, sign in to your SurveyMonkey account. The customized version of the survey will appear in your SurveyMonkey list of surveys, which can be found by clicking "My Surveys."

**Testing the Survey**

To test the survey, please do the following:

- Click "Collect Responses" tab
- Click "Survey of Graduating Students"
- Click "Edit Messages"
- Click "Survey of Graduating Students" under "Draft Messages"
- Click "Send a Test Message"
- Enter the e-mail address of individuals at your institution that should test the survey
- Click "Send Test Message"

Test the survey a number of times until it is satisfactory.

## Launching the Survey

### PREPARING FOR IMPLEMENTATION:

- Prepare an e-mail list (an Excel file works fine) of all students entering a master's programs in selected fields and selected academic years.
- Prepare prenotification, invitation, reminder, and thank you texts in an MS Word document.

### TO LAUNCH THE SURVEY:

- Login to your SurveyMonkey account
- Click "My Surveys" at the top of the web page
- Click "Survey of Graduating Students"
- Click the "Collect Responses" tab
- Click "Clear" located on the right-hand side of the screen under "Actions"
- Click "Yes, Clear Responses" (this will delete any data collected during the testing phase)
- Click "Survey of Graduating Students" under the "Collector Name" heading

### STAGE 1: Enter invitee e-mail addresses

- Click "Edit Recipients"
- Click "Add Recipients"
- Click "Add Recipients Manually" (after reading and accepting the Terms of Use)
- Copy and paste e-mail addresses from your Excel file
- Click "Add Recipients"

### STAGE 2: Enter invitation text

- Click "Create Email Message to Send" button near the top of this screen
- Click "New/unsent" under the "Who Should be Sent the Message?" question
- Click "Save Selection & Continue"
- Enter a subject of email message
- Copy and paste the invitation text (NOTE: You will be required to include an opt-out link [RemoveLink] in the invitation text. Please make sure that this link appears at the very bottom of the invitation text.
- Enter a reply e-mail address (replace "[nbell@cgs.nche.edu](mailto:nbell@cgs.nche.edu)" and/or "[research@cgs.nche.edu](mailto:research@cgs.nche.edu)")
- Click "Save & Preview"
- Preview the message and make any changes as necessary

### STAGE 3: Test the invitation message

- Click the "Send a Test Message" button
- Enter your e-mail address and send yourself a test
- Make edits/changes as necessary
- Re-test until you are completely satisfied with the survey

### STAGE 4: Schedule delivery of the invitation

- Click the "Schedule Delivery" button
- Schedule the date and time of desired delivery, then click "Send Message"

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## **Sending Reminders**

On or around the designated dates for sending the reminders, follow these steps:

### STAGE 1: Enter reminder text

- Login to your SurveyMonkey account
- Click “My Surveys” at the top of the web page
- Click “Survey of Graduating Students”
- Click the “Collect Responses” tab
- Click “Survey of Graduating Students” under the “Collector Name” heading
- Click “Edit Messages” on the left-hand side of the page
- Click “Create New Message” button
- Click “Not Responded” (this will send reminder e-mails only to individuals who have not responded to the survey)
- Enter a subject of email message
- Copy and paste the invitation text (NOTE: You will be required to include an opt-out link [RemoveLink] in the invitation text. Please make sure that this link appears at the very bottom of the invitation text.
- Make sure the reply email address is associated with your institution
- Click “Save & Preview”
- Preview the message and make any changes as necessary

### STAGE 2: Test the reminder message

- Click the “Send a Test Message” button
- Enter your e-mail address and send yourself a test
- Make edits/changes as necessary
- Re-test until you are completely satisfied with the survey

### STAGE 3: Schedule delivery of the reminder

- Click the “Schedule Delivery” button
- Schedule the date and time of desired delivery, then click “Send Message”

Repeat this process for subsequent reminders.

## **Data Collection**

At any time, institutions may preview or download responses to the survey by clicking on the “Analyze Results” tab.

## **Closing the Survey**

Once the survey has closed, close the survey by clicking “Close Collector Now” under the “Collect Responses Tab.” This will prevent anyone from attempting to complete the survey.

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## Downloading Survey Data

Download the **numerical** survey results by using the following steps:

- Click the “Analyze Results” tab
- Click “Download Responses”
- Under “Choose Type of Download,” select “All Responses Collected”
- Under the “Columns” option, select “Condensed”
- Under the “Cells” option, **select “Numerical Value (1-n)”**
- Enter your e-mail address and click “Request Download”

Download the **nominal** survey results by using the following steps:

- Click the “Analyze Results” tab
- Click “Download Responses”
- Under “Choose Type of Download,” select “All Responses Collected”
- Under the “Columns” option, select “Condensed”
- Under the “Cells” option, **select “Actual Choice Text”**
- Enter your e-mail address and click “Request Download”

Other formats are available and can be accessed using the same procedure as above. Results will be e-mailed to the specified e-mail address.

## Questions?

Please feel free to call or e-mail Jeff Allum with any questions, 202-461-3878 or [jallum@cgs.nche.edu](mailto:jallum@cgs.nche.edu)