



# **Sustainability Cultural Indicators Program (SCIP)**

## **Methodology Report**



January 2017

## INTRODUCTION

The University of Michigan's (U-M) Institute for Social Research's (ISR) Survey Research Center's (SRC) Survey Research Operations (SRO), in collaboration with the U-M's Graham Sustainability Institute conducted the Sustainability Cultural Indicator Program (SCIP) survey on behalf of the University of Michigan. Funding for the survey comes from the U-M's Office of the Provost.

The SCIP is a multi-year project designed to measure and track the *culture of sustainability* on the U-M Ann Arbor campus. It is intended to inform U-M administrators and others responsible for day-to-day operations of the University, including its academic programs. Furthermore, it is intended to serve as a model demonstrating how behavioral research can be used to address critical environmental issues within universities generally, and in other organizational settings. Culture of sustainability is meant to reflect a set of attitudes, behaviors, levels of understanding and commitment, degrees of engagement, and dispositions among the population.

The SCIP is an annual survey administered to a cross-section sample of faculty, staff, and students with email addresses affiliated with the U-M's Ann Arbor campus. To be eligible to participate, faculty and staff had to be eligible to receive benefits (employed at least half-time), and students had to be enrolled for the current semester. In addition to the cross-section sample, there is a panel of undergraduate students. The web-based survey, offered only in English, asked questions focusing on travel and transportation, waste prevention and conservation, the natural environment, food, climate change, as well as U-M sustainability efforts, and respondent demographics. The survey is administered several weeks into the fall semester.

The following report provides methodological detail about the design and implementation of the survey. Each section begins with the description of the initial 2012 project design. Any adjustments made in subsequent years are noted with the year and a description.

## INSTRUMENT

The SCIP utilizes two different instruments (questionnaires). One for faculty and staff and one for students. Most content between the instruments is identical. There are slight wording differences related to time references and the order in which some questions appear. The content was developed jointly by researchers at ISR and Graham.

The instrument content was pretested using 30 faculty and staff from ISR and the College of Engineering, and 46 students from across campus. Revisions were made to the instrument after the pretest. That revised instrument was taken to various U-M stakeholders who would be using the data to determine if the revisions and resulting data met their needs. Any feedback was incorporated into another round of revisions. Table 1 contains the total number of questions programmed each year in both instruments. Most respondents do not receive all questions in the instrument; some questions are only displayed depending on a response to a prior question.

**Table 1: SCIP Instrument Length – Total Questions**

<b>Sample Type</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
Faculty/Staff	202	191	197	211	
Student	198	187	191	201	
Panel	NA	187	121	133	

Each year the content is reviewed (though a formal pretest was conducted only in the first year). If questions or response options are no longer useful, they are dropped. New content is added each year to get feedback on new programs or to gather data on additional topics. The SCIP Questionnaire Bridge (Excel) file contains detailed information about all changes. It can be viewed and downloaded from the “Other Materials” section of the Graham Sustainability Institute’s website, <http://graham.umich.edu/campus/scip/materials>.

### 2013

As noted in table 1, there was an overall reduction in the amount of items from the prior year in both instruments. The following changes were made to both instruments.

1. Two questions had their response options modified (see the 2013 section of the experiments section).
2. The climate change question was modified and two follow-up question added. The follow-ups were only asked dependent on the response to the main climate change questions.
3. The open-ended work question from 2012 became a series of closed questions in 2013. The respondent first selected the geographic part of campus where they mainly work. If they were unsure a follow-up question displayed a map. Once a geographic area was selected they were asked to identify the building from a list narrowed to that geographic part of campus.

## **2014**

The following modifications were made in 2014.

1. To keep panel response rate up by reducing burden, several questions asked in the student instrument were modified to only be asked of cross-section students. One student instrument was used and routing was based on a preloaded variable for panel members.
2. A short version of the consent information was added (see the 2014 section of the experiment section)
3. A question was added that asked about the importance of the respondent's behavior in conserving energy in the building in which they work.
4. A series of questions were added to the end that asked about the respondent's survey experience and if they had participated before.
5. A 20-minute timeout was added to both instruments for security reasons.

## **2015**

The following modification were made in 2015.

1. Bike sharing and composting items were added to capture data on those particular items.
2. A follow-up question asking about bus ridership in the past week for those who have ridden the bus.
3. A question was added that asked about university-sponsored air travel.
4. A follow-up question about ever participating in U-M programs if they have not participated in the past year was added.
5. The 20-minute timeout was reduced to 15-minutes for both instruments for security reasons.

### ***Programming***

The instrument was programmed in Illume 5.1 (5.1.1.180300). The web survey used the standard U-M SRC design, incorporating the U-M wordmark. Programming features included, skip logic based on preloaded information and responses to particular questions, range checks for responses requiring a numeric answer, and allowing the respondent to skip individual question items. The display was optimized for smaller mobile device (smartphone and tablet) screens (see Appendix A). Optimization included making response options (radio buttons, check boxes, entry boxes) larger so an item is easier to select, and breaking grid questions into a series of scrollable questions. The instrument can be viewed and downloaded from the "Questionnaires" section of the Graham Sustainability Institute's website, <http://graham.umich.edu/campus/scip/materials>.

### ***Instrument Length***

The aim is to have the survey take 15 minutes on average to complete. An individual respondent may take shorter or longer depending on their responses. Beginning in 2014, the panel instrument was reduced to take 10 minutes on average. Table 2 contains the lower, middle and upper quartile (in minutes) that it took to complete the instrument.

**Table 2: SCIP Instrument Length (in minutes)**

<b>Sample Type</b>		<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
Faculty/Staff	Q <sub>1</sub>	15.3	12.7	13.1	13.9	
	Q <sub>2</sub>	19.4	16.1	16.4	17.9	
	Q <sub>3</sub>	27.0	21.7	22.1	24.5	
Student	Q <sub>1</sub>	13.8	10.8	11.3	11.7	
	Q <sub>2</sub>	17.3	13.4	14.2	15.0	
	Q <sub>3</sub>	24.1	17.8	19.2	21.0	
Panel	Q <sub>1</sub>	NA	10.8	7.1	7.3	
	Q <sub>2</sub>	NA	13.4	8.9	9.3	
	Q <sub>3</sub>	NA	17.8	12.3	13.0	

Different devices may have different connection speeds and has an impact on the length of time an instrument may take to complete. Table 3 contains the median length (in minutes) to complete the instrument on different types of devices.

**Table 3: SCIP Instrument Length – Median Time to complete by device (in minutes)**

<b>Sample Type</b>	<b>Device</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
Faculty/Staff	PC	19.2	15.8	16.1	17.7	
	Smartphone	25.9	20.6	22.5	22.4	
	Tablet	24.2	18.7	24.6	24.7	
Student	PC	17.0	13.2	13.7	14.3	
	Smartphone	20.5	14.9	16.1	16.8	
	Tablet	20.4	13.7	19.7	20.5	
Panel	PC	NA	13.2	8.5	8.9	
	Smartphone	NA	14.9	10.5	11.0	
	Tablet	NA	13.7	13.7	10.8	

## **SAMPLE**

Each year, approximately 21,000 members of the university population are invited to participate in the SCIP (see table 3). The cross-section is a sample of current students, staff, and faculty with email addresses affiliated with the Ann Arbor campus (Central Campus, Medical Campus, East Campus, North Campus, South Campus or an ancillary location in Ann Arbor). The design excludes U-M alumni, the U-M Dearborn, and the U-M Flint campuses.

The student sample was drawn by the U-M Office of the Registrar. To be eligible students had to meet three criteria: 1) be a full-time undergraduate, graduate or professional student, 2) registered for the fall semester on the Ann Arbor campus, and 3) be 18 years of age.

The faculty and staff sample was drawn by the U-M Human Resources Records and Information Services. To be eligible employees had to meet two criteria: 1) be benefits eligible, and 2) employed on September 1, of the year of the survey.

### **2013**

In 2013, a rotating undergraduate student panel, designed to measure change over time was added. The student panel consisted of the 2012 cross-section freshman (now sophomores), sophomore (now juniors), and junior (now seniors) respondents. Panelists are invited each year regardless of past participation, other than their original cross-section survey the first year. Each year the panelists' U-M unquname are provided to the U-M Office of the Registrar to confirm their status on the Ann Arbor campus. If they are no longer enrolled, or are a graduate student, they are dropped from the undergraduate panel.

The 2013 original sample size was 14,367 (2,867 panel, 2,500 freshmen, 1,500 each of sophomores, juniors and seniors, 1,000 graduate students, 2,000 faculty, and 1,500 staff). Response was lower than expected due to a suspected spam problem related to the university's recent switch to Gmail. A supplementary sample of 6,950 (1,500 each of freshman, sophomores, juniors and seniors, 500 graduate students, 100 faculty, and 350 staff) was added during data collection.

### **2014**

The 2014 panel consisted of the cross-section 2013 freshmen (now sophomores) who completed the survey and 2012 freshmen (now juniors) and sophomores (now seniors) who were still enrolled as undergraduates at U-M.

The 2014 original sample size was 22,156 (2,656 panel, 4,000 freshmen, 3,000 each sophomores, juniors and seniors, 1,500 graduate students, 3,000 faculty, and 2,000 staff). After reviewing the files provided by the U-M Office of the Registrar, and the U-M Human Resources Records and Information Services, it was discovered that sampled units could appear in multiple files. This primarily happened with students. Students selected as part of the cross-section may

have been selected in a prior year and could be a member of the panel. Students employed by the university could show up as both a student and staff member.

The files were de-duplicated (see table 4 for final sample sizes) using the following criteria:

- If a selected student was already a member of the panel, they were kept as a member of the panel and excluded from the student cross-section.
- If a student was selected as both a student and a staff member, they were assigned as a student and excluded as a staff member.
- If a student was selected as a staff member, they were kept as staff since we were unaware of the student status.

Due to the suspected spam problem in 2013, the 2014 cases were randomized after de-duplication, into 297 replicates each containing approximately 100 cases, except for the panel replicates, which contained approximately 1,400 cases each. Replicates were assigned to one of nine releases that occurred over time (see Appendix B).

## 2015

The 2015 panel consisted of the cross-section 2014 freshmen (now sophomores) who completed the survey, the 2013 cross-section freshmen (now juniors) and 2012 freshmen (now seniors) who were still enrolled as undergraduates at U-M.

In 2015, the original sample size was 22,547 (3,047 panel, 4,000 freshmen, 3,000 each sophomores, juniors and seniors, 1,500 graduate students, 3,000 faculty, and 2,000 staff). Cases were de-duplicated and randomized into 41 replicates of between 400-500 cases, except for panel replicates which contained approximately 1,500 cases (see Appendix B).

**Table 4: SCIP Sample Sizes**

<b>Sample Type</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
Faculty	2,250	2,100	2,999	3,000	
Staff	1,970	1,850	1,966	1,979	
<b>Total</b>	<b>4,220</b>	<b>3,950</b>	<b>4,965</b>	<b>4,979</b>	
Freshman	2,500	4,000	3,990	3,992	
Sophomore	2,500	3,000	2,679	2,534	
Junior	2,500	3,000	2,627	2,684	
Senior	2,500	3,000	2,604	2,580	
Grad	1,000	1,500	1,436	1,470	
<b>Total</b>	<b>11,000</b>	<b>14,500</b>	<b>13,336</b>	<b>13,260</b>	
Panel	NA	2,867	2,656	3,047	
<b>Grand Total</b>	<b>15,220</b>	<b>21,317</b>	<b>20,957</b>	<b>21,286</b>	

## **FIELD OPERATIONS**

### ***Data Collection Period***

The survey is fielded each fall semester, usually beginning in October, after all participants have settled into the new academic year. The 2012 data collection period lasted 36 days. The survey was open from October 22 – November 26, 2012 (see Appendix C for a detailed timeline).

#### **2013**

The data collection period lasted 50 days. The survey was open from November 4 – December 23, 2013 (see Appendix C).

#### **2014**

The data collection period lasted 43 days. The survey was open from October 20 – December 1, 2014 (see Appendix C).

#### **2015**

The data collection period lasts 43 days. The survey was open from October 26 – December 7, 2015 (see Appendix C).

#### **2016**

Due to funding, no survey was fielded in 2016. The next survey will be conducted during the fall semester of 2017.

### ***Prenotification***

A prenotification contact was sent to each person selected to participate at the start of data collection. The prenotification provided context, informed them of their selection, and to expect an email invitation from ISR. An experiment varying the mode (letter or email) of prenotification was conducted (see the experiments section, p. 19 for more detail).

The letter was on official U-M Office of the President letterhead, and contained the signatures of the U-M President and ISR and Graham Sustainability Institute Directors. The content of the prenotification letter can be found in Appendix D. The letter was sent to 7,250 people (1,750 faculty and staff, and 5,500 students) via the university mail service to work addresses provided with the sample. The prenotification letters were sent on October 22-23, 2012.

The prenotification email was both HTML and plain text formatted to accommodate different email client settings. The email was sent from ISR on behalf of the U-M President. The reply address was to the ISR SCIP study account where messages were reviewed and responded to by the project manager and/or principal investigator. The content of the email was identical to the letter (see Appendix D).



The email was sent to 7,250 people (1,750 faculty and staff, and 5,500 students) on October 29, 2012. Twenty-seven (27 faculty and staff, and 0 student) emails bounced (were undeliverable). An additional 720 staff were sent the prenotification email on November 7, 2012. Thirteen staff emails bounced.

## **2013**

After the experiment in 2012, the prenotification letter was dropped and only a prenotification email was sent. Minor wording modifications were made to the introductory and second paragraphs. A new third paragraph containing information about overall participation in the 2012 survey and language informing participants that if they were selected in 2012 and again in 2013, they should participate. Minor wording modifications were made to the fourth paragraph. The final paragraph containing the contact information remained unchanged (see Appendix D).

The prenotification email was sent to 21,317 people (3,950 faculty and staff, 17,367 students). Fourteen (13 faculty and staff emails, and 1 student) emails bounced. The prenotification was sent on November 4, 2013 to the original 14,367 cases released. The supplemental sample added was sent their prenotification December 3-5. That prenotification email contained a link to the survey and was the only email that group received.

## **2014**

The 2014 prenotification content followed the format established in 2013. Additional minor wording modifications were made in the second paragraph. The third paragraph was updated to reflect overall participation from 2012 and 2013. The name and signature of the U-M President were updated to reflect the change in leadership. The U-M wordmark was also added to brand the email with the survey (see Appendix D).

The prenotification email was sent to 20,957 people (4,965 faculty and staff, and 15,992 students). One (1 faculty and staff, and 0 student) email bounced. The prenotification emails were sent on the following dates:

- Release 1 – October 20, 2014
- Release 2 – October 22, 2014
- Release 3 – October 23, 2014
- Release 4 – October 27, 2014
- Release 5 – October 28, 2014
- Release 6 – October 29, 2014
- Release 7 – October 30, 2014
- Release 8 – November 4, 2014
- Release 9 – November 6, 2014

## **2015**

The 2015 prenotification content followed the format established in 2013. Additional edits and wording modifications were made in the second paragraph. The third paragraph was updated to reflect participation from 2012, 2013, and 2014. There were a few minor wording edits in the fourth paragraph, and an edit to update the phone number in the paragraph with contact information. The name and signature of the U-M ISR Director were updated to reflect the change in leadership (see Appendix D).

The prenotification email was sent to 21,286 people (4,979 faculty and staff, 16,307 students). Zero emails bounced. The prenotification emails were sent on the following dates:

- Release 1 – October 26, 2015
- Release 2 – October 27, 2015
- Release 3 – October 28, 2015
- Release 4 – October 29, 2015
- Release 5 – November 3, 2015
- Release 6 – November 4, 2015

### ***Invitation Email***

The invitation email (see Appendix D) was both HTML and plain text formatted to accommodate different email client settings. The email was sent from ISR. The reply address was to the ISR SCIP study account where messages were reviewed and responded to by the project manager and/or principal investigator. The invitation was sent to 15,220 people (4,220 faculty and staff, and 11,000 students). Twenty-seven (24 faculty and staff, and 3 student) emails bounced.

The invitation emails were sent on October 26, 2012 to the group that was sent a prenotification letter on October 22-23, 2012. The invitation emails were sent on October 29, 2012 to the group that was sent a prenotification email on October 29, 2012. The additional staff that was sent a prenotification email on November 7, 2012 received their invitation later that same day.

## **2013**

The invitation email (see Appendix D) was sent to 14,367 people (3,500 faculty and staff, and 10,867 students) on November 4, 2013. Seven (7 faculty and staff and 0 students) emails bounced. A supplemental sample of 6,950 people (450 faculty and staff and 6,500) was released December 3-5. Their invitation was the prenotification email with an added link. This was the only email this group received.

Early in the process, it was brought to the project's attention that some people were receiving the prenotification email, but not the invitation email. A plain text email was sent to all nonrespondents providing instructions on how to search for the link in their SPAM folder, and if still unable to find it, to send an email to [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu). In those cases, a link was manually emailed to him/her (resent to 28 students and 16 faculty). Other efforts were made to

improve the likelihood of receipt, including standardizing the “From” name to U-M Institute for Social Research, scheduling all email jobs for business hours, and using plain text instead of the HTML.

## **2014**

In 2014, after reviewing the invitation email content previously used, it was decided to revise the email content in the event that it was contributing to the issues encountered in 2013. The email sending name was updated from Institute for Social Research to U-M Institute for Social Research to help those that may never have heard of ISR to show that it is part of the U-M. All subject lines were updated. The content of all messages was updated to include personalization, an exposed survey URL, contact information, the principal investigator, and the same U-M wordmark used in the survey (see Appendix D).

The invitation email was sent to 20,957 people (2,999 faculty, 1,966 staff, 13,336 cross-section students, and 2,656 panel students). One (1 faculty and staff email and 0 student) email bounced. The invitation emails were sent on the following dates:

- Release 1 – October 21, 2014
- Release 2 – October 23, 2014
- Release 3 – October 24, 2014
- Release 4 – October 28, 2014
- Release 5 – October 29, 2014
- Release 6 – October 30, 2014
- Release 7 – October 31, 2014
- Release 8 – November 5, 2014
- Release 9 – November 7, 2014

## **2015**

Only date references were updated for the 2015 email content (see Appendix D).

The prenotification email was sent to 21,286 people (3,000 faculty, 1,979 staff, 13,260 students, and 3,047 panel). Zero emails bounced. The invitation emails were sent on the following dates:

- Release 1 – October 27, 2015
- Release 2 – October 28, 2015
- Release 3 – October 29, 2015
- Release 4 – October 30, 2015
- Release 5 – November 4, 2015
- Release 6 – November 5, 2015

### ***First Reminder Email***

The first reminder email (see Appendix D) was both HTML and plain text formatted to accommodate different email client settings. The email was sent from ISR. The reply address was to the ISR SCIP study account where messages were reviewed and responded to by the project manager and/or principal investigator. The first reminder was sent to 9,803 people (2,068 faculty and staff, and 7,735 students) on November 7-8, 2012. Thirty-four (32 faculty and staff, and 2 student) emails bounced. An experiment testing the impact of a video reminder using a coach from the U-M athletic department was tested with 50% of the sample sent the first reminder email (see the experiments section for more detail).

### **2013**

All cases were sent a video reminder followed by the first reminder email (see Appendix D). Those messages were sent to 11,159 people (2,223 faculty and staff, and 8,936 students). Eighty (49 faculty and staff, and 31 student) emails bounced.

### **2014**

In 2014, after reviewing the first reminder email content previously used, it was decided to revise the email content in the event that it was contributing to the issues encountered in 2013. The email sending name was updated from Institute for Social Research to U-M Institute for Social Research to help those that may never have heard of ISR to show that it is part of the U-M. All subject lines were updated. The content of all messages was updated to include, personalization, an exposed survey URL, contact information, the principal investigator, and the same U-M wordmark used in the survey (see Appendix D).

The first reminder email was sent to 17,683 people (3,880 faculty and staff, and 13,803 students). Four (3 faculty and staff, and 1 student) emails bounced. The first reminder emails were sent on the following dates:

- Release 1 – October 25, 2014
- Release 2 – October 27, 2014
- Release 3 – October 28, 2014
- Release 4 – November 1, 2014
- Release 5 – November 2, 2014
- Release 6 – November 3, 2014
- Release 7 – November 4, 2014
- Release 8 – November 9, 2014
- Release 9 – November 11, 2014

### **2015**

Only date references were updated for the 2015 email content (see Appendix D).

The first reminder email was sent to 18,320 people (3,846 faculty and staff, and 14,474 students). Five (4 faculty and staff emails, and 1 student) emails bounced. The first reminder emails were sent on the following dates:

- Release 1 – October 31, 2015
- Release 2 – November 1, 2015
- Release 3 – November 2, 2015
- Release 4 – November 3, 2015
- Release 5 – November 7, 2015
- Release 6 – November 8, 2015

### ***Video Reminder Email***

There was an experiment that tested the impact of a video-reminder using a coach from the U-M Department of Athletics. Approximately fifty percent of non-response cases were sent a video reminder email prior to their first reminder email, while the other approximately fifty percent of non-response cases were sent a video reminder prior to their second reminder email. The video reminder email contained a link to a video message from head men's basketball coach, John Beilein. A survey link was not included. The content of the video reminder email can be found in Appendix D.

The video reminder was sent to 4,858 people (1,031 faculty and staff, and 3,827 students) on November 7-8, 2012 prior to their first reminder. Twenty-eight faculty and staff, and three student emails bounced. 416 of the additional staff added on November 7, 2012 was sent a video reminder on November 12, 2012 prior to their first reminder. Thirteen emails bounced.

It was sent to 4,594 people (916 faculty and staff, and 3,678 students) on November 14, 2012 prior to their second reminder. Twenty-nine (25 faculty and staff, and 4 student) emails bounced.

### **2013**

The video reminder email contained a link to a message from head men's and women's swimming and diving coach Mike Bottom (see Appendix D). The video reminder was sent to 11,159 people (2,223 faculty and staff, and 8,936 students) November 13-18, 2013, prior to their first reminder email. Eighty (49 faculty and staff, and 31 student) emails bounced.

### **2014**

The video reminder was combined with the third reminder email (see Appendix D). The email included a link to a video message and a link to the survey. The video reminder message was from head softball coach, Carol Hutchins. Approximately 50% of non-responding cases were sent this message. The video reminder was sent to 7,647 people (1,470 faculty and staff, and 6,177 students). Five (1 faculty and staff, and 4 student) emails bounced. The third reminder emails were sent on the following dates:

- Release 1 – November 6, 2014
- Release 2 – November 10, 2014
- Release 3 – November 11, 2014
- Release 4 – November 13, 2014
- Release 5 – November 13, 2014<sup>1</sup>
- Release 6 – November 17, 2014
- Release 7 – November 18, 2014
- Release 8 – November 20, 2014
- Release 9 – November 24, 2014

## **2015**

The video reminder message followed the format from 2014 (see Appendix D). The video reminder was a message from head women's basketball coach, Kim Barnes-Arico.

Approximately 50% of non-responding cases were sent this message. The video reminder was sent to 5,338 people (3,078 faculty and staff, and 2,260 students) prior to their first reminder. One (0 faculty and staff, and 1 student emails bounced. The third reminder emails were sent on the following dates:

- Release 1 – November 12, 2015
- Release 2 – November 13, 2015
- Release 3 – November 14, 2015
- Release 4 – November 15, 2015
- Release 5 – November 19, 2015
- Release 6 – November 20, 2015

### ***Second Email Reminder***

The second reminder email (see Appendix D) was both HTML and plain text formatted to accommodate different email client settings. The email was sent from ISR. The reply address was to the ISR SCIP study account where messages were reviewed and responded to by the project manager and/or principal investigator. The second reminder was the final reminder sent. It was sent to 9,097 people (1,846 faculty and staff, and 7,251 students). Thirty-three (27 faculty and staff, and 6 student) emails bounced. An experiment testing the impact of a video reminder using a coach from the U-M athletic department was tried with 50% of the sample sent the second reminder (see the experiments section for more detail).

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<sup>1</sup> Video reminder occurs same day as release 4 due to the second email reminder happening a day early to accommodate another larger study that was sending emails on November 8.

## **2013**

The first reminder email (see Appendix D) was sent to 10,731 people (2,115 faculty and staff, and 8,616 students) on November 25, 2013 for faculty and staff and December 2-4, 2013 for students. Two-hundred thirty-six (50 faculty and staff, and 186 student) emails bounced.

## **2014**

In 2014, after reviewing the second reminder email content previously used, it was decided to revise the email content in the event that it was contributing to the issues encountered in 2013. The email sending name was updated from Institute for Social Research to U-M Institute for Social Research to help those that may never have heard of ISR to show that it is part of the U-M. All subject lines were updated. The content of all messages was updated to include, personalization, an exposed survey URL, contact information, the principal investigator, and the same U-M wordmark used in the survey (see Appendix D).

The second reminder email was sent to 15,924 people (3,230 faculty and staff, and 12,694 students). Eight (2 faculty and staff, and 6 student) emails bounced. The second reminder emails were sent on the following dates:

- Release 1 – October 31, 2014
- Release 2 – November 4, 2014
- Release 3 – November 5, 2014
- Release 4 – November 7, 2014
- Release 5 – November 7, 2014<sup>2</sup>
- Release 6 – November 9, 2014
- Release 7 – November 10, 2014
- Release 8 – November 14, 2014
- Release 9 – November 17, 2014

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<sup>2</sup> Second email reminder occurs same day as release 4 to accommodate another larger study that was sending emails on November 8.

## **2015**

Only date references were updated for the 2015 email content (see Appendix D).

The second reminder email was sent to 16,983 people (3,312 faculty and staff, and 13,671 students). Two (0 faculty and staff, and 2 student) emails bounced. The second reminder emails were sent on the following dates:

- Release 1 – November 6, 2015
- Release 2 – November 7, 2015
- Release 3 – November 8, 2015
- Release 4 – November 9, 2015
- Release 5 – November 13, 2015
- Release 6 – November 14, 2015

### ***Third Reminder Email***

## **2014**

To try to increase response, a third reminder email was added. The third reminder email (see Appendix D) was both HTML and plain text formatted to accommodate different email client settings. The email was sent from ISR. The reply address was to the ISR SCIP study account where messages were reviewed and responded to by the project manager and/or principal investigator. The design of the third reminder followed the other design decisions made for the other emails in 2014.

The third reminder was the final reminder sent in 2014. It was sent to 13,813 people (1,498 faculty and staff, and 12,315 students). Of the 13,813 sent the third reminder email, 7,647 (1,470 faculty and staff, and 6,177 students) contained an additional link to the video reminder. Eight (1 faculty and staff, and 7 student) emails bounced. The third reminder emails were sent on the following dates:

- Release 1 – November 6, 2014
- Release 2 – November 10, 2014
- Release 3 – November 11, 2014
- Release 4 – November 13, 2014
- Release 5 – November 13, 2014<sup>1</sup>
- Release 6 – November 17, 2014
- Release 7 – November 18, 2014
- Release 8 – November 20, 2014
- Release 9 – November 24, 2014

## **2015**

Only date references were updated for the 2015 email content (see Appendix D).



The third reminder email was sent to 16,383 people (3,078 faculty and staff, and 13,305 students). Of the 16,383 sent the third reminder email, 5,338 (3,078 faculty and staff, and 2,260 students) contained an additional link to the video reminder. One (0 faculty and staff, and 1 student) email bounced. The third reminder emails were sent on the following dates:

- Release 1 – November 12, 2015
- Release 2 – November 13, 2015
- Release 3 – November 14, 2015
- Release 4 – November 15, 2015
- Release 5 – November 19, 2015
- Release 6 – November 20, 2015

#### ***Fourth Reminder Email***

##### **2015**

Due to lagging response for students, a fourth email reminder (see Appendix D) was added to try and increase response. The fourth reminder email was both HTML and plain text formatted to accommodate different email client settings. The email was sent from ISR. The reply address was to the ISR SCIP study account where messages were reviewed and responded to by the project manager and/or principal investigator. The design of the third reminder followed the other design decisions made for the other emails in 2014.

The fourth reminder was sent to 7,601 students. Zero emails bounced.

#### ***Token of Appreciation Notification Email***

##### **2014**

Those who had been selected to receive a token of appreciation (see description below) had previously been emailed directly by the vendor of the gift code they selected. In 2014, those who were selected to receive a token of appreciation were sent an email from ISR with their gift code (see Appendix D). The token of appreciation email was both HTML and plain text formatted to accommodate different email client settings. The email was sent from ISR. The reply address was to the ISR SCIP study account where messages were reviewed and responded to by the project manager and/or the principal investigator. The token of appreciation email was sent to 67 people (22 faculty and staff, and 45 students) on January 22, 2015. No emails bounced.

##### **2015**

The token of appreciation email content was the same as 2014 (see Appendix D). The token of appreciation email was sent to 58 people (22 faculty and staff, and 36 students) on December 16, 2015. No emails bounced.

## ***Token of Appreciation***

A key part of the design was the encouragement and follow-up of non-respondents and offering a lottery-style token of appreciation. A token of appreciation for time spent taking the survey was offered to those who completed a survey. Each participant had an approximately 1 in 100 chance of winning a \$50 token of appreciation. At the conclusion of the survey, respondents were asked whether they wished to receive an iTunes, Amazon, or Barnes & Noble gift code if they were selected as a winner. The Amazon gift card was selected most often across all groups. After the survey closed, the following process was used to identify gift code winners.

### **METHOD FOR SELECTING WINNERS<sup>3</sup>:**

1. All faculty, staff, students that were accepted as complete (at least 80% complete) or submitted the survey were identified.
2. Those that did not wish to receive an incentive were removed.
3. The remaining cases were divided into individual files based on sample type.
4. Each list was sorted based on the date/time stamp the case was submitted, or last accessed if it was an accepted partial. The list was numbered to determine the total number of cases in the file. The total number of cases was divided until the odds were as close to 1:100 as mathematically possible. The list was then renumbered with the calculated odds. If the number was not evenly divisible, every other group would receive an extra case until it was no longer needed.

As an example, a file containing 879 completes is divided into 9 groups (1:97.6666666667). The 879 cases are divided into six groups of 98 cases, with every third group containing 97 cases. Each day when two random numbers are drawn, they are matched to the next two groups needing winners. If the two random numbers drawn were 3 and 87, the third case in the next group and the eighty-seventh case in the group after that are the winning cases.

Each business day during a public meeting, two random numbers were generated to determine winners. Two \$50 gift codes were awarded each day to selected winners.

## **2014**

Given that Amazon was the preferred selection in 2012 and 2013, the other payment methods were dropped. The token of appreciation for the student panel increased to \$100. The increased amount only allowed one random number to be generated the days winning panelists were

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<sup>3</sup> Use of a raffle/lottery drawing according to [Michigan Raffle Laws](http://www.michigan.gov/documents/BSL-CG-1824_26045_7.pdf) ([http://www.michigan.gov/documents/BSL-CG-1824\\_26045\\_7.pdf](http://www.michigan.gov/documents/BSL-CG-1824_26045_7.pdf)):

- *Drawing must be held during a meeting or event, but the meeting or event cannot be for the sole purpose of holding the drawing.*
- *Daily total cannot exceed \$100 (2 \$50 certificates).*
- *Any respondent must have only 1 chance of winning—all daily drawing groups must be mutually exclusive.*

selected. \$100 gift codes were awarded to each panelist. One \$50 gift code was awarded to all other selected winners.

### **Experiments**

With SCIP being a multi-year study, methodological experiments are being conducted each year to find what helps increase response. Two experiments were conducted.

1. Vary the mode of the prenotification (letter or email) contact from the U-M President. 50% of the sample was assigned to receive a letter via campus mail followed by an email invitation a few days later, with the remaining 50% receiving a prenotification email followed by an invitation email later the same day.
2. Test the impact of a reminder with a message from a coach from the U-M Athletic Department. Approximately 50% of non-respondents were assigned to receive a video reminder prior to receiving the first reminder email, with the other approximately 50% of non-respondents receiving the video reminder prior to receiving the second reminder email.

Results:

Experiment 1 – The letter was not found to increase response. The email prenotification will be used in 2013.

Experiment 2 – Based on returns after the first stage, the video was helpful in getting people to complete the survey. Without the video, the response rate was 36%, with the video it was 39%.

### **2013**

One experiment was conducted in 2013.

1. Test response items on select items detailing frequency and behavior or activity. This was tested on the new cross-section of faculty, staff, sophomore, junior, and senior students. Approximately 25% were assigned to receive the alternate response options to determine whether numeric values could be assigned to more vague response options.
  - a. 75% received Never, Rarely, Sometimes, Always/Most of the time
  - b. 25% received Never, 1 day per week or less, 2-3 days per week, 4 or more days per week.
  - c. Tested on two questions
    - i. During the past year, how often did you do the following to travel between where you lived and campus? (FCST2\_2013 and STUDQUES7
    - ii. During the past year, how often did you (or other household members) but the following? (FCST23\_2013 and STUDQUES27\_2013).

Results: The original response options for 2012 were kept.

## **2014**

Two experiments were conducted in 2014.

1. Re-test the impact of the message from a coach from the U-M Department of Athletics. In this experiment, only 50% of nonrespondents received a video reminder. This time it was part of the third reminder email only and was in the same message and not a separate message (see Appendix D).
2. Vary the appearance (length) of the consent information presented early in the web survey. 50% of cases were assigned to the “long” version of the consent information, with the other 50% of cases assigned to the “short” version of the consent information (see Appendix D). The consent forms contained the same information, but the presentation was altered (regardless of device). The “long” version looked like a traditional consent form with all of the information displayed. The “short” version displayed the 6 most important items first, with the remaining information organized and accessible from one of three accordion menus (About the Study, Confidentiality, and Your Rights).

These experiments were continued in 2015. See 2015 for the results.

## **2015**

The experiments from 2014 were continued in 2015.

Results:

Experiment 1 – The video reminder did not increase response. That was consistent across years and devices.

Experiment 2 – The short consent did not increase response. The long consent performed better on PC/smartphones, with the short consent performing better on tablets (for more detail, see Hupp et al., 2016)

### ***Survey Access and Response***

It was expected that most participants would use a PC (desktop or laptop) to access the survey. That was the case, but there is a growing proportion of devices with smaller screens being used to access the survey (see table 5).

**Table 5: Device Access by Sample Type**

<b>Attempt Type</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
Faculty/Staff Logins	2,186	1,552	2,149	2,221	
Student Logins	4,072	3,228	4,220	4,019	
<b>Total Logins</b>	<b>6,258</b>	<b>4,780</b>	<b>6,369</b>	<b>6,240</b>	
<b>Smartphone</b>					
Faculty/Staff	45	34	60	112	
	2.1%	2.2%	2.8%	5.0%	
Student	306	301	804	1,092	
	7.5%	9.3%	19.1%	27.2%	
<b>Smartphone Total</b>	<b>351</b>	<b>335</b>	<b>864</b>	<b>1,204</b>	
	<b>5.6%</b>	<b>7.0%</b>	<b>13.6%</b>	<b>19.3%</b>	
<b>Tablet</b>					
Faculty/Staff	43	41	35	32	
	2.0%	2.6%	1.6%	1.4%	
Student	60	56	53	22	
	1.5%	1.7%	1.3%	0.5%	
<b>Tablet Total</b>	<b>103</b>	<b>97</b>	<b>88</b>	<b>54</b>	
	<b>1.6%</b>	<b>2.0%</b>	<b>1.4%</b>	<b>0.9%</b>	
<b>PC/Laptop</b>					
Faculty/Staff	2,098	1,477	2,054	2,077	
	96.0%	95.2%	95.6%	93.5%	
Student	3,706	2,871	3,363	2,905	
	91.0%	88.9%	79.7%	72.3%	
<b>PC/Laptop Total</b>	<b>5,804</b>	<b>4,348</b>	<b>5,417</b>	<b>4,982</b>	
	<b>92.7%</b>	<b>91.0%</b>	<b>85.1%</b>	<b>79.8%</b>	

### ***Final Dispositions and Outcome Rates***

After the conclusion of each data collection wave, each case was assigned a final disposition based on AAPOR Standard Definitions (AAPOR, 2016). A case can be categorized into one of three groups: interview, eligible non-interview, and non-sample.

There are two components to the interview category: 1) completed interviews, and 2) partial interviews. A completed interview included submitted cases where the respondent answered at least 80% of the questions. A partial interview included cases not submitted where the respondent answered at least 80% of the questions. The definition of 80% was having answered at least 161 questions in both surveys.

Cases with no data or insufficient data are categorized as eligible non-interviews. There are three components to the eligible non-interview category: 1) refusals, 2) breakoffs, and 3) other. Refusals are cases that explicitly stated they wished to stop being contacted or did not want to participate. Breakoffs are cases that accessed the survey and did not have sufficient data to be taken as a partial. Since the sample provided met the study eligibility criteria, all other cases that never accessed the survey are included in the “other” component.

There is one component to the non-sample category: 1) age ineligible. A participant needed to be at least 18 years old to participate. Participants accessing the survey were informed of this on the first screen of the survey. There was not an explicit question in the survey. The number comes from those students who notified the study.

Final dispositions and outcome rates are shown in Table 6, below. 6,184 (2,166 faculty and staff, and 4,018 student) interviews were completed. Overall, a response rate of 40.6% (51.3% faculty and staff, and 36.5% student) (AAPOR formula 1) was achieved.

**Table 6: Final Dispositions and Outcomes**

<b>Final Disposition</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>Interview</b>	<b>6,184</b>	<b>4,714</b>	<b>6,284</b>	<b>5,430</b>	
Completed interview	6,122	4,657	6,206	5,431	
Partial interview	62	57	78	66	
<b>Eligible non-interview</b>	<b>9,036</b>	<b>16,603</b>	<b>14,668</b>	<b>15,788</b>	
Refusal	5	2	9	10	
Breakoff	1,202	1,140	1,188	992	
Other	7,829	15,461	13,471	14,786	
<b>Nonsample</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>1</b>	
Age Ineligible	0	0	5	1	
<b>Grand Total</b>	<b>15,220</b>	<b>21,317</b>	<b>20,957</b>	<b>21,286</b>	

## 2013

4,714 (1,549 faculty and staff, and 2,200 student cross-section, and 965 student panel) interviews were completed. Overall, a response rate of 22.1% (39.2% faculty and staff, 15.2% student cross-section, and 33.7% student panel) was achieved.

## 2014

The definition of 80% was updated in 2014 to use a variable provided by the data collection software. The software calculates the percentage of the survey that is complete using the current path the respondent is taking. Using this variable accounts for any variation in the number of instrument items from year-to-year.

6,284 (2,145 faculty and staff, 3,182 student cross-section, and 957 student panel) interviews were completed. Overall, a response rate of 29.9% (43.2% faculty and staff, 23.9% student cross-section, and 36.0% for student panel<sup>4</sup>) was achieved.

<sup>4</sup> The response rate reported for the student panel is the reinterview rate for that particular year and not the true response rate based on initial participation.

## **2015**

5,430 (2,014 faculty and staff, 2,490 student cross-section, and 926 student panel) interviews were completed. Overall, a response rate of 25.5% (40.4% faculty and staff, 18.8% student cross-section, and 30.4% for student panel) was achieved.

## **WEIGHTING**

In order to ensure that data reported herein represent accurate estimates for the correct proportions of undergraduate and graduate students and for the staff-faculty ratios, sample weights were developed and applied when analyzing the survey data. These weights are used when reporting data covering *all* students and undergraduate students, and when reporting data for faculty and staff separately and together. Weights take into account not only the true proportion of students from each cohort and the staff to faculty ratio, but also gender and the proportion of University staff and faculty employed within the U-M's Health System.

## **AUTHOR INFORMATION**

Cheryl Weise directed the 2012 and 2013 SCIP. Andrew Hupp directed the 2014 and 2015 SCIP. For questions about this report or more information about this survey, contact Andrew Hupp by email: ahupp [at] umich [dot] edu.

## **REFERENCES**

Hupp, A.L., Marans, R.W., and Chan, W.W. (2016). "Promoting Participation in Web Surveys." Paper presented at the 71<sup>st</sup> Annual Conference of the American Association for Public Opinion Research, Austin, TX.

The American Association for Public Opinion Research. 2016. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 9th edition. AAPOR.

## Appendix A: Web Survey Optimization Examples

### Short consent display – PC/Laptop

This screenshot shows a web browser window displaying a consent form. The form is titled "To learn more..." and contains a list of bullet points: "Your answers and personal information will be kept confidential.", "Participation is voluntary and you can stop at any time.", "It should take about 15 minutes to complete.", "There are no risks related to completing this survey, because the topic is not sensitive.", and "Upon completion of the survey, your email address will be included in a drawing for a \$50 Amazon gift code." Below the list are three expandable sections: "About the Study", "Confidentiality", and "Your Rights". At the bottom right, there is a text prompt "Click 'Next' to continue with the survey." and two buttons: "Next >>" and "<< Back".

- Your answers and personal information will be kept confidential.
- Participation is voluntary and you can stop at any time.
- It should take about 15 minutes to complete.
- There are no risks related to completing this survey, because the topic is not sensitive.
- Upon completion of the survey, your email address will be included in a drawing for a \$50 Amazon gift code.

To learn more...

About the Study

Confidentiality

Your Rights

Click "Next" to continue with the survey.

Next >>

<< Back

### Short consent display – Tablet/Smartphone

This screenshot shows a mobile device screen displaying the same consent form as the PC version. The screen is oriented vertically. The top status bar shows "AT&T 3G", "21:57", and "80%". The browser address bar shows "illumettest2.isr.umich.edu". The consent text is displayed in a single column. The "About the Study" and "Confidentiality" sections are collapsed, while "Your Rights" is expanded, showing the same bullet points as the PC version. At the bottom, there is a text prompt "Click 'Next' to continue with the survey." and a single button "Next >>".

To learn more...

About the Study

Confidentiality

- Your name will not be attached to any data, a study number will be used instead.
- Your answers and personal information will be kept confidential.
- There are no risks related to completing this survey, because the topic is not sensitive.

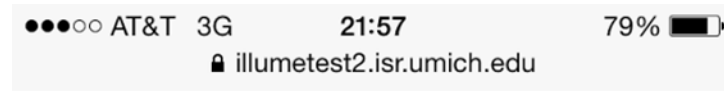
Your Rights

Click "Next" to continue with the survey.

Next >>



**Mobile Optimization – Closed response question with radio buttons.**



[Help](#)

**Sustainability Culture Indicators Program (SCIP)**

---

**How long have you lived at your current residence?**

- ☐ Less than 3 months
  - ☐ 3-11 months
  - ☒ 1-2 years
  - ☐ More than 2 years
- 

Next >>

<< Back

**Mobile Optimization – Closed response question with select all that apply check boxes.**

●●●○○ AT&T 3G 22:05 Sustainability Cultural Indicators Program (5 75%  
illumetest2.isr.umich.edu

**What school or college are you enrolled in?**

*(Select all that apply)*

- ☐ Architecture & Urban Planning
- ☒ Art & Design
- ☐ Business
- ☒ Dentistry
- ☐ Education
- ☐ Engineering
- ☐ Information

## Mobile Optimization – Grid format questions

### Grid question as viewed on a PC/Laptop



#### Sustainability Culture Indicators Program (SCIP)

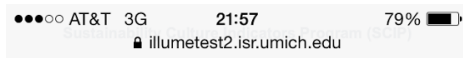
How much do you know about the following?

	A lot	A fair amount	A little	Not much/ nothing
Bus, AAATA/"The Ride" (Ann Arbor Area Transportation Authority schedules, routes, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus, U-M	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biking in Ann Arbor (bike lanes, rules of the road, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renting a car by the hour (e.g. Zipcar)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
U-M GreenRide/iShareaRide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next >>

<< Back

### Grid question as viewed on a Tablet/Smartphone (broken in to a scrollable group of individual questions.)



How much do you know about the following?

Bus, AAATA/"The Ride" (Ann Arbor Area Transportation Authority schedules, routes, etc.)

- ☐ A lot
- ☐ A fair amount
- ☐ A little
- ☐ Not much/ nothing

Bus, U-M

- ☐ A lot
- ☐ A fair amount

## Appendix B: Replicates and Release Structure

2014

### FACULTY/STAFF

#### Faculty Cross-Section Releases N=2,999

Replicate 1 (100 cases) = Release 1  
Replicate 2 (100 cases) = Release 3  
Replicate 3 (100 cases) = Release 3  
Replicate 4 (100 cases) = Release 3  
Replicate 5 (100 cases) = Release 3  
Replicate 6 (100 cases) = Release 4  
Replicate 7 (100 cases) = Release 4  
Replicate 8 (100 cases) = Release 4  
Replicate 9 (100 cases) = Release 5  
Replicate 10 (100 cases) = Release 5  
Replicate 11 (99 cases) = Release 5  
Replicate 12 (100 cases) = Release 6  
Replicate 13 (100 cases) = Release 6  
Replicate 14 (100 cases) = Release 6  
Replicate 15 (100 cases) = Release 7  
Replicate 16 (100 cases) = Release 7  
Replicate 17 (100 cases) = Release 7  
Replicate 18 (100 cases) = Release 8  
Replicate 19 (100 cases) = Release 8  
Replicate 20 (100 cases) = Release 8  
Replicate 21 (100 cases) = Release 9  
Replicate 22 (100 cases) = Release 9  
Replicate 23 (100 cases) = Release 9  
Replicate 24 (100 cases) = Release 9  
Replicate 25 (100 cases) = Release 9  
Replicate 26 (100 cases) = Release 9  
Replicate 27 (100 cases) = Release 9  
Replicate 28 (100 cases) = Release 9  
Replicate 29 (100 cases) = Release 9  
Replicate 30 (100 cases) = Release 9

#### Staff Cross-Section Releases N=1,966

Replicate 31 (96 cases) = Release 1  
Replicate 32 (99 cases) = Release 3  
Replicate 33 (100 cases) = Release 3  
Replicate 34 (97 cases) = Release 4  
Replicate 35 (97 cases) = Release 4  
Replicate 36 (98 cases) = Release 5  
Replicate 37 (100 cases) = Release 5  
Replicate 38 (99 cases) = Release 6  
Replicate 39 (98 cases) = Release 6  
Replicate 40 (99 cases) = Release 6  
Replicate 41 (98 cases) = Release 7  
Replicate 42 (98 cases) = Release 7  
Replicate 43 (98 cases) = Release 7  
Replicate 44 (98 cases) = Release 7  
Replicate 45 (96 cases) = Release 8  
Replicate 46 (99 cases) = Release 8  
Replicate 47 (100 cases) = Release 8  
Replicate 48 (100 cases) = Release 8  
Replicate 49 (99 cases) = Release 9  
Replicate 50 (97 cases) = Release 9

#### Sample Releases

##### Release 1 (5 replicates) - October 20, 2014

Replicates 1, 31, 101, 102, 201 (482 cases)

##### Release 2 (2 replicates) - October 22, 2014

Replicates 301, 302 (2,750 cases)

##### Release 3 (26 replicates) - October 23, 2014

Replicates 2, 3, 4, 5, 32, 33, 103, 104, 105, 106, 141, 142, 143, 171, 172, 173, 174, 175, 176, 202, 203, 204, 205, 206, 231, 232 (2,411 cases)

##### Release 4 (25 replicates) - October 27, 2014

Replicates 6, 7, 8, 34, 35, 107, 108, 109, 110, 144, 145, 146, 147, 177, 178, 179, 180, 181, 182, 207, 208, 209, 210, 233, 234 (2,319 cases)

##### Release 5 (25 replicates) - October 28, 2014

Replicates 9, 10, 11, 36, 37, 111, 112, 113, 114, 148, 149, 150, 151, 152, 183, 184, 185, 186, 211, 212, 213, 214, 215, 235, 236 (2,322 cases)

##### Release 6 (23 replicates) - October 29, 2014

Replicates 12, 13, 14, 38, 39, 40, 115, 116, 117, 118, 153, 154, 155, 156, 187, 188, 189, 216, 217, 218, 219, 237, 238 (2,173 cases)

##### Release 7 (23 replicates) - October 30, 2014

Replicates 15, 16, 17, 41, 42, 43, 44, 119, 120, 121, 122, 157, 158, 159, 160, 161, 190, 191, 192, 220, 221, 222, 239 (2,144 cases)

##### Release 8 (21 replicates) - November 3, 2014

Replicates 18, 19, 20, 45, 46, 47, 48, 123, 124, 125, 162, 163, 164, 165, 193, 194, 195, 223, 224, 225, 240 (1,961 cases)

##### Release 9 (47 replicates) - November 5, 2014

Replicates 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 49, 50, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 166, 167, 168, 169, 170, 196, 197, 198, 199, 200, 226, 227, 228, 229, 230, 241, 242, 243, 244, 245 (4,494 cases)

## STUDENTS

<div>Freshman Cross-Section Releases N=3,995</div> <div>Replicate 101 (100 cases) = Release 1 Replicate 102 (100 cases) = Release 1 Replicate 103 (100 cases) = Release 3 Replicate 104 (99 cases) = Release 3 Replicate 105 (99 cases) = Release 3 Replicate 106 (100 cases) = Release 3 Replicate 107 (100 cases) = Release 4 Replicate 108 (100 cases) = Release 4 Replicate 109 (100 cases) = Release 4 Replicate 110 (100 cases) = Release 4 Replicate 111 (99 cases) = Release 5 Replicate 112 (100 cases) = Release 5 Replicate 113 (100 cases) = Release 5 Replicate 114 (100 cases) = Release 5 Replicate 115 (100 cases) = Release 6 Replicate 116 (100 cases) = Release 6 Replicate 117 (100 cases) = Release 6 Replicate 118 (100 cases) = Release 6 Replicate 119 (100 cases) = Release 7 Replicate 120 (100 cases) = Release 7 Replicate 121 (100 cases) = Release 7 Replicate 122 (100 cases) = Release 7 Replicate 123 (100 cases) = Release 8 Replicate 124 (100 cases) = Release 8 Replicate 125 (100 cases) = Release 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5 Replicate 151 (86 cases) = Release 5 Replicate 152 (87 cases) = Release 5 Replicate 153 (93 cases) = Release 6 Replicate 154 (91 cases) = Release 6 Replicate 155 (96 cases) = Release 6 Replicate 156 (86 cases) = Release 6 Replicate 157 (87 cases) = Release 7 Replicate 158 (84 cases) = Release 7 Replicate 159 (86 cases) = Release 7 Replicate 160 (89 cases) = Release 7 Replicate 161 (89 cases) = Release 7 Replicate 162 (92 cases) = Release 8 Replicate 163 (83 cases) = Release 8 Replicate 164 (89 cases) = Release 8 Replicate 165 (84 cases) = Release 8 Replicate 166 (86 cases) = Release 9 Replicate 167 (92 cases) = Release 9 Replicate 168 (91 cases) = Release 9 Replicate 169 (96 cases) = Release 9 Replicate 170 (93 cases) = Release 9</div>	<div>Junior Cross-Section Releases N=2,627</div> <div>Replicate 171 (86 cases) = Release 3 Replicate 172 (92 cases) = Release 3 Replicate 173 (89 cases) = Release 3 Replicate 174 (83 cases) = Release 3 Replicate 175 (84 cases) = Release 3 Replicate 176 (86 cases) = Release 3 Replicate 177 (88 cases) = Release 4 Replicate 178 (91 cases) = Release 4 Replicate 179 (87 cases) = Release 4 Replicate 180 (89 cases) = Release 4 Replicate 181 (84 cases) = Release 4 Replicate 182 (83 cases) = Release 4 Replicate 183 (93 cases) = Release 5 Replicate 184 (94 cases) = Release 5 Replicate 185 (90 cases) = Release 5 Replicate 186 (91 cases) = Release 5 Replicate 187 (89 cases) = Release 6 Replicate 188 (90 cases) = Release 6 Replicate 189 (89 cases) = Release 6 Replicate 190 (86 cases) = Release 7 Replicate 191 (88 cases) = Release 7 Replicate 192 (85 cases) = Release 7 Replicate 193 (84 cases) = Release 8 Replicate 194 (86 cases) = Release 8 Replicate 195 (88 cases) = Release 8 Replicate 196 (88 cases) = Release 9 Replicate 197 (85 cases) = Release 9 Replicate 198 (83 cases) = Release 9 Replicate 199 (82 cases) = Release 9 Replicate 200 (94 cases) = Release 9</div>	<div>Senior Cross-Section Releases N=2,604</div> <div>Replicate 201 (86 cases) = Release 1 Replicate 202 (88 cases) = Release 3 Replicate 203 (87 cases) = Release 3 Replicate 204 (85 cases) = Release 3 Replicate 205 (93 cases) = Release 3 Replicate 206 (80 cases) = Release 3 Replicate 207 (87 cases) = Release 4 Replicate 208 (87 cases) = Release 4 Replicate 209 (90 cases) = Release 4 Replicate 210 (84 cases) = Release 4 Replicate 211 (83 cases) = Release 5 Replicate 212 (87 cases) = Release 5 Replicate 213 (90 cases) = Release 5 Replicate 214 (83 cases) = Release 5 Replicate 215 (88 cases) = Release 5 Replicate 216 (87 cases) = Release 6 Replicate 217 (85 cases) = Release 6 Replicate 218 (88 cases) = Release 6 Replicate 219 (88 cases) = Release 6 Replicate 220 (90 cases) = Release 7 Replicate 221 (87 cases) = Release 7 Replicate 222 (86 cases) = Release 7 Replicate 223 (89 cases) = Release 8 Replicate 224 (90 cases) = Release 8 Replicate 225 (87 cases) = Release 8 Replicate 226 (88 cases) = Release 9 Replicate 227 (92 cases) = Release 9 Replicate 228 (78 cases) = Release 9 Replicate 229 (85 cases) = Release 9 Replicate 230 (86 cases) = Release 9</div>
<div>Grad Student Cross-Section Releases N=1,436</div> <div>Replicates 231 (97 cases) = Release 3 Replicates 232 (95 cases) = Release 3 Replicates 233 (96 cases) = Release 4 Replicates 234 (99 cases) = Release 4 Replicates 235 (90 cases) = Release 5 Replicates 236 (94 cases) = Release 5 Replicates 237 (96 cases) = Release 6 Replicates 238 (99 cases) = Release 6 Replicates 239 (95 cases) = Release 7 Replicates 240 (94 cases) = Release 8 Replicates 241 (97 cases) = Release 9 Replicates 242 (94 cases) = Release 9 Replicates 243 (97 cases) = Release 9 Replicates 244 (97 cases) = Release 9 Replicates 245 (96 cases) = Release 9</div>	<div>Panel Releases N=2,750 (exp. RR=.4)</div> <div>Replicate 301 (1,400 cases) = Release 2 Replicate 302 (1,350 cases) = Release 2</div>		

2015

### STUDENTS

<b>Freshman Cross-Section Releases</b> <b>8 replicates, N=3,992</b> Replicate 11 (500 cases) = Release 1 Replicate 12 (499 cases) = Release 3 Replicate 13 (498 cases) = Release 3 Replicate 14 (500 cases) = Release 3 Replicate 15 (498 cases) = Release 3 Replicate 16 (500 cases) = Release 5 Replicate 17 (498 cases) = Release 5 Replicate 18 (499 cases) = Release 5	<b>Grad Student Cross-Section Releases</b> <b>3 replicates, N=1,470</b> Replicates 37 (487 cases) = Release 1 Replicates 38 (491 cases) = Release 5 Replicates 39 (492 cases) = Release 5
<b>Sophomore Cross-Section Releases</b> <b>6 replicates, N=2,534</b> Replicate 19 (422 cases) = Release 1 Replicate 20 (422 cases) = Release 4 Replicate 21 (432 cases) = Release 4 Replicate 22 (404 cases) = Release 4 Replicate 23 (429 cases) = Release 4 Replicate 24 (425 cases) = Release 4	<b>Panel Releases</b> <b>2 replicates, N=3,047</b> Replicate 40 (1,524 cases) = Release 2 Replicate 41 (1,523 cases) = Release 2
<b>Junior Cross-Section Releases</b> <b>6 replicates, N=2,684</b> Replicate 25 (446 cases) = Release 1 Replicate 26 (442 cases) = Release 4 Replicate 27 (446 cases) = Release 4 Replicate 28 (451 cases) = Release 4 Replicate 29 (443 cases) = Release 4 Replicate 30 (456 cases) = Release 4	<b>FACULTY/STAFF</b> <b>Faculty Cross-Section Releases</b> <b>6 replicates, N=3,000</b> Replicate 1 (500 cases) = Release 1 Replicate 2 (500 cases) = Release 5 Replicate 3 (500 cases) = Release 5 Replicate 4 (500 cases) = Release 6 Replicate 5 (500 cases) = Release 6 Replicate 6 (500 cases) = Release 6
<b>Senior Cross-Section Releases</b> <b>6 replicates, N=2,580</b> Replicate 31 (424 cases) = Release 1 Replicate 32 (443 cases) = Release 3 Replicate 33 (427 cases) = Release 3 Replicate 34 (433 cases) = Release 3 Replicate 35 (431 cases) = Release 3 Replicate 36 (422 cases) = Release 3	<b>Staff Cross-Section Releases</b> <b>4 replicates, N=1,979</b> Replicate 7 (499 cases) = Release 1 Replicate 8 (494 cases) = Release 6 Replicate 9 (494 cases) = Release 6 Replicate 10 (492 cases) = Release 6

<b>Sample Releases</b> <b>(41 replicates, N=21,286)</b>  <b>Release 1 (7 replicates) - October 27, 2015</b> Replicates 1, 7, 11, 19, 25, 31, 37 (3,278 cases)  <b>Release 2 (2 replicates) - October 28, 2015</b> Replicates 40, 41 (3,047 cases)  <b>Release 3 (9 replicates) - October 29, 2015</b> Replicates 12, 13, 14, 15, 32, 33, 34, 35, 36 (4,151 cases)  <b>Release 4 (10 replicates) - October 30, 2015</b> Replicates 20, 21, 22, 23, 24, 26, 27, 28, 29, 30 (4,350 cases)  <b>Release 5 (7 replicates) - November 3, 2015</b> Replicates 2, 3, 16, 17, 18, 38, 39 (3,480 cases)  <b>Release 6 (6 replicates) - November 4, 2015</b> Replicates 4, 5, 6, 8, 9, 10 (2,980 cases)	<b>Reminder 4 Sent To</b> <b>(16 replicates, N=7,110 cases)</b>  <b>Release 1 (2 replicates) - November 30, 2015</b> Replicates 11, 25 (337 cases)  <b>Release 2 (2 replicates) - November 30, 2015</b> Replicates 40, 41 (2,176 cases)  <b>Release 3 (4 replicates) - November 30, 2015</b> Replicates 12, 13, 14, 15 (1,513 cases)  <b>Release 4 (5 replicates) - November 30, 2015</b> Replicates 26, 27, 28, 29, 30 (1,916 cases)  <b>Release 5 (3 replicates) - November 30, 2015</b> Replicates 16, 17, 18 (1,168 cases)
--	--

# 2012

## 2012 Sustainability Cultural Indicators Program (SCIP) Schedule

KEY	October 21-27				October 28-November 3				November 4-10			
	P			I						V (50%)		
						P				R1		
						I				V (50%)		
										R1		
										P		
										I		
	November 11-17				November 18-24				November 25-December 1			
			V 50%					T H A N K S G I V I N G		S U R V E Y  C L O S E D		
			R2									
			V 50%									
			R2									
	V			R2								
	R1											
	December 2-8				December 9-15				December 16-22			

# 2013

### 2013 Sustainability Cultural Indicators Program (SCIP) Schedule

KEY	November 3-9					November 10-16					November 17-23				
Prenotification (no survey URL)	P	SPAM				V									
Invitation Email (survey URL)	I					R1									
Video Reminder Email (no survey URL)															
Reminder E-mail (survey URL)															



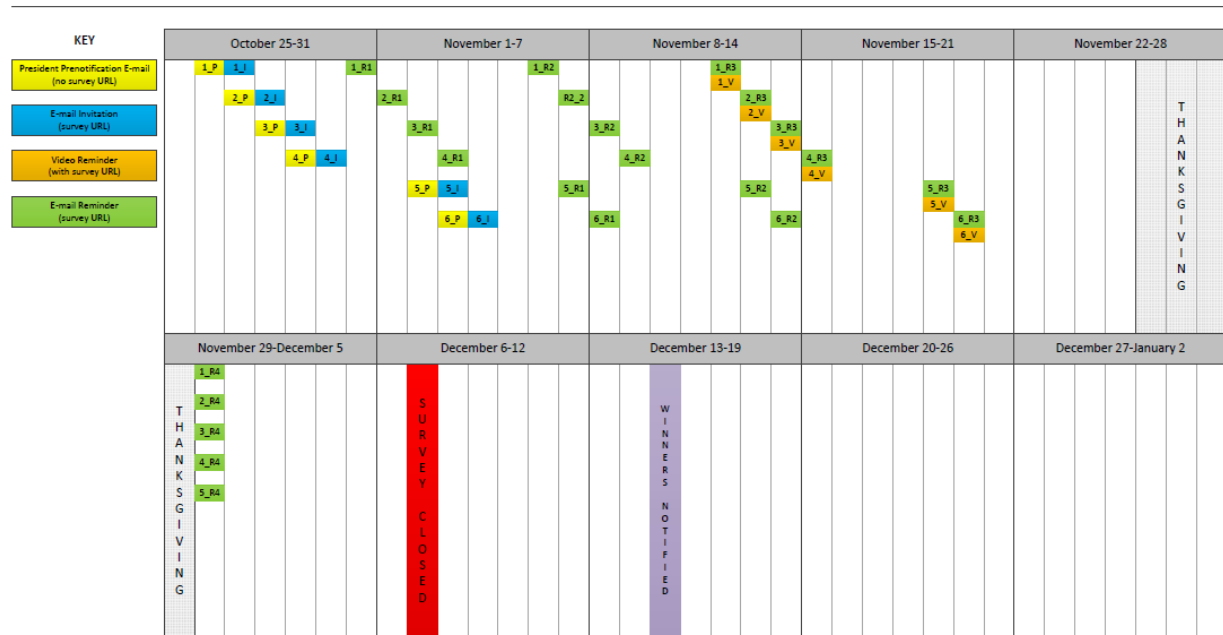
2014

## 2014 Sustainability Cultural Indicators Program (SCIP) Schedule

KEY	October 19-25	October 26-November 1	November 2-8	November 9-15	November 16-22
President Prenotification E-mail (no survey URL)	1_P, 1_J, 1_R1	1_R2	1_R3, 1_V		
E-mail Invitation (survey URL)	2_P, 2_J	2_R1, 3_R1	2_R2, 3_R2	2_R3, 2_V, 3_R3, 3_V	
Video Reminder (with survey URL)	3_P, 3_J	4_P, 4_J, 5_P, 5_J, 6_P, 6_J, 7_P, 7_J	4_R1, 5_R1, 6_R1, 7_R1	4_R2, 5_R2, 6_R2, 7_R2	4_R3, 4_V, 5_R3, 5_V, 6_R3, 6_V, 7_R3, 7_V, 8_R3, 8_V
E-mail Reminder (survey URL)			8_P, 8_J, 9_P, 9_J	8_R1, 9_R1	8_R2, 9_R2
	November 23-29	Nov. 30-Dec.6	December 7-13	December 14-20	December 21-27
	9_R3, 9_V	THANKSGIVING			
		SURVEY CLOSED			
	December 28-January 3	January 4-10	January 11-17	January 18-24	January 25-31
				WINTER	
				NOTIFIED	

2015

# 2015 Sustainability Cultural Indicators Program (SCIP) Schedule



## Appendix D: Contact Materials

### 2012 Prenotification Letter

OFFICE OF THE PRESIDENT



2074 FLEMING ADMINISTRATION BUILDING  
503 THOMPSON STREET  
ANN ARBOR, MI 48109-1340

Name  
Address 1  
Address 2  
City, State Zip

Dear First Last,

You have been selected for a groundbreaking survey about sustainability at the University of Michigan, and we encourage you to participate.

As part of U-M's overall efforts to deepen teaching, research and campus operations related to sustainability, we want to hear from members of the university community. The Institute for Social Research (ISR) working with the Graham Sustainability Institute will survey selected students, faculty, and staff about their attitudes and activities and to hear how and where we can improve.

Please take time to complete the survey when ISR contacts you this week. Your confidential responses will be compiled along with others and summarized in a report next spring. Your involvement will continue our leadership as a university committed to a more sustainable world.

If you have questions, please contact ISR at [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or (734) 647-3806.

Sincerely,

Handwritten signature of Mary Sue Coleman.

Mary Sue Coleman  
President

Handwritten signature of James S. Jackson.


James S. Jackson  
Director and Research Professor  
Daniel Katz Distinguished  
University Professor of Psychology



Handwritten signature of Donald Scavia.

Donald Scavia  
Director and Professor  
Special Counsel for  
Sustainability

## 2012 Prenotification Email

A letter from the President's Office

**Mary Sue Coleman** <illumemail@umich.edu>  
to me ▾

5:32 PM (0 minutes ago) ☆  

October, 2012

Dear Andrew

You have been selected for a groundbreaking survey about sustainability at the University of Michigan, and we encourage you to participate.

As part of U-M's overall efforts to deepen teaching, research and campus operations related to sustainability, we want to hear from members of the university community. The Institute for Social Research (ISR) working with the Graham Sustainability Institute will survey selected students, faculty, and staff about their attitudes and activities and to hear how and where we can improve.

Please take time to complete the survey when ISR contacts you this week. Your confidential responses will be compiled along with others and summarized in a report next spring. Your involvement will continue our leadership as a university committed to a more sustainable world.

If you have questions, please contact ISR at [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or (734) 647-3806.

Sincerely,


Mary Sue Coleman  
President



James S. Jackson  
Director and Research Professor  
Daniel Katz Distinguished  
University Professor of Psychology

Donald Scavia  
Director and Professor  
Special Counsel for Sustainability

## 2012 Invitation Email

You have been selected

**Institute For Social Research** <illumemail@umich.edu>  
to me ▾

5:42 PM (0 minutes ago) ☆  

Dear Andrew Hupp – University of Michigan (U-M) President Mary Sue Coleman just sent you a letter encouraging you to complete this survey.

[Click here to find out more about this 15-minute survey](#)


You were selected from among all U-M students to represent U-M students like you. About 1000 first year students will complete the survey.



Once you submit your completed survey, you will be eligible to win a \$50 e-certificate to your choice of iTunes, Amazon, or Barnes & Noble. Ten (10) first year students, or about 1 of every 100 who complete the survey will win!

Please complete this short survey today! Thank you!

## 2012 Reminder 1 Email

Take a break

**Institute For Social Research** <illumemail@umich.edu>  
to me ▾

5:50 PM (0 minutes ago) ☆  

Just about 15 minutes – that's all it takes to complete the important survey of University of Michigan faculty, staff and students that you were chosen to complete.

[Click here to complete the survey today!](#)

- As of November 6, just over 3,200 students have completed the survey.
- The Freshman class has the greatest number of completes, but we still need more completed surveys to reach our goal.
- You have a chance to win one of fifty-five \$50 e-certificates to your choice of:
  - iTunes
  - Amazon
  - Barnes & Noble
- The survey is voluntary.
- It should take about 15 minutes to complete.
- You can choose not to answer any question.
- Your answers and personal information will be kept confidential.
- If you have any questions about the study, please contact John Callewart: (734) 615-3752 and [jcallew@umich.edu](mailto:jcallew@umich.edu).
- If you have any questions about your right as a research participant, please call or email the UM IRB at [irbhsbs@umich.edu](mailto:irbhsbs@umich.edu) or (734) 936-0933.

Please complete the survey today! Go Blue!

## 2012 Reminder 2 Email

Groundbreaking research - we need your help



Institute For Social Research <illumemail@umich.edu>  
to me ▾

5:57 PM (2 minutes ago) ☆



This is your final chance to represent yourself and others just like you on the University of Michigan (UM) Sustainability Survey. You may recall UM President Mary Sue Coleman sent you a letter about the study, and then UM Men's basketball coach Beilein videotaped his own personal message about it. The survey will close November 22, 2012.

[Please click here to complete the survey today.](#)

This is the first comprehensive study of this kind on a university campus, and we need your help to have enough responses to have confidence in our findings. This cutting edge survey could be used by other schools to measure knowledge, attitudes, and behaviors around sustainability among faculty, staff and students. The results of the study will help UM leaders decide what programs are working well, what programs need more exposure and resources, and whether there are needs not yet being met.

I understand you may be busy, and you think this will take too long. Others who have completed the survey have reported they were able to complete it quickly, they appreciated the chance to answer the questions, and they felt good about representing themselves and others who may feel the same way they do, but who were not chosen to take part in the study.

Please take this final opportunity to complete the survey today. Thank you for considering this request, and thank you for your cooperation!

## 2012 Video Reminder Email

You are invited



UM Coach John Beilein <illumemail@umich.edu>  
to me ▾

5:48 PM (2 minutes ago) ☆



About that UM web survey you have been selected to complete... [Click to view message from Coach Beilein](#)

## 2012 Thank You Email

Thank you



Institute For Social Research <illumemail@umich.edu>  
to me ▾

6:02 PM (0 minutes ago) ☆




Thank you for completing the University of Michigan Sustainability Culture Indicators Project web survey!

We will randomly select our \$50 e-certificate winners later this semester.

If you have comments or questions you wish to share, please email [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or [type your comment anonymously by clicking here.](#)

## 2013 Prenotification Email

A letter from the President's Office

**Mary Sue Coleman** <illumemail@umich.edu>  
to me ▾

10:19 AM (2 minutes ago) ☆ ↶ ▾

Dear Andrew Hupp,

You have been selected to participate in an important study about sustainability at the University of Michigan, and we encourage you to participate.

This study is part of U-M's overall efforts to deepen teaching, research and campus operations related to sustainability, and we want to hear from members of the university community. The Institute for Social Research (ISR) working with the Graham Sustainability Institute will survey selected students, faculty, and staff about their attitudes and activities; ask you how and where we can improve; and examine response trends over the next several years.

This is the second year we are offering this survey. More than four thousand students and over one thousand faculty and one thousand staff responded to the invitation last year.

So please take time to complete the survey when ISR contacts you this week. Your confidential responses will be compiled along with others and summarized in a report next spring. Your involvement will continue our leadership as a university committed to a more sustainable world.

If you do not receive an email with a link to your survey from the Institute for Social Research within 1 hour of this email, please check your Spam folder (see below for instructions how) for the email. If you have questions, please contact ISR at [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or (734) 647-3806.

Sincerely,

Mary Sue Coleman  
President

James S. Jackson, Director  
Institute for Social Research  
Daniel Katz Distinguished Professor of Psychology

Donald Scavia, Director  
Graham Sustainability Institute  
Special Counsel for Sustainability


*If you need instructions on how to find and check your Spam folder, try following the steps below:*

1. Log into your umich/gmail account
2. Scroll the mail folder listing, which is usually on the left of the screen, and select Spam to view messages
3. If the Spam folder does not appear on the left
  - a. Click on Settings (or the cog figure, usually in the upper right corner)
  - b. Click on Labels
  - c. Click on the "Show" box next to Spam
4. Select Spam to view messages in the Spam folder

*If you still cannot find the email from the Institute for Social Research with your survey link, please send an email to [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu). Include your phone number, and a member of the study team will send additional instructions or give you a call to resolve the problem.*

## 2013 Invitation Email

You have been selected

**Institute for Social Research** <illumemail@umich.edu>  
to me ▾

10:20 AM (0 minutes ago) ☆ ↶ ▾

Dear Andrew Hupp – University of Michigan (U-M) President Mary Sue Coleman just sent you a letter encouraging you to complete this survey.

[Click here to find out more about this 15-minute survey.](#)

You were selected from among all U-M students to represent U-M students like you. About THOUSAND students will complete the survey.

Once you submit your completed survey, **you will be eligible to win a \$50 e-certificate** to your choice of iTunes, Amazon, or Barnes & Noble. Ten (10) newcrosssection students, or about 1 of every 100 who complete the survey will win!

Please complete this short survey today! Thank you!


*If you didn't see the emailed letter from President Coleman, please check your Google Spam folder - see below for instructions how: If you have questions, please send an email to [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu).*

*If you need instructions on how to find and check your Spam folder, try following the steps below:*

1. Log into your umich/gmail account
2. Scroll the mail folder listing, which is usually on the left of the screen, and select Spam to view messages
3. If the Spam folder does not appear on the left
  - a. Click on Settings (or the cog figure, usually in the upper right corner)
  - b. Click on Labels
  - c. Click on the "Show" box next to Spam
4. Select Spam to view messages in the Spam folder

## 2013 Reminder 1 Email

Take a break

**Institute for Social Research** <illumemail@umich.edu>10:24 AM (1 minute ago) ☆

to me ▾

Just about 15 minutes - that's all it takes to complete the important survey of University of Michigan faculty, staff and students that you were chosen to complete. You can click on the link below or copy and paste the address into your web browser.

[https://websurveys.isr.umich.edu/Collector/Survey.ashx?Name=Campus\\_Sustainability\\_Student\\_2013&LoginId=11199991&TESTDATA=1](https://websurveys.isr.umich.edu/Collector/Survey.ashx?Name=Campus_Sustainability_Student_2013&LoginId=11199991&TESTDATA=1)

As of November 14, 2013, almost 1800 students have completed the survey. The Freshman Class has the greatest number of completes, but we still need more completed surveys to reach our goal of 4400. You have a chance to win one of fifty-five \$50 e-certificates to your choice of:


- iTunes
- Amazon
- Barnes & Noble

The survey is voluntary.  
It should take about 15 minutes to complete.  
You can choose not to answer any question.  
Your answers and personal information will be kept confidential.  
If you have any questions about the study, please contact John Callewart: (734) 615-3752 and [jcallew@umich.edu](mailto:jcallew@umich.edu).  
If you have any questions about your right as a research participant, please call or email the UM IRB at (734) 936-0933 or [irbhsbs@umich.edu](mailto:irbhsbs@umich.edu).

Please complete the survey today! Go Blue!

## 2013 Reminder 2 Email

Groundbreaking Research - we need your help

**Institute for Social Research** <illumemail@umich.edu>10:25 AM (1 minute ago) ☆

to me ▾

This is your final chance to represent yourself and others just like you on the University of Michigan (U-M) Sustainability Survey. You may recall U-M President Mary Sue Coleman sent you an email about the study, and then U-M Men's and Women's Swimming and Diving Coach Bottom videotaped his own personal message about it. The survey will close Monday, December 9, 2013. You can click on the link below or copy and paste the address into your web browser to complete the survey.

[https://websurveys.isr.umich.edu/Collector/Survey.ashx?Name=Campus\\_Sustainability\\_Student\\_2013&LoginId=7777773&TESTDATA=1](https://websurveys.isr.umich.edu/Collector/Survey.ashx?Name=Campus_Sustainability_Student_2013&LoginId=7777773&TESTDATA=1)

Once you submit your completed survey, you will be eligible to win a \$50 e-certificate to your choice of Amazon, iTunes, or Barnes & Noble.


This is the first comprehensive study of this kind on a university campus, and we need your help to have enough responses to have confidence in our findings. This cutting edge survey could be used by other schools to measure knowledge, attitudes, and behaviors around sustainability among faculty, staff and students. The results of the study will help U-M leaders decide what programs are working well, what programs need more exposure and resources, and whether there are needs not yet being met.

I understand you may be busy, and you think this will take too long. Others who have completed the survey have reported they were able to complete it quickly; they appreciated the chance to answer the questions, and they felt good about representing themselves and others who may feel the same way they do, but who were not chosen to take part in the study.

Please take this final opportunity to complete the survey today. Thank you for considering this request, and thank you for your cooperation! Good luck with finals!

## 2013 Video Reminder Email

You are invited

**Coach Bottom** <illumemail@umich.edu>10:23 AM (1 minute ago) ☆

to me ▾

About that U-M web survey you have been selected to complete...

View a short video featuring U-M Coach Mike Bottom at the following web address. You can click on the link below or copy and paste the address into your web browser:

[http://srowebapps.isr.umich.edu/html5media/CampusSustainability/UMSustainability\\_2013/index.html](http://srowebapps.isr.umich.edu/html5media/CampusSustainability/UMSustainability_2013/index.html)

## 2014 Prenotification Email

Campus Sustainability



**Mark Schlissel** <illumemail@umich.edu>  
to me ▾

11/3/15 ☆



Dear Andrew,

You have been selected to participate in an important survey about sustainability at the University of Michigan, and we encourage you to participate.

This survey is part of U-M's overall efforts to deepen teaching, research, and campus operations related to sustainability, and we want to hear from members of the university community. The Institute for Social Research (ISR), working with the Graham Sustainability Institute, will be contacting selected students, faculty, and staff to learn about their attitudes and activities, ask how and where we can improve, and examine response trends over the next several years.

This is the fourth year we are offering this survey. More than 11,000 students and 5,500 faculty and staff responded to the call in 2012, 2013 and 2014. You may have been selected to participate in these previous years, and if so, please participate again.

We hope you will take time to complete the survey when ISR contacts you this week. Your confidential responses will be compiled along with others and summarized in a report next spring. Your involvement will continue our leadership as a university committed to a more sustainable world.

If you have questions, please contact ISR at [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or (734) 647-5799.

Sincerely,

**Mark Schlissel**  
President

**David A. Lam**  
Director and Research Professor, Institute for Social Research

**Donald Scavia**  
Director, Graham Sustainability Institute  
Special Counsel to the U-M President for Sustainability



## 2014 Invitation Email

Your input needed on U-M Sustainability Survey



**U-M Institute for Social Research** <illumemail@umich.edu>  
to me ▾

11/7/14 ☆



Dear Andrew:

Recently you received an e-mail from President Schlissel encouraging you to complete a survey on sustainability at the University of Michigan. You are one of a select group of students being asked to complete this short survey.

To complete the survey, please click the link below, or copy and paste it into your Internet browser.

<https://websurveys.isr.umich.edu/Collector/Survey.aspx?Name=SCIP2014Stu&LoginId=ah999943>

Once you complete the survey, you will be eligible to win a \$50 Amazon gift code. 1 of every 100 who complete the survey will win!

If you have questions, please contact the study team at the Institute for Social Research at [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or (734)647-5799.

Thank you for your assistance.


**John Callewaert, Ph.D.**  
SCIP Co-Principal Investigator  
Integrated Assessment Center Director  
Graham Sustainability Institute





## 2014 Reminder 1 Email

### U-M Sustainability Survey

**U-M Institute for Social Research** <illumemail@umich.edu>  
to me ▾

11/11/14 ☆ ↶ ▾

Dear Andrew:

Recently President Schlissel asked you to complete a survey on sustainability at the University of Michigan. The survey should only take about 15. Your responses are voluntary and confidential. Upon the completion of the survey, you will be eligible to win a \$50 Amazon gift code as a token of appreciation.

To complete the survey, please click the link below, or copy and paste it into your Internet browser.


<https://websurveys.isr.umich.edu/Collector/Survey.ashx?Name=SCIP2014Stu&LoginId=ah999943>

If you already started the survey, you can return to where you left off.

If you have questions, please contact the study team at the Institute for Social Research at [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or (734)647-5799.


Thank you for your assistance.

**John Callewaert, Ph.D.**  
SCIP Co-Principal Investigator  
Integrated Assessment Center Director  
Graham Sustainability Institute



## 2014 Reminder 2 Email

### U-M Sustainability Survey Follow-up

**U-M Institute for Social Research** <illumemail@umich.edu>  
to me ▾

11/17/14 ☆ ↶ ▾

Dear Andrew:

Last week President Schlissel asked you to complete a survey on sustainability at the University of Michigan. The survey should only take about 15. Your responses are voluntary and confidential. Upon the completion of the survey, you will be eligible to win a \$50 Amazon gift code as a token of appreciation.

To complete the survey, please click the link below, or copy and paste it into your Internet browser.


<https://websurveys.isr.umich.edu/Collector/Survey.ashx?Name=SCIP2014Stu&LoginId=ah999943>

If you already started the survey, you can return to where you left off.

If you have questions, please contact the study team at the Institute for Social Research at [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or (734)647-5799.

Thank you for your assistance.

**John Callewaert, Ph.D.**  
SCIP Co-Principal Investigator  
Integrated Assessment Center Director  
Graham Sustainability Institute



## 2014 Reminder 3 Email (No Video Link)

U-M Sustainability Survey Nearing End



U-M Institute for Social Research <illumemail@umich.edu>  
to me ▾

11/24/14 ☆



Dear Andrew:

Two weeks ago President Schlissel asked you to complete a survey on sustainability at the University of Michigan. The survey should only take about 15 minutes. Your responses are voluntary and confidential. Upon the completion of the survey you will be eligible to win a \$50 Amazon gift code as a token of appreciation.

To complete the survey, please click the link below, or copy and paste it into your Internet browser.

<https://websurveys.isr.umich.edu/Collector/Survey.ashx?Name=SCIP2014Stu&LoginId=ah999943>

If you have already started the survey, you can return to where you left off.

If you have questions, please contact the study team at the Institute for Social Research at [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or (734)647-5799.

Thank you for your assistance.

**John Callewaert, Ph.D.**  
SCIP Co-Principal Investigator  
Integrated Assessment Center Director  
Graham Sustainability Institute



## 2014 Reminder 3 Mail (Video Link)

U-M Sustainability Survey Nearing End



U-M Institute for Social Research <illumemail@umich.edu>  
to me ▾

11/24/14 ☆



Dear Andrew:

View a sustainability survey video featuring U-M softball coach Carol Hutchins at the link below.

[http://srowebapps.isr.umich.edu/html5media/CampusSustainability/UMSustainability\\_2014/index.html](http://srowebapps.isr.umich.edu/html5media/CampusSustainability/UMSustainability_2014/index.html)

The survey should only take about 15 minutes. Your responses are voluntary and confidential. Upon the completion of the survey you will be eligible to win a \$50 Amazon gift code as a token of appreciation. To complete the survey, please click the link below, or copy and paste it into your Internet browser.

<https://websurveys.isr.umich.edu/Collector/Survey.ashx?Name=SCIP2014Stu&LoginId=ah999965>

If you have already started the survey, you can return to where you left off.

If you have questions, please contact the study team at the Institute for Social Research at [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or (734)647-5799.

Thank you for your assistance.

**John Callewaert, Ph.D.**  
SCIP Co-Principal Investigator  
Integrated Assessment Center Director  
Graham Sustainability Institute



## 2014 Incentive Notification Email

U-M Sustainability Survey Winner



**U-M Institute for Social Research** <illumemail@umich.edu>  
to me ▾

1/22/15 ☆



Congratulations! You were randomly selected as a winner of a \$50 Amazon gift code for completing the University of Michigan Sustainability Survey!

Your Amazon gift code is: **1234-123456-1234**

If you have questions or issues with the gift code, please contact the study team at the Institute for Social Research at [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or [\(734\)647-5799](tel:734647-5799).


Thanks again for your participation!

**John Callewaert, Ph.D.**  
SCIP Co-Principal Investigator  
Integrated Assessment Center Director  
Graham Sustainability Institute



## 2015 Prenotification Email

### Campus Sustainability

**Mark Schlissel** <illumemail@umich.edu>  
to me ▾

11/3/15 ☆ ↶ ▾

Dear Andrew,

You have been selected to participate in an important survey about sustainability at the University of Michigan, and we encourage you to participate.

This survey is part of U-M's overall efforts to deepen teaching, research, and campus operations related to sustainability, and we want to hear from members of the university community. The Institute for Social Research (ISR), working with the Graham Sustainability Institute, will be contacting selected students, faculty, and staff to learn about their attitudes and activities, ask how and where we can improve, and examine response trends over the next several years.

This is the fourth year we are offering this survey. More than 11,000 students and 5,500 faculty and staff responded to the call in 2012, 2013 and 2014. You may have been selected to participate in these previous years, and if so, please participate again.

We hope you will take time to complete the survey when ISR contacts you this week. Your confidential responses will be compiled along with others and summarized in a report next spring. Your involvement will continue our leadership as a university committed to a more sustainable world.


If you have questions, please contact ISR at [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or (734) 647-5799.

Sincerely,

**Mark Schlissel**  
President


**David A. Lam**  
Director and Research Professor, Institute for Social Research

**Donald Scavia**  
Director, Graham Sustainability Institute  
Special Counsel to the U-M President for Sustainability



## 2015 Invitation Email

### Your input needed on U-M Sustainability Survey

**U-M Institute for Social Research** <illumemail@umich.edu>  
to me ▾

11/3/15 ☆ ↶ ▾

Dear Andrew:

Recently you received an e-mail from President Schlissel encouraging you to complete a survey on sustainability at the University of Michigan. You are one of a select group of students being asked to complete this short survey.

To complete the survey, please click the link below, or copy and paste it into your Internet browser.


<https://websurveys.isr.umich.edu/Collector/Survey.aspx?Name=SCIP2015Stu&LoginId=ah999969>

Once you complete the survey, **you will be eligible to win a \$50 Amazon gift code.** 1 of every 100 who complete the survey will win!

If you have questions, please contact the study team at the Institute for Social Research at [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or (734) 647-5799.


Thank you for your assistance.

**John Callewaert, Ph.D.**  
SCIP Co-Principal Investigator  
Integrated Assessment Center Director  
Graham Sustainability Institute



## 2015 Reminder 1 Email

### U-M Sustainability Survey



**U-M Institute for Social Research** <illumemail@umich.edu>  
to me ▾

11/7/15 ☆ ↶ ▾

Dear Andrew:

Recently President Schlissel asked you to complete a survey on sustainability at the University of Michigan. The survey should only take about 15. Your responses are voluntary and confidential. Upon the completion of the survey, you will be eligible to win a \$50 Amazon gift code as a token of appreciation.

To complete the survey, please click the link below, or copy and paste it into your Internet browser.


<https://websurveys.isr.umich.edu/Collector/Survey.ashx?Name=SCIP2015Stu&LoginId=ah999969>

If you already started the survey, you can return to where you left off.

If you have questions, please contact the study team at the Institute for Social Research at [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or [\(734\)647-5799](tel:734647-5799).


Thank you for your assistance.

**John Callewaert, Ph.D.**  
SCIP Co-Principal Investigator  
Integrated Assessment Center Director  
Graham Sustainability Institute



## 2015 Reminder 2 Email

### U-M Sustainability Survey Follow-up



**U-M Institute for Social Research** <illumemail@umich.edu>  
to me ▾

11/13/15 ☆ ↶ ▾

Dear Andrew:

Last week President Schlissel asked you to complete a survey on sustainability at the University of Michigan. The survey should only take about 15. Your responses are voluntary and confidential. Upon the completion of the survey, you will be eligible to win a \$50 Amazon gift code as a token of appreciation.

To complete the survey, please click the link below, or copy and paste it into your Internet browser.


<https://websurveys.isr.umich.edu/Collector/Survey.ashx?Name=SCIP2015Stu&LoginId=ah999969>

If you already started the survey, you can return to where you left off.

If you have questions, please contact the study team at the Institute for Social Research at [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or [\(734\)647-5799](tel:734647-5799).

Thank you for your assistance.

**John Callewaert, Ph.D.**  
SCIP Co-Principal Investigator  
Integrated Assessment Center Director  
Graham Sustainability Institute



## 2015 Reminder 3 Email (No Video Link)

U-M Sustainability Survey Nearing End



U-M Institute for Social Research <illumemail@umich.edu>  
to me ▾

11/19/15 ☆



Dear Andrew:

The survey should only take about 15 minutes. Your responses are voluntary and confidential. Upon the completion of the survey you will be eligible to win a \$50 Amazon gift code as a token of appreciation. To complete the survey, please click the link below, or copy and paste it into your Internet browser.

<https://websurveys.isr.umich.edu/Collector/Survey.ashx?Name=SCIP2015Stu&LoginId=ah999969>

If you have already started the survey, you can return to where you left off.

If you have questions, please contact the study team at the Institute for Social Research at [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or (734)647-5799.

Thank you for your assistance.

**John Callewaert, Ph.D.**  
SCIP Co-Principal Investigator  
Integrated Assessment Center Director  
Graham Sustainability Institute



## 2015 Reminder 3 Email (Video Link)

U-M Sustainability Survey Nearing End



U-M Institute for Social Research <illumemail@umich.edu>  
to me ▾

11/13/15 ☆



Dear Andrew:

View a sustainability survey video featuring U-M women's basketball coach Kim Barnes Arico at the link below.

[http://srowebapps.isr.umich.edu/html5media/CampusSustainability/UMSustainability\\_2015/index.cfm?sid=999923&su=stu&pid=ah999923](http://srowebapps.isr.umich.edu/html5media/CampusSustainability/UMSustainability_2015/index.cfm?sid=999923&su=stu&pid=ah999923)

The survey should only take about 10 minutes. Your responses are voluntary and confidential. Upon the completion of the survey you will be eligible to win a \$100 Amazon gift code as a token of appreciation. To complete the survey, please click the link below, or copy and paste it into your Internet browser.

<https://websurveys.isr.umich.edu/Collector/Survey.ashx?Name=SCIP2015Stu&LoginId=ah999923>

If you have already started the survey, you can return to where you left off.

If you have questions, please contact the study team at the Institute for Social Research at [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or (734)647-5799.

Thank you for your assistance.

**John Callewaert, Ph.D.**  
SCIP Co-Principal Investigator  
Integrated Assessment Center Director  
Graham Sustainability Institute



## 2015 Reminder 4 Email

### U-M Sustainability Survey Nearing End



U-M Institute for Social Research <illumemail@umich.edu>  
to me ▾

11/30/15 ☆



Dear Andrew:

Time is running out! This is your final chance to tell us about your sustainability attitudes and activities and tell the university how and where they can improve its sustainability effort. The results of this study will help U-M leaders decide what programs are working well, what programs need more exposure and resources, and whether there are needs not yet being met.

You have until December 7th to finish the survey.

<https://websurveys.isr.umich.edu/Collector/Survey.ashx?Name=SCIP2015Stu&LoginId=ah999969>

We understand you may be busy. You were one of a select group asked to participate and it only takes 15 minutes. Upon completion of the survey, **you will be eligible to win a \$50 Amazon gift code**. About 1 of every 100 who complete the survey will win!

Please take this final opportunity to complete the survey today. Thank you for considering this request, and thank you for your cooperation!

**John Callewaert, Ph.D.**  
SCIP Co-Principal Investigator  
Integrated Assessment Center Director  
Graham Sustainability Institute



## 2015 Incentive Notification Email

### U-M Sustainability Survey Winner



U-M Institute for Social Research <illumemail@umich.edu>  
to me ▾

10:55 AM (0 minutes ago) ☆



Dear Andrew:

Congratulations! You were randomly selected as a winner of a \$50 Amazon gift code for completing the University of Michigan Sustainability Survey!

Your Amazon gift code is: **1234-123456-1234**

If you have questions or issues with the gift code, please contact the study team at the Institute for Social Research at [ISR-UMSCIP@umich.edu](mailto:ISR-UMSCIP@umich.edu) or (734)647-5799.

Thanks again for your participation!

**John Callewaert, Ph.D.**  
SCIP Co-Principal Investigator  
Integrated Assessment Center Director  
Graham Sustainability Institute

