Dear ACHA-NCHA Web Surveyor,

Thank you for choosing to participate in the ACHA-NCHA and placing your order for a web survey administration. Important information for web surveyors follows. Please save this information for your records.

Pre-survey tasks

- Determine survey methodology, sampling strategy, available incentives and how you will explain privacy/document consent of the participants.

- Determine your desired survey launch date, anticipated recontact dates for non-responders, and desired survey close date. ACHA recommends that you recontact non-responders three times. **Typically, leaving the survey open for 2-3 weeks with three contacts to non-responders during this time is sufficient.** We recommend that reminder messages are sent 4-6 days apart, with the final message sent 3-4 days before the scheduled survey closing date. Once you determine these dates, please e-mail the ACHA-NCHA program office so that your school is on the NCHA calendar. Please include the number of random winners you need at the close of the survey, if any, with your survey close date.

- A template letter of invitation that explains privacy to the students is contained at the end of this document. The letter should be customized for your campus with your contact info, incentives, resources, and other information required by your IRB. If you need to make changes to our standard template letter, you are encouraged to share them with the ACHA-NCHA Program Office for feedback BEFORE you submit your IRB application. *We will not send a letter to students that does not accurately reflect our methodology and privacy procedures.* Additional tips for your intro letter follow.
    - Make sure that the letter includes clear information about confidentiality and privacy, incentives you are offering (and that all respondents are automatically entered to win, if applicable) and a local contact on your campus.
    - If you have intentionally included non-traditional students in your sample, tell them in your letter. ACHA receives many messages from students who assume they are not your target audience because of age, marital status, or student status, and it is not possible for us to respond to students who "reply to" the invitation. If you are not interested in surveying certain students, please exclude them from your sample request.

- Submit your extra questions to ACHA-NCHA Program Office for a price quote (if applicable)

- Complete campus required applications (e.g., Institutional Review Board) regarding protection of human subjects. Refer to the FAQs for the details often needed to complete your IRB application.
    - If your *campus does not have an IRB*, you must obtain written permission (on campus letterhead) from a campus administrator (President, Chancellor, VP, or Dean level) granting permission to administer the ACHA-NCHA to your students. This letter must state in it that you do not have an IRB.
    - If your IRB deems the ACHA-NCHA does not need to be reviewed because it does not meet the federal definition of "research", then you must obtain written permission from a campus administrator as described above. This letter must state in it that the IRB has determined that the ACHA-NCHA is not research. A copy of the approval and/or exemption must be on file with ACHA before online data collection can begin.

- Review *FAQs for Web Version* at www.acha-ncha.org and begin discussions with your IT department to minimize technical problems with your survey administration. Pay particular attention to the information about rate control and spam filters, as failure to do so may prevent your e-mail invitations from reaching your students. This information changes periodically – please do not assume that a previously successful NCHA-Web survey administration means that this has already been addressed. You must ensure that your IT department has the info from the most up-to-date FAQ document (see our website).

- The following materials are to be e-mailed to the ACHA-NCHA program office **at least two weeks prior to survey launch date**:

    1. ACHA-NCHA Web-Based Survey **Order Form** indicating method of payment.
    2. Documentation of **IRB approval** (or administrative approval) as indicated above.
    3. **Survey invitation email**/informed consent. If you want a logo or image included in the emailed invitation, you need to also include that image as a jpg file.
    4. The **subject line** you would like to use for your initial invitation. Beware of "spammy" sounding subject lines such as "Win prizes!" or "Earn a chance to win $100!" It's helpful to mention the school and/or health center name in the subject line to offer legitimacy to the effort (e.g. "XYZU Student Health Survey").
    5. An **Excel spreadsheet** containing student e-mail addresses, and first names if you wish to personalize your invitations to participate. The first names should be in the first column of the file, and corresponding email addresses in the second column. NOTE: Do not include first names in the file you send to ACHA if you do not want the invitations personalized. If you send first names, we will use them. In addition, do not include last names in the file you send us.
        - Be sure to ask that the registrar exclude students under the age of 18 from your sample. You may also choose to omit other categories of students, depending on your research interests (e.g. non-degree seeking, non-traditional aged, or part time students.)

- Before forwarding your Excel file to ACHA, please open the file and look it over. Have full email addresses been provided? Is the format of the first names as you want them to appear in your letter? Please be sure to delete any additional student data that may have been provided by the registrar's office, but is not pertinent to this survey (e.g. full name, address, student id number, phone number, etc.) ACHA would prefer to not have any unnecessary information on file about your students. Finally, sort the list by email address and scan for incomplete email addresses.
- You must indicate whether you want all of the students listed in the file to be invited to participate in the survey, or if you want ACHA to use the list you send to select a random sample of students to invite. If ACHA is to select the sample, please indicate what percentage of the students you want included in the random sample. Unless you indicate otherwise, we will survey all the students on the list you send us and adjust your order form and invoice accordingly.

6. Proposed **schedule for reminders** to non-responders (we recommend every 4-6 days).
7. Survey **closing date** (we recommend 4-5 days after your final reminder message.
8. Number of **random winners** needed (if any) at the end of the survey period.
9. Any additional survey customizations (see FAQ document):
    - URL for web redirect page upon survey submission
    - Special "from" name to appear in the invitation email
    - Text for custom confirmation to be emailed to survey participants upon survey submission (charges apply) – see example of generic message on page 4

Note: It is not necessary to send us specific materials for the follow ups with non-responders. The ACHA-NCHA Program Office will simply modify the greeting in your original letter to reflect that it is a reminder message. In addition, either "Reminder" or "Last chance" will preface your designated subject line, as appropriate.

- If you choose to add additional campus-specific questions to the NCHA, you must submit them to ACHA **at least three weeks prior to survey launch date**. See the "Extra Questions" section of the FAQ document for specific information. Any additional questions to the survey must be included in your campus IRB application.

- The last step before the survey launch is to watch for a test message in your inbox. Follow the instructions within the message to verify that the message text is accurate and any survey customizations (such as extra questions) are programmed correctly. If your extra questions were programmed with skip patterns, be sure to test all possible responses to ensure that item redirects are operating as you intended. Also confirm that your IT department is ready for message delivery. You will then forward the invitation back to the NCHA office to

confirm all of the above. Once we get your final OK, we will schedule message delivery to being. We will not launch a survey until you complete the verification steps outlined in the test message.

<u>During the survey administration period</u>

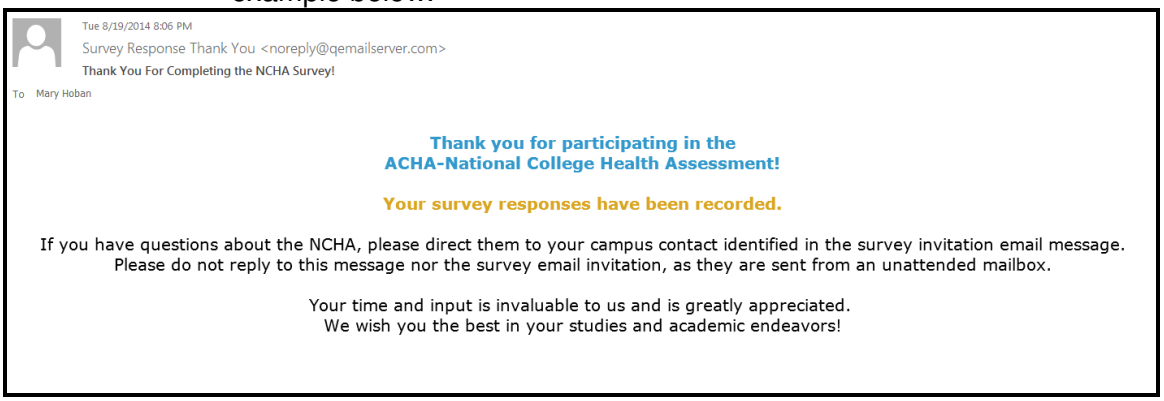
- The ACHA-NCHA Program Office will add the primary campus contact to the email distribution to ensure that you will receive a copy of all survey emails sent to your students in real time. *Please do not submit responses to the survey so that you will continue to receive all follow-up messages to non-responders.* Please contact us if you do not receive a reminder message following your requested schedule.

- Once your campus survey is launched, you will be sent a link to an online report that will allow you to monitor your survey submission number. You will be asked to confirm your reminder message dates and survey closing date. Your invoice will also be generated and e-mailed to the person indicated in the "bill to" portion of the order form.

- If you want to add or change any of your recontact dates, you must confirm with your staff contact at the ACHA-NCHA program office **at least 2 business days** before you want the e-mails sent.

- If you need to add additional students to your sample once the survey has been launched, there is a charge of $50 plus a participation fee for each additional student contact. See order form for participation fee calculation.

- If you are contacted by students during the survey period who:
  - Inadvertently deleted their invitation before participating – Tell them not to worry, as all non-responders will receive a reminder message (if you have scheduled one). Note that this is the only way a student will get another copy of the email with survey link, ACHA cannot provide individual students with individual survey links.
  - Are unsure if their survey was submitted – There are several checks a student can do to confirm survey submission.
    - First, ask the student to check their email to see if they have received a survey confirmation email from "Survey Response Thank You." If they have, the survey has been submitted. See example below.


Tue 8/19/2014 8:06 PM
Survey Response Thank You <noreply@qemailserver.com>
Thank You For Completing the NCHA Survey!
To Mary Hoban

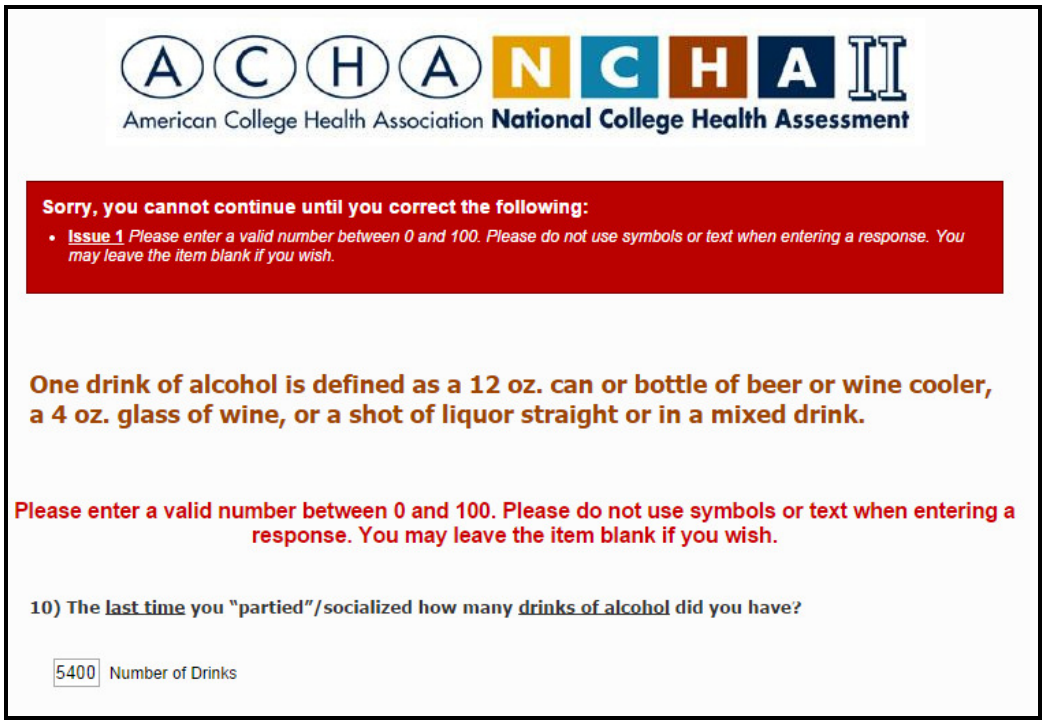
Thank you for participating in the
ACHA-National College Health Assessment!

Your survey responses have been recorded.

If you have questions about the NCHA, please direct them to your campus contact identified in the survey invitation email message.
Please do not reply to this message nor the survey email invitation, as they are sent from an unattended mailbox.

Your time and input is invaluable to us and is greatly appreciated.
We wish you the best in your studies and academic endeavors!

        - The student can also click on the survey link provided in their invitation email to confirm survey submission. If they have completed the survey, a message will appear that says "Thank you for taking the survey. Your responses have been submitted." If the survey has not been submitted the link will take them back to the last page of the survey they were filling out, and they can continue.
    - Ask why they received a reminder message after completing the survey – It's possible that their survey was submitted immediately after the reminder list had been compiled, but this is a very rare event. It's much more likely that they answered the survey questions, but did not hit the submit button at the end of the survey. All students who successfully submit a survey will receive a thank you email as mentioned above.
    - Tell you their survey link doesn't work – Technical problems such as these can usually be corrected by asking the students to copy and paste the entire survey URL into their web. Each survey invitation contains a hotlink to the survey, as well as an option to copy and paste the URL into their browser window. If they are having trouble with their computer timing out, ask them to access their e-mail from a different computer and try the link again.
    - Were expecting your invitation (because of your pre-publicity), but didn't get one. Before contacting the ACHA-NCHA Program Office, please do two things - confirm that the student was included in the mailing list you provided to ACHA, and check that the corresponding email address is correct.
        - If the student was not on your mailing list or was on your list with an incorrect email address, see FAQ document section on adding students to the sample after the survey launches (additional fees apply.)
        - If the student is on your mailing list, ask them to check their junk or spam e-mail folders for the survey invitation. To ensure that survey reminder messages make it to the student's inbox, they may choose to add the qemailserver.com and acha.org domains to their "safe senders" list in their email software.
    - Refuse to participate and tell you not to contact them again – tell them to simply use the link at the bottom of the message to remove themselves from the mailing list. Doing so will prevent the student from receiving reminder messages about the survey. If the student forwards the invitation letter to you asking to be removed from the mailing list, please do not forward the message to the ACHA-NCHA program office, simply click on the unsubscribe link for them.
    - Reports receiving an error message such as "Please enter a valid number between 0 and 100. Please do not use symbols or text when entering a response. You may leave the item blank if you wish."



There are a few questions within the survey that require a pre-determined numeric minimum and maximum value limit. If the student enters a value outside these limits, or if they enter a non-numeric value, then the warning message will be displayed when they attempt to proceed through or submit the survey. Advise the student to click on the hot link text "Issue 1" to be directed to the question that contains the error. In the above example, the student must enter a numeric value between 0 and 100 to continue on. The student may skip the item in question leaving it blank, but if they choose to respond, they must do so within the pre-determined limits.

Post-survey tasks

- Once your survey period has closed, complete an Institution of Higher Education Demographic Survey (http://www.acha-ncha.org/docs/Demographic_Survey_Fall_2014.pdf) and email or fax it to ACHA. No data or reports will be released by ACHA until all required documents are on file.

- If you are offering an incentive in the form of a random drawing, ACHA will provide you with a list of randomly selected email addresses, in the order in which they were selected (The number of random winners needed should be indicated with your survey closing date).

- ACHA will prepare your campus report package (data set, institutional data report, institutional executive summary, and a file summarizing the survey administration statistics) within 4-6 weeks of closing the survey. Results will be e-mailed to each campus as soon as they are ready. **Please note** that

incomplete paperwork and/or any overdue ACHA invoice *will delay receipt of your results*. In the interest of keeping the participation costs down and reducing waste, the practice of sending hard copies of report documents and files on CD has been discontinued following the Fall 2013 survey period.

- Reference Group report documents will be compiled and posted to the ACHA-NCHA website at a later date. Surveyors will receive notice via email as soon as the documents are posted. (Fall Reference Group Report documents are typically posted in April, Spring documents are typically posted in November.)

- Notify ACHA if you are requesting additional report preparation (such as graduate students only, residence hall students only). There is a charge of $150 for each additional data report *or* executive summary, and $300 for both reports for institutional members. See order form for non-member pricing

Please don't hesitate to contact us if you have any questions.

Thank you,

ACHA-NCHA Program Office

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ACHA-NCHA Website (www.acha-ncha.org)

ACHA-NCHA Web survey task time line/check list:

Pre-survey:

- ☐ If you are making modifications to the template provided for the survey invitation email, send a copy to the ACHA-NCHA Program Office for approval.
- ☐ Secure IRB approval (or administrative approval if you don't have an IRB, or the IRB declares the survey exempt from review).
- ☐ If ACHA will be sending the email invitations to the student via campus email addresses, notify the IT department per the instructions in the FAQ document.

3 weeks before survey launch:

- ☐ Provide survey extra questions to ACHA, if applicable

2 Weeks Prior:

- ☐ Send order form
- ☐ Send IRB approval
- ☐ Send email addresses for the sample
- ☐ Send the survey invitation email and subject line to ACHA-NCHA Program Office
- ☐ Notify ACHA-NCHA Program Office of any other survey customizations required

Several days before survey launch

- ☐ Watch for test message from the ACHA-NCHA Program Office and carefully follow the instructions for confirming survey launch.

During Survey Period:

- ☐ Campus liaison will know that survey was launched when they get a copy of the survey invitation with their students, as they have been added to the sample.
- ☐ Immediately after survey launch, invoice is prepared by the ACHA Accounting Department and is emailed to the person indicated in the "bill to" portion of the order form.
- ☐ Within 48 hours of the survey launch, you will receive an email message from the ACHA-NCHA Program Office to:
    - Confirm successful delivery of your messages, or notify you of a problem with message delivery.
    - Confirm your scheduled reminder message dates, or notify you that we need for you to determine your reminder message dates.
    - Confirm your survey close date and the number of random winners you need and alternate winners (if any).
    - Provide you with a URL that will allow you to monitor the number of submitted surveys.
- ☐ Monitor delivery of reminder messages to non-responders

Post Survey Period:

- ☐ Survey will be closed on the date provided by the campus contact person.
- ☐ Within 48 hours of closing the survey, you will receive an email message from the ACHA-NCHA Program office to:
    - Confirm the data collection period has ended.
    - Share the email addresses for your randomly selected incentive winners (listed in the order in which they were drawn).
    - Confirm that it is safe to destroy your ACHA-NCHA mailing list.
    - Verify that you we have your Campus Demographic Survey and all paperwork is complete, or to request any missing paperwork.
- ☐ ACHA-NCHA Program Office will email your results within 4-6 weeks of closing the survey. **Please note** that incomplete paperwork and/or any overdue ACHA invoice *will delay receipt of your results.*

NCHA Web Letter of Introduction/Consent Template

Dear (insert generic greeting or "first name")

You have been (randomly selected, selected as a member of the sophomore class, or indicate that all students will be surveyed, etc) to participate in the National College Health Assessment (NCHA) sponsored and distributed by the American College Health Association (ACHA). The ACHA-NCHA is a survey designed to assess student health behaviors in order to provide better services and support for (name of school) students. You may benefit by knowing that you have assisted in providing accurate information regarding health/wellness behaviors on our campus. The information will be used to develop wellness programs and services for (name of school).

The NCHA-Web is completed online via the Internet. We encourage you to complete the survey in one sitting, which typically takes about 20-30 minutes. (**All students who submit a survey will be automatically entered in a random drawing for one of five $100 gift certificates for the campus bookstore! - Insert incentives as applicable.)**

There may be some personal discomfort with the content of certain questions. For example, there are questions regarding illegal substance use, interpersonal violence, and sexual behavior. If you'd like to talk with someone about issues addressed in the survey, you may contact (name/contact info for campus resources.)

Your participation is completely voluntary and confidential. To ensure confidentiality, e-mail addresses are destroyed by ACHA before data are compiled and shared with (name of school). The raw data file that is shared with your school will not contain any unique identifiers. If you feel that answering specific demographic questions might reveal your identity, you may leave them blank. You may answer only some questions, or you may choose not to participate in the survey at all. Any reports or publications based on this research will use only group data and will not identify you or any individual as being affiliated with this project.

By taking this survey, you consent to participate in the study and agree that the purpose of this study has been satisfactory explained to you. You understand you are free to discontinue participation at any time if you so choose and that the researcher will gladly answer any questions that may arise during the course of the research. Refusing or withdrawing from this study will be at no penalty or loss of benefits to you.

You may contact (insert campus contact person/info) if you have questions or concerns about the survey.

Data transmission is encrypted and firewall securities are in place. After you submit the survey to the secure server, a message thanking you for taking the NCHA-Web will be displayed in your browser window, and you will receive a confirmation email.
(Add any language required by your IRB including approval number or IRB contact person.)

If you agree to participate in the ACHA NCHA-Web survey, click on the following Internet address to continue:
(ACHA to insert survey link here)

Thank you for your cooperation!
(campus contact person) and the American College Health Association

If you do not want to receive reminder messages about completing the survey, please click here to remove yourself from the survey mailing list:
(ACHA to insert unsubscribe link here)