



Sustainability Cultural Indicators Program (SCIP)

Methodology Report

University of Michigan



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* originally on the U-M Ann Arbor campus, and expanded in Fall 2021 to include the U-M Flint and U-M Dearborn campuses. This report summarizes the Ann Arbor campus and includes two appended reports, one for the Flint campus and one for the Dearborn campus. The SCIP project 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.

This report summarizes the Ann Arbor campus and includes two appended reports, one for the Flint campus and one for the Dearborn campus. The SCIP project 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 survey was run annually, then bi-annually, 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 was a panel of undergraduate students who are enrolled in the survey then recontacted every wave until they graduate. The web-based survey 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 was administered several weeks into the fall semester, except for the last wave which was administered several weeks into the winter semester (with the previous fall semester as the reference point).

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

INSTRUMENT

The SCIP utilized two different instruments (questionnaires): one for faculty and staff and one for students. Most content between the instruments was identical. There were 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 to determine if the revisions and resulting data met their needs. Feedback was incorporated into another round of revisions. Table 1 contains the total number of questions programmed each year in both instruments. Most respondents did not receive all questions in the instrument; some questions were only displayed depending on a response to a prior question.

Table 1_1: SCIP Ann Arbor Instrument Length – Total Questions

| Sample Type | 2012 | 2013 | 2014 | 2015 | 2017 | 2021 | 2024 |
|---------------|------|------|------|------|------|------|------|
| Faculty/Staff | 202 | 190 | 197 | 212 | 156 | 72 | 145 |
| Student | 198 | 191 | 191 | 206 | 167 | 91 | 158 |
| Panel | NA | 187 | 121 | 133 | 130 | NA | NA |

Table 1_2: SCIP Dearborn and Flint Faculty/Staff/Student Instrument Length – Total Questions

| Sample Type | 2024 |
|-------------|------|
| Dearborn | 128 |
| Flint | 121 |

Each year the survey content is reviewed, though a formal pretest was conducted only in the first year (2012). During the review process, questions or response options are removed if they are determined to be no longer useful. New content is added each year to gather data on additional topics and new programs at the university. 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: [Sustainability Cultural Indicators Program Materials | Graham Sustainability Institute](#).

2013

As noted in table 1, there was an overall reduction in the number 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 for the 2014 survey.

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 modifications were made for the 2015 survey.

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.

2016

The survey was not administered in 2016.

2017

The following modifications were made for the 2017 survey (which was actually administered in early 2018).

Several items/questions were deleted from both the Student Questionnaire and the Faculty/Staff Questionnaires. These are:

1. Air Travel
2. Concern for Environmental problems
3. Climate Change
4. Awareness of ways of protecting the environment
5. Behaviors regarding protecting nature/environment, for example, lawn/garden care at home
6. Encourage friends to act more sustainably
7. Engagement in environmental activities outside of U-M
8. Reasons for choosing current place of residence
9. Energy conservation/waste prevention behavior at home
10. Avail. Of energy saving devices at home
11. Actions to conserve resources at home
12. Support of pro-environmental government policies

The following item was deleted from the Faculty/Staff Questionnaire:

13. Housing and household characteristics: Type, own/rent, size, length of time at residence

Questions Added to both the Student and Faculty/Staff Questionnaires:

1. Awareness of travel options: Maven, after-hours, emergency transit, on-demand e.g. Uber, Lyft
2. Most often mode of travel: Uber, Lyft
3. Participating in e-waste recycling event
4. Awareness of sustainability goals, media

The following items were added to the Student Questionnaires:

1. DEI and sustainability
2. Sustainability literacy

The following item was added to the Faculty/Staff Questionnaire

1. Carpooling preferences

2018

The survey was not administered in Fall, 2018.

2019

The survey was not administered in Fall, 2019.

2020

The survey was not administered in Fall, 2020.

2021

The following modifications were made to the survey in 2021:

1. Added carbon neutrality questions that addressed:
 - a. Respondent's carbon neutrality knowledge
 - b. Respondent's opinions about U-M's commitment toward reaching carbon neutrality goals
2. A set of literacy questions were added to the student questionnaire that aimed to assess students' understanding of sustainability issues. Aside from this questionnaire difference, there were only small wording and context differences between the U-M faculty/staff and student questionnaires.
3. The University of Michigan Flint and Dearborn campuses were added to the sample in 2021.
4. Questions were removed to decrease interview length.
5. The questionnaires were programmed in Qualtrics in 2021, while they had been programmed in Illume in previous waves.

2024

The following modifications were made to the survey in 2024:

1. Added bike option in travel and transportation series questions.
2. Removed from AA Faculty/Staff questionnaire – question about how many days per week on campus
3. In 2021, during COVID, questions were changed from “since the beginning of the semester” to “during the past year”. To evaluate which of these work best, an experiment was done with Ann Arbor campus, students and faculty/staff. The freshmen cohort was excluded from the experiment since they were new to the campus and would not be able to answer questions about sustainability on campus during the past year. Freshmen were presented with the “since the beginning of the semester” phrasing only.
4. A set of Eco Anxiety questions were added to all questionnaires.

5. Questions about awareness of U-M’s commitment to carbon neutrality were added to all questionnaires.
6. For the Dearborn and Flint campuses, some questions were added that are specific to those campuses
7. In general, the questionnaire was updated based on feedback from stakeholders and to include new response options, for example, newly constructed buildings on campus. A small questionnaire timing test was conducted with staff and student volunteers from ISR to evaluate the length of the survey before production. The aim was to keep the survey length at approximately 15 minutes: The conclusion was that no modification was needed.

Programming

From 2012 – 2018, 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.

In 2021 and 2024, the instrument was programmed using Qualtrics, Provo, UT. The instrument can be viewed and downloaded from the “Questionnaires” section of the Graham Sustainability Institute’s website: <https://graham.umich.edu/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.

At the beginning of the 2017 field period the time to complete the survey was longer than expected based on testing times. An assessment was done and technical changes were made after which the time to complete the survey came within expectation (see Appendix E).

Table 2: SCIP Ann Arbor Interview Length (in minutes)

| Sample Type | | 2012 | 2013 | 2014 | 2015 | 2017 | 2021 | 2024 |
|---------------|----------------|------|------|------|------|------|------|------|
| Faculty/Staff | Q ₁ | 15.3 | 12.7 | 13.1 | 13.9 | 11.6 | 9.9 | 11.0 |
| | Q ₂ | 19.4 | 16.1 | 16.4 | 17.9 | 16.0 | 13.0 | 15.0 |
| | Q ₃ | 27.0 | 21.7 | 22.1 | 24.5 | 24.9 | 19.0 | 23.0 |
| Student | Q ₁ | 13.8 | 10.8 | 11.3 | 11.7 | 11.5 | 10.4 | 12.0 |
| | Q ₂ | 17.3 | 13.4 | 14.2 | 15.0 | 15.4 | 13.7 | 16.4 |
| | Q ₃ | 24.1 | 17.8 | 19.2 | 21.0 | 23.7 | 20.7 | 34.0 |

| | | | | | | | |
|-------|----------------|----|------|------|------|------|--|
| Panel | Q ₁ | NA | 10.8 | 7.1 | 7.3 | 10.1 | |
| | Q ₂ | NA | 13.4 | 8.9 | 9.3 | 13.1 | |
| | Q ₃ | NA | 17.8 | 12.3 | 13.0 | 19.3 | |

Different devices may have different connection speeds and this may have an impact on the length of time the survey may take to complete. There was no separate panel instrument for 2021 and 2024 hence no timing data for panel. 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)

| Sample Type | Device | 2012 | 2013 | 2014 | 2015 | 2017 | *2021 | 2024 |
|---------------|------------|------|------|------|------|------|-------|------|
| Faculty/Staff | PC | 19.2 | 15.8 | 16.1 | 17.7 | 16.0 | 12.1 | 14.4 |
| | Smartphone | 25.9 | 20.6 | 22.5 | 22.4 | 16.2 | 12.8 | 15.4 |
| | Tablet | 24.2 | 18.7 | 24.6 | 24.7 | 17.5 | 27.0 | 13.0 |
| Student | PC | 17.0 | 13.2 | 13.7 | 14.3 | 15.0 | 13.1 | 17.0 |
| | Smartphone | 20.5 | 14.9 | 16.1 | 16.8 | 16.6 | 10.7 | 15.0 |
| | Tablet | 20.4 | 13.7 | 19.7 | 20.5 | 20.6 | 13.7 | 16.1 |
| Panel | PC | NA | 13.2 | 8.5 | 8.9 | 12.8 | | |
| | Smartphone | NA | 14.9 | 10.5 | 11.0 | 14.7 | | |
| | Tablet | NA | 13.7 | 13.7 | 10.8 | 15.1 | | |

*2021 and 2024 timings include Ann Arbor, Flint, and Dearborn

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: be 1) a full-time undergraduate, graduate or professional student, 2) registered for the fall semester on the Ann Arbor campus, and 3) 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: be 1) 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 unique names 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 now graduate students, they are dropped from the undergraduate panel.

The 2013 original sample size was 14,367 (2,867 panel, 2,500 freshman, 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 freshman, 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 individuals 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).

2016

The survey was not administered in 2016.

2017

Due to logistical reasons, the 2017 survey was administered during the winter semester of the 2017-2018 academic year. Due to the adjustment in the schedule, the Registrar was not able to provide the usual 4,000 Freshman¹. 2,500 met the Registrar's status of being a freshman. As an adjustment, the sample was augmented with an additional 1,000 sophomores (4,000 total).

The 2017 panel consisted of the cross-section 2015 freshmen (now juniors), the 2015 sophomores (now seniors) who completed the survey, and the 2014 cross-section freshmen (now seniors) who were still enrolled as undergraduates at U-M.

¹ The Registrar determines status based on credits.

In 2017, after preparation and de-duplication, the original sample size used was 20,583 (2,165 panel, 2,461 freshmen, 4,386 sophomores, 2856 juniors, 2505 seniors, 1,495 graduate students, 2,737 faculty, and 1,975 staff). There was no structured replicate design as in the previous years. The prenotification email was initially sent out in two small batches in order to ensure the operational protocol was working smoothly after which one larger batch with the rest was sent. The invitation email was sent as one batch (see Appendix B). Throughout the production period sample was released in batches for operational efficiency rather than for experimental control.

2021

The 2021 Ann Arbor sample size was 19,499 (4,365 freshmen, 2,770 sophomore, 2,935 junior, 2,820 senior, 1,609 graduate, 3,000 faculty, and 2,000 staff). All students were current and full-time, and all staff were employed full-time. There was no structured replicate design as in previous years. For students, the initial survey invitation email was sent out in three groups; one small group to ensure the operational protocol was working smoothly (n=500), and the remaining sample was divided into two larger batches (n=7,000, n=6,999). The other sample groups were emailed in one batch each.

No panel sample was interviewed in 2021 since panel sample from 2017/2018 was no longer enrolled.

2024

The 2024 Ann Arbor sample size was 25,655 (4,365 freshmen, 5,540 sophomore, 5,870 junior, 6,660 senior, 3,220 graduate, 6,000 faculty, and 3,993 staff). Among the 6,660 senior group, 1020 students were categorized into the 2024 panel but were given the same questionnaire as the other students. The 2024 panel consisted of students who completed the survey in 2021 as freshmen, and who were still enrolled at U-M in 2024 as seniors.

The 2024 Dearborn sample size was 3,078 (835 freshmen, 530 sophomore, 561 junior, 541 senior, 308 graduate, 201 faculty, and 102 staff). The 2024 Flint sample size was 3,081 (419 freshmen, 432 sophomore, 567 junior, 807 senior, 550 graduate, 204 faculty, and 102 staff). All students were current and full-time, and all staff were employed full-time.

The 2024 Ann Arbor sample size was doubled from 2021. By project design, the student the sample was grouped into six replicates. A responsive design approach was used in an attempt to increase response rate: Three student replicates (replicates 2, 4, and 6) were offered a guaranteed incentive upon completing the survey (Appendix B, 2024). No guaranteed incentive was offered to AA Faculty/Staff. All sample in the Dearborn and Flint were offered a guaranteed incentive upon completion.

Table 4_1: SCIP Ann Arbor Sample Sizes

| Sample Type | 2012 | 2013 | 2014 | 2015 | 2017 | 2021 | 2024 |
|--------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Faculty | 2,250 | 2,100 | 2,999 | 3,000 | 2,738 | 3,000 | 6,000 |
| Staff | 1,970 | 1,850 | 1,966 | 1,979 | 1,977 | 2,000 | 3,993 |
| Total | 4,220 | 3,950 | 4,965 | 4,979 | 4,715 | 5,000 | 9,993 |
| Freshman | 2,500 | 4,000 | 3,990 | 3,992 | 2,461 | 4,365 | 4,365 |
| Sophomore | 2,500 | 3,000 | 2,679 | 2,534 | 4,386 | 2,770 | 5,540 |
| Junior | 2,500 | 3,000 | 2,627 | 2,684 | 2,856 | 2,935 | 5,870 |
| Senior | 2,500 | 3,000 | 2,604 | 2,580 | 2,505 | 2,820 | 6,660 |
| Grad | 1,000 | 1,500 | 1,436 | 1,470 | 1,495 | 1,609 | 3,220 |
| Total | 11,000 | 14,500 | 13,336 | 13,260 | 13,703 | 14,499 | 25,665 |
| Panel | NA | 2,867 | 2,656 | 3,047 | 2,165 | n/a | 1020 |
| Grand Total | 15,220 | 21,317 | 20,957 | 21,286 | 20,583 | 19,499 | 35,648 |

Table 4_2: SCIP Dearborn Sample Sizes

| Sample Type | 2021 | 2024 |
|--------------------|--------------|--------------|
| Faculty | 200 | 201 |
| Staff | 99 | 102 |
| Total | 299 | 303 |
| Freshman | 835 | 835 |
| Sophomore | 530 | 530 |
| Junior | 561 | 561 |
| Senior | 541 | 541 |
| Grad | 308 | 308 |
| Total | 2,775 | 2,775 |
| Grand Total | 3,074 | 3,078 |

Table 4_3: SCIP Flint Sample Sizes

| Sample Type | 2021 | 2024 |
|--------------------|--------------|--------------|
| Faculty | 200 | 204 |
| Staff | 99 | 102 |
| Total | 299 | 306 |
| Freshman | 556 | 419 |
| Sophomore | 556 | 432 |
| Junior | 576 | 567 |
| Senior | 541 | 807 |
| Grad | 308 | 550 |
| Total | 2,537 | 2,775 |
| Grand Total | 2,836 | 3,081 |

FIELD OPERATIONS

Data Collection Period

The survey is fielded each fall semester (see exception in 2017, below), 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 lasted 43 days. The survey was open from October 26 – December 7, 2015 (see Appendix C).

2016

The survey was not administered in 2016.

2017

The 2017 survey was administered during the winter semester of the academic year. The data collection period lasted 63 days. The survey was open from January 18 – March 21, 2018 (see Appendix C).

2021

The 2021 survey was administered during the fall semester of the academic year. The Ann Arbor data collection period lasted 47 days. The survey was open from October 14 – November 30, 2021. 2021 sample was not released in replicates.

2024

The 2024 survey was administered during the fall semester of the academic year. The Ann Arbor, Dearborn, and Flint campuses data collection period lasted 64 days. The survey was open from October 7 – December 9, 2024. The sample was released in replicates (Appendix B).

Prenotification

A prenotification contact was sent to each person selected to participate at the start of data collection. The prenotification served to provide context, to inform individuals of their selection, and to let them know 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 for faculty and staff and addresses for students 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 added supplemental 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

2016

The survey was not administered in 2016.

2017

The 2017 prenotification content followed the format established in 2015 (see Appendix D).

The prenotification email (see Appendix D) was sent to 20,583 people (2,738 faculty, 1,977 staff, 13,703 students, and 2,165 panel). Zero emails bounced. The prenotification emails were sent on the following dates:

- Release 1 – January 18, 2018
- Release 2 – January 22, 2018
- Release 3 – January 23, 2018

2021

The 2021 Ann Arbor prenotification email (see Appendix D) was sent to 19,499 people (3,000 faculty, 2,000 staff, and 14,499 students) and included the survey link. 29 emails bounced back. All Ann Arbor prenotification emails were sent on the following date:

- October 13, 2021

2024

Pre-notification emails from the Chancellors of Dearborn and Flint were sent to the Dearborn and Flint respondents. Four days later President Ono’s prenotification email which included the survey link (see Appendix D) was sent to 35,648 people on the Ann Arbor campus (6,000 faculty, 3,993 staff, and 25,655 students), 3,078 people on the Dearborn campus (201 faculty, 102 staff, and 2,775 students), and 3,081 people on the Flint Campus (204 faculty, 102 staff, and 2,775 students).

Emails from the Chancellor’s and President were sent on the following dates:

- October 3, 2024 – Chancellors’ emails (without survey link)
- October 7, 2024 – President Ono’s email (with survey link)

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 students) 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. 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 invitation 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

2016

The survey was not administered in 2016.

2017

The invitation email (see Appendix D) was sent to 19,375 people (2,313 faculty, 1,673 staff, 13,343 students, and 2,046 panel). Zero emails bounced. The invitation emails were sent January 29, 2018.

2021

The Ann Arbor campus invitation (see Appendix D) email was sent one day after the prenotification email to 18,345 people (4,409 faculty and staff, and 13,936 students). 29 emails bounced back. The invitation emails were sent on October 14, 2021.

2024

The invitation email (see Appendix D) was sent two days after the President Ono's prenotification email on October 9, 2024.

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 "sender's" name on the email 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

2016

The survey was not administered in 2016.

2017

The first reminder email (see Appendix D) was sent to 18,393 people (3,697 faculty and staff, and 14,696 students). No emails bounced. The first reminder emails were sent on the following dates:

- Release 1 – February 6, 2018
- Release 2 – February 7, 2018
- Release 3 – February 8, 2018

2021

Ann Arbor faculty, staff, and students received three email reminders. The first email reminder went to all sample who had not yet completed the survey (n=16,230). 29 emails bounced. The first email reminder was sent on the following date:

- October 19, 2021

2024

ISR started sending the Reminder 1 emails to all campuses on October 16, 2024.

- Ann Arbor - October 16, 2024
- Dearborn - October 17, 2024
- Flint - October 17, 2024

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 the 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 the 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, 2014²
- 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

2016

The survey was not administered in 2016.

2017

There was no video reminder email in 2017.

2021

There was no video reminder email in 2021.

2024

There was no video reminder email in 2024.

² 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.

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).

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 “sender’s” name on the email 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, 2014³
- Release 6 – November 9, 2014
- Release 7 – November 10, 2014
- Release 8 – November 14, 2014
- Release 9 – November 17, 2014

³ 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

2016

The survey was not administered in 2016.

2017

The second reminder email (see Appendix D) was sent to 17,912 people (3,555 faculty and staff, and 14,357 students). No emails bounced. The second reminder emails were sent on the following dates:

- Release 1 – February 14, 2018
- Release 2 – February 15, 2018
- Release 3 – February 16, 2018

2021

The second reminder email (see Appendix D) was sent to 15,539 people (3,549 faculty and staff, and 11,990 students). 25 bounced. The \$5 incentive was introduced in the second reminder email for student sample only. The second reminder emails were sent on the following dates:

- Sophomore, Junior, Senior, Grad, Faculty/Staff: November 3, 2021
- Freshmen: November 8, 2021

2024

The second reminder email was sent to the three campuses in two days: October 30 and October 31

- Ann Arbor - October 30, 2024
- Dearborn - October 31, 2024
- Flint - October 31, 2024

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, 2014¹
- 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

2016

The survey was not administered in 2016.

2017

The third reminder emails (see Appendix D) were sent to 17,148 people. Some of these emails had text about an experimental token (see the Experiments section).

The lottery email was sent 7277 people, (3,297 faculty and staff, and 3,980 students). The email regarding the guaranteed \$5 gift code was sent to 9871 students.

The third reminder emails were sent on the following dates:

- Release 1 - March 5, 2018
- Release 2 - March 6, 2018
- Release 3 - March 7, 2018

2021

The third Ann Arbor email reminder email was sent to 5,286 people (3,307 faculty and staff, and 1,979 students). Of the student sample, only sophomores received a third reminder because the completion goal was met for freshmen, juniors, seniors, and graduate students. The third email reminder was sent on the following date:

- November 8, 2021

2024

The third reminder email was sent to the three campuses in two days during the second week of November, 2024. We postponed one week of sending the reminder 3 due to 2024 presidential election on November 5th, 2024. A \$5 incentive was introduced to the experimental group of Ann Arbor students. All Dearborn and Flint respondents were offered the \$5 incentive. No incentive was offered to the Ann Arbor faculty and staff groups.

- Ann Arbor - November 12, 2024
- Dearborn - November 13, 2024
- Flint - November 13, 2024

Fourth Reminder Email

2015

Due to lagging response for students, a fourth email reminder (see Appendix D) was added in an attempt to 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.

2016

The survey was not administered in 2016.

2017

The fourth reminder email was sent to 9321 people. The lottery email was sent to 3655 people (3220 faculty and staff and 435 students). The guaranteed \$5 gift code email was sent to 5666 students.

The fourth reminder emails were sent on the following dates:

- Release 1 - March 12, 2018
- Release 2 - March 13, 2018

2021

The fourth reminder email was sent to faculty only to 2,098 people. All other Ann Arbor groups had met their response rate goals. A \$5 incentive was not introduced for Ann Arbor faculty or staff. The fourth reminder email was sent on the following dates:

- November 22, 2021

2024

The fourth reminder email was sent to the non-responders during the week of November 18, 2024. This maintained the \$5 incentive offer to the experimental Ann Arbor students as well as to the Dearborn and Flint respondents.

- Ann Arbor - November 20, 2024 -
- Dearborn - November 21, 2024
- Flint - November 21, 2024

Fifth Reminder Email

2017

The fifth reminder email was sent to 5755 people. The lottery email was sent to 1733 students. The guaranteed \$5 gift code emails were sent to 4022 students.

The fifth reminder emails were sent on the following date:

- Release 1 - March 19, 2018

2021

No Ann Arbor sample received a fifth email reminder in 2021.

2024

The fifth reminder email was sent during the first week of December, 2024. The incentive was increased from \$5 to \$10 in an attempt to increase response. The \$10 incentive was offered to the Ann Arbor experimental group of as well as to the Dearborn and Flint respondents for completion of the survey.

- Ann Arbor - December 2, 2024
- Dearborn - December 2, 2024
- Flint - December 2, 2024

Sixth Reminder Email

2024

A sixth and final reminder email, which was a repeat of Reminder email 5, was sent one week before the data collection ended. A \$10 incentive was offered to the experimental group of Ann Arbor students as well as to the Dearborn and Flint respondents for survey completion.

- Ann Arbor - December 5, 2024
- Dearborn - December 5, 2024
- Flint - December 5, 2024

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.

2016

The survey was not administered in 2016.

2017

The token of appreciation email content was the same as 2015 for cases that won the lottery (see Appendix D); this email was sent to 37 people (13 faculty and staff, and 24 students). The token of appreciation email for respondents who were offered the \$5 Amazon gift code was slightly different in content than the one for lottery cases (see Appendix D) and was sent to 1841 people (1841 students). All token of appreciation emails were sent on March 30, 2018. No emails bounced.

2021

In 2021, the tokens of appreciation consisted of a \$5 Amazon gift code introduced to Ann Arbor students in the second reminder email. In addition, one of every 100 respondents who completed the survey were eligible for a \$100 Amazon gift code. 33 students and 16 faculty/staff won the \$100 lottery. The token of appreciation email for respondents who were offered the \$5 Amazon gift code was slightly different in content than the email for lottery winners (see Appendix D).

2024

In 2024, the token of appreciation consisted of a \$5 Tango card ecode introduced in the third reminder email to the Ann Arbor experimental group of students, and for Dearborn and Flint, all faculty, staff and students included in the sample. Starting with reminder 4, in a responsive design approach, we increased the token offered to a \$10 Tango card ecode. In addition, all respondents who completed the survey were eligible to win a \$100 lottery Tango card ecode as stated in the invitation email. The \$5 or \$10 Tango card ecode were automatically emailed from Tango to the respondent immediately upon the completion of the survey. The lottery winner notification email with a SCIP template was sent manually via Tango (see Appendix D). 56 respondents won the lottery.

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 WINNERS⁴:

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 or more members of the team who are physically in the same room in the work environment), 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

⁴ 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):

- *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.*

amount only allowed one random number to be generated the days winning panelists were selected. \$100 gift codes were awarded to each panelist. One \$50 gift code was awarded to all other selected winners.

2015

The design used in 2014 was used in 2015.

2016

The survey was not administered in 2016.

2017

Amazon gift cards were used for all payments. For the lottery, the same design was used as in 2015. For the guaranteed gift code, all students offered the guaranteed \$5 Amazon gift code and who completed the survey were awarded the \$5 gift code.

2021

Amazon gift codes were used for all Ann Arbor payments in 2021, and were distributed via email. The \$5 gift codes were introduced when sample was not meeting production goals and had lower response rates than expected. All sample was eligible for entry into the \$100 lottery. Once the survey was over, one lottery winner was chosen per day, ensuring project compliance with the state of Michigan lottery laws.

2024

In 2024, the initial token of appreciation was a \$5 Tango card ecode and was offered to the Ann Arbor experimental group of students, as well as to all Dearborn and Flint participants. Response rates were lagging behind previous years so in a responsive design approach, the incentive offer was increased to a \$10 Tango card ecode in the fifth and sixth email reminders. The \$5 or \$10 Tango card code was automatically emailed from Tango to the respondent upon the completion of the survey. In addition, all respondents who completed the survey were eligible for entry into the \$100 lottery Tango card ecode as was stated in the invitation email. Once data collection ended on December 9, 2024, one lottery winner was randomly selected per day, over 56 days. The selection approach complied with the U-M Research Lottery/Raffle Guidelines and the state of Michigan lottery laws.

Experiments

With SCIP being a multi-year study, methodological experiments were conducted each year to find what helps increase response. Two experiments were conducted in 2012.

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 is 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)

2016

The survey was not administered in 2016.

2017

Three experiments were conducted in 2017.

1. A dynamic survival model to data from the survey was used to predict the likelihood of breaking off at both the respondent and page levels. In addition to well-known factors associated with breakoffs such as answering device (e.g. mobile vs. PC) this experiment investigated previous response behavior like speeding and item nonresponse to predict the breakoff probability for each respondent on a question level using logistic regression and survival analyses. The model made use of the survey data, along with paradata and administrative information from the sampling frame. After evaluating the quality of predictions based on the model, the model was applied as part of a randomized experiment designed to reduce breakoff. The model was used to predict page-level breakoff probabilities in a live fashion while respondents were taking the Web survey. Respondents in the treatment group saw an intervention message once their likelihood of breaking off passed a certain threshold, while respondents in the control group had the standard collection procedure.

2. The experiment comparing response rates between the long and short consent form was repeated in 2017.
3. At the beginning of data collection, all participants were invited to participate in the lottery. Six weeks later on March 5, a random subsample of eligible students was selected and offered a guaranteed \$5 Amazon gift code to complete the survey. Participants were eligible if they were students and had not viewed the lottery offer (opening the email was used as an indication of viewing the offer). Of the 13,017 eligible students, initially 9873 (approximately 75 percent) were randomly selected and presented with the offer via email reminder while the rest remained in the lottery incentive group.

Results:

Experiment 1 – Several findings:

- a. Females and students broke off at lower rates in the tailored intervention (intervention based on my model)
- b. Panel members seemed to be bothered by the intervention and broke off more in the generic intervention (always intervention after the first question page)
- c. Breakoff respondents (esp. females, students and black respondents) that were assigned to the tailored intervention stayed longer in the survey and saw/answered more survey pages than untreated breakoff respondents.

For more detail see (for more detail, see Mitterreda, 2018)

Experiment 2 – The long consent form was presented to 9,286 participants of which 2,377 completed the survey for a response rate of 26 percent. The short consent form was presented to 11,282 participants of which 3,222 completed the survey for a response rate of 29 percent. Overall response rate was 27 percent.

Experiment 3 - During the first week after the reminder was sent, 1221 (12 percent) of the guaranteed incentive participants completed the survey while only 41 (1 percent) of those who were eligible but were kept in the lottery completed the survey.

2021

There were no experiments introduced in 2021.

2024

Two experiments were conducted in 2024, only on the Ann Arbor Campus.

1. In the Ann Arbor Faculty and Staff survey questionnaire and the Ann Arbor Student survey questionnaire, there were two versions of the time frame questions. Each respondent (excluding AA freshmen) was presented with one of the two versions: “Since the beginning of the semester...” or “During the past year...”. This will allow analysis to see which version will work best for the future.
2. At the beginning of data collection, all participants were invited to participate in the lottery. Six weeks later on November 12 with Reminder 3, a random subsample of eligible students on Ann Arbor campus, who had been randomly preselected (12,828, approximately 50%), were offered a guaranteed \$5 Tango gift ecode to complete the survey. Reminder 4 which maintained the \$5 incentive offer was sent one week later. In the two subsequent reminders, one week apart, the guaranteed incentive increased from \$5 to \$10 in a responsive design approach. The study ended on December 9, 2024.

Results:

Experiment 1: Results will be available when the 2024 substantive survey data has been analyzed.

Experiment 2: Incentive response rates were 5.1% for AA non-panel students, 13.0% for AA panel students, 4.7% for Dearborn and 4.3% for Flint.

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 as the years progressed there was a growing proportion of devices with smaller screens being used to access the survey (see table 5).

Table 5: Device Access by Sample Type

| Attempt Type | 2012 | 2013 | 2014 | 2015 | 2017 | *2021 | *2024 |
|-------------------------|--------------|--------------|--------------|--------------|--------------|---------------|--------------|
| Faculty/Staff Logins | 2,186 | 1,552 | 2,149 | 2,221 | 1,885 | 2,358 | 2,802 |
| Student Logins | 4,072 | 3,228 | 4,220 | 4,019 | 4,927 | 9,336 | 4,058 |
| Total Logins | 6,258 | 4,780 | 6,369 | 6,240 | 6,812 | 11,694 | 6,860 |
| Smartphone | | | | | | | |
| Faculty/Staff | 45 | 34 | 60 | 112 | 80 | 193 | 251 |
| | 2.1% | 2.2% | 2.8% | 5.0% | 4.2% | 8.2% | 8.9% |
| Student | 306 | 301 | 804 | 1,092 | 1,065 | 2,501 | 1,526 |
| | 7.5% | 9.3% | 19.1% | 27.2% | 21.6% | 26.8% | 37.6% |
| Smartphone Total | 351 | 335 | 864 | 1,204 | 1,145 | 2,694 | 1,777 |
| | 5.6% | 7.0% | 13.6% | 19.3% | 16.8% | 23.0% | 26% |
| Tablet | | | | | | | |
| Faculty/Staff | 43 | 41 | 35 | 32 | 15 | 2 | 9 |
| | 2.0% | 2.6% | 1.6% | 1.4% | 0.8% | 0.1% | 0.3% |
| Student | 60 | 56 | 53 | 22 | 23 | 33 | 36 |
| | 1.5% | 1.7% | 1.3% | 0.5% | 0.5% | 0.4% | 0.8% |
| Tablet Total | 103 | 97 | 88 | 54 | 38 | 35 | 45 |
| | 1.6% | 2.0% | 1.4% | 0.9% | 0.6% | 0.3% | 0.7% |
| PC/Laptop | | | | | | | |
| Faculty/Staff | 2,098 | 1,477 | 2,054 | 2,077 | 1,790 | 2,163 | 2,542 |
| | 96.0% | 95.2% | 95.6% | 93.5% | 95.0% | 91.7% | 90.7% |
| Student | 3,706 | 2,871 | 3,363 | 2,905 | 3,839 | 6,802 | 2,496 |
| | 91.0% | 88.9% | 79.7% | 72.3% | 77.9% | 72.9% | 61.5% |
| PC/Laptop Total | 5,804 | 4,348 | 5,417 | 4,982 | 5,629 | 8,965 | 5,038 |
| | 92.7% | 91.0% | 85.1% | 79.8% | 82.6% | 76.7% | 23.4% |

*2021 and 2024 numbers include Ann Arbor, Flint, and Dearborn

Final Dispositions and Outcome Rates

After the conclusion of each data collection wave, every 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 Ann Arbor Dispositions and Outcomes

| Final Disposition | 2012 | 2013 | 2014 | 2015 | 2017 | 2021 | 2024 |
|-------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Interview | 6,184 | 4,714 | 6,284 | 5,430 | 5,599 | 5,063 | 5,474 |
| Complete | 6,122 | 4,657 | 6,206 | 5,431 | 5,458 | 5,063 | 5,474 |
| Partial | 62 | 57 | 78 | 66 | 141 | 0 | 30 |
| Eligible non-interview | 9,036 | 16,603 | 14,668 | 15,788 | 14,984 | 14,436 | 30,144 |
| Refusal | 5 | 2 | 9 | 10 | 12 | 0 | 2 |
| Breakoff | 1,202 | 1,140 | 1,188 | 992 | 1,169 | 931 | 1,332 |
| Other | 7,829 | 15,461 | 13,471 | 14,786 | 13,800 | 13,502 | 28,810 |
| Non-sample | 0 | 0 | 5 | 1 | 3 | 2 | 0 |
| Age Ineligible | 0 | 0 | 5 | 1 | 0 | 2 | 0 |
| Grand Total | 15,220 | 21,317 | 20,957 | 21,286 | 20,583 | 19,499 | 35,648 |

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 panel⁵) was achieved.

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.

2016

The survey was not administered in 2016.

2017

5,599 (1,551 faculty and staff, 3,054 student cross-section, and 994 student panel) interviews were completed. Overall, a response rate of 27.2% (32.9% faculty and staff, 22.3% student cross-section, and 45.9% for student panel) was achieved.

2021

5,063 (1,574 faculty and staff, and 3,489 student) interviews were completed on the Ann Arbor campus. Overall, a response rate of 26% (31% faculty and staff, 24.1% student) was achieved. The combined Ann Arbor, Flint, and Dearborn response rate was 27%. Flint and Dearborn individual response rates are included in the appended reports.

Table 7_2021: Final Ann Arbor Counts and Response Rates by Sample Type

| Ann Arbor Sample Type | Released | Completes | Target Iws | Iws Needed | RR | Target RR |
|-----------------------|---------------|--------------|--------------|-------------|-------------|-------------|
| Faculty | 3,000 | 830 | 897 | 67 | 27.7 | 29.9 |
| Staff | 2,000 | 744 | 741 | -3 | 37.2 | 37.1 |
| Total | 5,000 | 1,574 | 1,638 | 64 | 31.0 | |
| Freshman | 4,365 | 1,120 | 838 | -282 | 25.6 | 19.2 |
| Sophomore | 2,770 | 700 | 690 | -10 | 25.2 | 24.9 |
| Junior | 2,935 | 612 | 581 | -31 | 20.9 | 19.8 |
| Senior | 2,820 | 563 | 544 | -19 | 20.0 | 19.3 |
| Grad | 1,609 | 494 | 469 | -24 | 30.7 | 29.2 |
| Total | 14,499 | 3,489 | 3,122 | -366 | 24.1 | 22.3 |
| AA Overall | 19,499 | 5,063 | 4,760 | -272 | 26.0 | 27.2 |

⁵ The response rate reported for the student panel is the reinterview rate for that particular year and not the true cumulative response rate based on initial participation.

Table 8_2021: Final Combined (AA, Flint, Dearborn) Response Rates by Sample Type

| Sample Type | Total Release | Complete | RR |
|--------------|---------------|-------------|-------------|
| Faculty | 3,400 | 999 | 29.4 |
| Staff | 2,198 | 862 | 39.2 |
| Freshman | 5,756 | 1,520 | 26.4 |
| Sophomore | 3,856 | 1,031 | 26.7 |
| Junior | 4,072 | 925 | 22.7 |
| Senior | 3,902 | 848 | 21.7 |
| Grad | 2,225 | 671 | 30.2 |
| TOTAL | 25,409 | 6856 | 27.0 |

2024

5,474 (2,292 faculty and staff, and 3,182 student) interviews were completed on the Ann Arbor campus. Overall, a response rate of 15.4% (22.9% faculty and staff, 12.4% student) was achieved. The combined Ann Arbor, Flint, and Dearborn response rate was 15.1%. Flint and Dearborn individual response rates are included in the appended reports.

Table 7a_2024: Final Ann Arbor Counts and Response Rates by Sample Type

| Ann Arbor Sample Type | Released | Completes | Target lws | lws Needed | RR | Target RR |
|-----------------------|---------------|--------------|--------------|--------------|-------------|-------------|
| Faculty | 6,000 | 1,247 | 1,794 | 547 | 20.8 | 29.9 |
| Staff | 3,993 | 1,045 | 1,482 | 437 | 26.2 | 37.1 |
| Total | 9,993 | 2,292 | 3,276 | 984 | 22.9 | 32.8 |
| | | | | | | |
| Freshman | 4,365 | 683 | 838 | 155 | 15.6 | 19.2 |
| Sophomore | 5,540 | 596 | 1,380 | 784 | 10.8 | 24.9 |
| Junior | 5,870 | 632 | 1,162 | 530 | 10.8 | 19.8 |
| Senior | 6,660 | 701 | 1,288 | 587 | 10.5 | 19.3 |
| Grad | 3,220 | 570 | 938 | 368 | 17.7 | 29.1 |
| Total | 25,655 | 3182 | 5,606 | 2,424 | 12.4 | 21.9 |
| AA Overall | 35,648 | 5,474 | 8,882 | 3,408 | 15.4 | 24.9 |

Table 7b_2024: Final Dearborn Counts and Response Rates by Sample Type

| Dearborn Sample Type | Released | Completes | Target Iws | Iws Needed | RR | Target RR |
|-------------------------|--------------|------------|------------|------------|-------------|-------------|
| Faculty | 201 | 68 | 65 | -3 | 33.8 | 32.3 |
| Staff | 102 | 45 | 57 | 12 | 44.1 | 55.9 |
| Total | 303 | 113 | 122 | 9 | 37.3 | 40.3 |
| | | | | | | |
| Freshman | 835 | 96 | 220 | 124 | 11.5 | 26.3 |
| Sophomore | 530 | 58 | 146 | 88 | 10.9 | 27.5 |
| Junior | 561 | 51 | 149 | 98 | 9.1 | 26.6 |
| Senior | 541 | 51 | 114 | 63 | 9.4 | 21.1 |
| Grad | 308 | 57 | 85 | 28 | 18.5 | 27.6 |
| Total | 2,775 | 313 | 714 | 401 | 11.3 | 25.7 |
| Dearborn Overall | 3,078 | 426 | 836 | 410 | 13.8 | 27.2 |

Table 7c_2024: Final Flint Counts and Response Rates by Sample Type

| Flint Sample Type | Released | Completes | Target Iws | Iws Needed | RR | Target RR |
|----------------------|--------------|------------|------------|------------|-------------|-------------|
| Faculty | 204 | 74 | 104 | 30 | 36.3 | 51.0 |
| Staff | 102 | 48 | 61 | 13 | 47.1 | 59.8 |
| Total | 306 | 122 | 165 | 43 | 39.9 | 53.9 |
| | | | | | | |
| Freshman | 419 | 52 | 180 | 128 | 12.4 | 43.0 |
| Sophomore | 432 | 37 | 185 | 148 | 8.6 | 42.8 |
| Junior | 567 | 64 | 164 | 100 | 11.3 | 28.9 |
| Senior | 807 | 80 | 171 | 91 | 9.9 | 21.2 |
| Grad | 550 | 54 | 92 | 38 | 9.8 | 16.7 |
| Total | 2,775 | 287 | 792 | 505 | 10.3 | 28.5 |
| Flint Overall | 3,081 | 409 | 957 | 548 | 13.3 | 31.1 |

Table 8_2024: Final Combined (AA, Flint, Dearborn) Response Rates by Sample Type

| Sample Type | Total Release | Complete | RR |
|--------------|---------------|--------------|-------------|
| Faculty | 6,405 | 1,378 | 21.5 |
| Staff | 4,197 | 1,138 | 27.1 |
| Freshman | 5,619 | 986 | 17.5 |
| Sophomore | 6,502 | 691 | 10.6 |
| Junior | 6,998 | 747 | 10.7 |
| Senior | 8,008 | 832 | 10.4 |
| Grad | 4,078 | 681 | 16.7 |
| TOTAL | 41,807 | 6,309 | 15.1 |

WEIGHTING

In order to ensure that data reported herein provide accurate estimates for the population of undergraduate and graduate students and for staff and faculty, sample weights were developed that should be applied when analyzing the survey data. These weights should be used when reporting data covering all students and undergraduate students, and when reporting data for faculty and staff separately and together. Weights were computed using a raking approach, in which the marginal distribution of the sample with respect to a few respondents’ characteristics is forced to match the corresponding population distribution. The following characteristics were used in the calculation of the weights: gender, ethnicity, undergraduate to graduate student ratio, undergraduate student’s cohort, staff to faculty ratio, and employment within the U-M’s Health System for the Ann Arbor faculty and staff population. The weights were computed for students, faculty and staff separately for Ann Arbor, Dearborn and Flint.

2024 Weighting

In order to ensure that data reported herein provide accurate estimates for the population of Students and for Faculty and Staff, sample weights were developed that should be applied when analyzing the survey data. These weights should be used when reporting data covering all students, and when reporting data for faculty and staff separately or together.

The weights were computed using a calibration approach called raking, in which the marginal distribution of the sample with respect to a few respondents’ characteristics is forced to match the corresponding target population distribution.

The following characteristics were used in the calculation of the weights for the Student’s sample data:

- Campus (Ann Arbor, Dearborn, Flint) by Cohort (Freshman, Sophomore, Junior, Senior, Graduate) by Gender (Male, Female)
- Campus by Cohort by Ethnic Group (White, Black, Hispanic, Asian, Others)

The Faculty & Staff sample data was adjusted by the following characteristics:

- Campus (Ann Arbor, Dearborn, Flint) by Job Type (Faculty, Staff) by Gender (Male, Female)
- Campus by Job Type by Ethnic Group (White, Black, Hispanic, Asian, Others)

Due to the sparse sample size, the following categories formed by these dimensions had to be collapsed:

- (Dearborn, Staff, Asian) and (Dearborn, Staff, Others)
- (Flint, Staff, Asian), (Flint, Staff, Hispanic) and (Flint, Staff, Others)
- (Flint, Faculty, Hispanic) and (Flint, Staff, Others)

For both the Students and Faculty & Staff samples in Ann Arbor campus, two sets of weights were produced:

1. An overall weight that adjusts the sample as a whole
2. A weight that adjusts each experimental group of the question wording experiment separately

The first set of weights can be used when analyzing the entire data for each sample, whereas the second set of weights should be using when either comparing the results of the experimental groups in the question wording experiment or when computing separate estimates for each group.

AUTHOR INFORMATION

Cheryl Weise directed the 2012 and 2013 SCIP. Andrew Hupp directed the 2014 and 2015 SCIP. Donnalee Grey-Farquharson and Andrew Hupp directed the 2017 SCIP. Maureen O'Brien directed the 2021 SCIP. For questions about this report or more information about this survey, contact Maureen O'Brien by email: maureen@umich.edu. Donnalee Grey-Farquharson (dgrey@umich.edu) and Helen Johnson (hongyuj@umich.edu) directed the 2024 SCIP.

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Appendix A: Web Survey Optimization Examples

Short consent display – PC/Laptop

- 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.

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Short consent display – Tablet/Smartphone

●●●● AT&T 3G 21:57 80%
illumetest2.isr.umich.edu

To learn more...

- About the Study
- Confidentiality

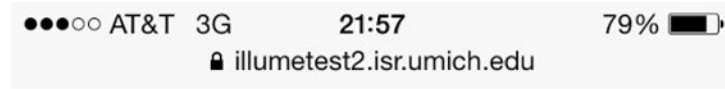
- Your name will not be attached to any data, a study number will be used instead.
- Your answers and personal information will be kept confidential.
- There are no risks related to completing this survey, because the topic is not sensitive.

- Your Rights

Click "Next" to continue with the survey.

Next >>

Mobile Optimization – Closed response question with radio buttons.



[Help](#)

Sustainability Culture Indicators Program (SCIP)

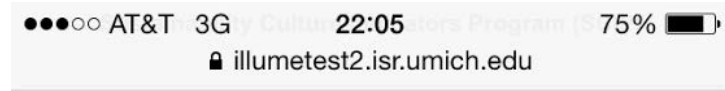
How long have you lived at your current residence?

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

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



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



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"/> |

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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

| Freshman Cross-Section Releases N=3,995 | Sophomore Cross-Section Releases N=2,679 | Junior Cross-Section Releases N=2,627 | Senior Cross-Section Releases N=2,604 |
|------------------------------------------------|---------------------------------------------|------------------------------------------|------------------------------------------|
| Replicate 101 (100 cases) = Release 1 | Replicate 141 (89 cases) = Release 3 | Replicate 171 (86 cases) = Release 3 | Replicate 201 (86 cases) = Release 1 |
| Replicate 102 (100 cases) = Release 1 | Replicate 142 (90 cases) = Release 3 | Replicate 172 (92 cases) = Release 3 | Replicate 202 (88 cases) = Release 3 |
| Replicate 103 (100 cases) = Release 3 | Replicate 143 (90 cases) = Release 3 | Replicate 173 (89 cases) = Release 3 | Replicate 203 (87 cases) = Release 3 |
| Replicate 104 (99 cases) = Release 3 | Replicate 144 (90 cases) = Release 4 | Replicate 174 (83 cases) = Release 3 | Replicate 204 (85 cases) = Release 3 |
| Replicate 105 (99 cases) = Release 3 | Replicate 145 (95 cases) = Release 4 | Replicate 175 (84 cases) = Release 3 | Replicate 205 (93 cases) = Release 3 |
| Replicate 106 (100 cases) = Release 3 | Replicate 146 (85 cases) = Release 4 | Replicate 176 (86 cases) = Release 3 | Replicate 206 (80 cases) = Release 3 |
| Replicate 107 (100 cases) = Release 4 | Replicate 147 (90 cases) = Release 4 | Replicate 177 (88 cases) = Release 4 | Replicate 207 (87 cases) = Release 4 |
| Replicate 108 (100 cases) = Release 4 | Replicate 148 (89 cases) = Release 5 | Replicate 178 (91 cases) = Release 4 | Replicate 208 (87 cases) = Release 4 |
| Replicate 109 (100 cases) = Release 4 | Replicate 149 (88 cases) = Release 5 | Replicate 179 (87 cases) = Release 4 | Replicate 209 (90 cases) = Release 4 |
| Replicate 110 (100 cases) = Release 4 | Replicate 150 (93 cases) = Release 5 | Replicate 180 (89 cases) = Release 4 | Replicate 210 (84 cases) = Release 4 |
| Replicate 111 (99 cases) = Release 5 | Replicate 151 (86 cases) = Release 5 | Replicate 181 (84 cases) = Release 4 | Replicate 211 (83 cases) = Release 5 |
| Replicate 112 (100 cases) = Release 5 | Replicate 152 (87 cases) = Release 5 | Replicate 182 (83 cases) = Release 4 | Replicate 212 (87 cases) = Release 5 |
| Replicate 113 (100 cases) = Release 5 | Replicate 153 (93 cases) = Release 6 | Replicate 183 (93 cases) = Release 5 | Replicate 213 (90 cases) = Release 5 |
| Replicate 114 (100 cases) = Release 5 | Replicate 154 (91 cases) = Release 6 | Replicate 184 (94 cases) = Release 5 | Replicate 214 (83 cases) = Release 5 |
| Replicate 115 (100 cases) = Release 6 | Replicate 155 (96 cases) = Release 6 | Replicate 185 (90 cases) = Release 5 | Replicate 215 (88 cases) = Release 5 |
| Replicate 116 (100 cases) = Release 6 | Replicate 156 (86 cases) = Release 6 | Replicate 186 (91 cases) = Release 5 | Replicate 216 (87 cases) = Release 6 |
| Replicate 117 (100 cases) = Release 6 | Replicate 157 (87 cases) = Release 7 | Replicate 187 (89 cases) = Release 6 | Replicate 217 (85 cases) = Release 6 |
| Replicate 118 (100 cases) = Release 6 | Replicate 158 (84 cases) = Release 7 | Replicate 188 (90 cases) = Release 6 | Replicate 218 (88 cases) = Release 6 |
| Replicate 119 (100 cases) = Release 7 | Replicate 159 (86 cases) = Release 7 | Replicate 189 (89 cases) = Release 6 | Replicate 219 (88 cases) = Release 6 |
| Replicate 120 (100 cases) = Release 7 | Replicate 160 (89 cases) = Release 7 | Replicate 190 (86 cases) = Release 7 | Replicate 220 (90 cases) = Release 7 |
| Replicate 121 (100 cases) = Release 7 | Replicate 161 (89 cases) = Release 7 | Replicate 191 (88 cases) = Release 7 | Replicate 221 (87 cases) = Release 7 |
| Replicate 122 (100 cases) = Release 7 | Replicate 162 (92 cases) = Release 8 | Replicate 192 (85 cases) = Release 7 | Replicate 222 (86 cases) = Release 7 |
| Replicate 123 (100 cases) = Release 8 | Replicate 163 (83 cases) = Release 8 | Replicate 193 (84 cases) = Release 8 | Replicate 223 (89 cases) = Release 8 |
| Replicate 124 (100 cases) = Release 8 | Replicate 164 (89 cases) = Release 8 | Replicate 194 (86 cases) = Release 8 | Replicate 224 (90 cases) = Release 8 |
| Replicate 125 (100 cases) = Release 8 | Replicate 165 (84 cases) = Release 8 | Replicate 195 (88 cases) = Release 8 | Replicate 225 (87 cases) = Release 8 |
| Replicate 126 (100 cases) = Release 9 | Replicate 166 (86 cases) = Release 9 | Replicate 196 (88 cases) = Release 9 | Replicate 226 (88 cases) = Release 9 |
| Replicate 127 (100 cases) = Release 9 | Replicate 167 (92 cases) = Release 9 | Replicate 197 (85 cases) = Release 9 | Replicate 227 (92 cases) = Release 9 |
| Replicate 128 (99 cases) = Release 9 | Replicate 168 (91 cases) = Release 9 | Replicate 198 (83 cases) = Release 9 | Replicate 228 (78 cases) = Release 9 |
| Replicate 129 (100 cases) = Release 9 | Replicate 169 (96 cases) = Release 9 | Replicate 199 (82 cases) = Release 9 | Replicate 229 (85 cases) = Release 9 |
| Replicate 130 (100 cases) = Release 9 | Replicate 170 (93 cases) = Release 9 | Replicate 200 (94 cases) = Release 9 | Replicate 230 (86 cases) = Release 9 |
| Replicate 131 (100 cases) = Release 9 | | | |
| Replicate 132 (100 cases) = Release 9 | | | |
| Replicate 133 (100 cases) = Release 9 | | | |
| Replicate 134 (100 cases) = Release 9 | | | |
| Replicate 135 (100 cases) = Release 9 | | | |
| Replicate 136 (99 cases) = Release 9 | | | |
| Replicate 137 (100 cases) = Release 9 | | | |
| Replicate 138 (100 cases) = Release 9 | | | |
| Replicate 139 (100 cases) = Release 9 | | | |
| Replicate 140 (100 cases) = Release 9 | | | |
| Grad Student Cross-Section Releases N=1,436 | Panel Releases N=2,750 (exp. RR=.4) | | |
| Replicates 231 (97 cases) = Release 3 | Replicate 301 (1,400 cases) = Release 2 | | |
| Replicates 232 (95 cases) = Release 3 | Replicate 302 (1,350 cases) = Release 2 | | |
| 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 | | | |

STUDENTS

Freshman Cross-Section Releases
8 replicates, N=3,992
 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

Sophomore Cross-Section Releases
6 replicates, N=2,534
 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

Junior Cross-Section Releases
6 replicates, N=2,684
 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

Senior Cross-Section Releases
6 replicates, N=2,580
 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

Grad Student Cross-Section Releases
3 replicates, N=1,470
 Replicates 37 (487 cases) = Release 1
 Replicates 38 (491 cases) = Release 5
 Replicates 39 (492 cases) = Release 5

Panel Releases
2 replicates, N=3,047
 Replicate 40 (1,524 cases) = Release 2
 Replicate 41 (1,523 cases) = Release 2

FACULTY/STAFF

Faculty Cross-Section Releases
6 replicates, N=3,000
 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

Staff Cross-Section Releases
4 replicates, N=1,979
 Replicate 7 (499 cases) = Release 1
 Replicate 8 (494 cases) = Release 6
 Replicate 9 (494 cases) = Release 6
 Replicate 10 (492 cases) = Release 6

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

Reminder 4 Sent To
(16 replicates, N=7,110 cases)
Release 1 (2 replicates) - November 30, 2015
 Replicates 11, 25 (337 cases)
Release 2 (2 replicates) - November 30, 2015
 Replicates 40, 41 (2,176 cases)
Release 3 (4 replicates) - November 30, 2015
 Replicates 12, 13, 14, 15 (1,513 cases)
Release 4 (5 replicates) - November 30, 2015
 Replicates 26, 27, 28, 29, 30 (1,916 cases)
Release 5 (3 replicates) - November 30, 2015
 Replicates 16, 17, 18 (1,168 cases)

2017

| | | Freshman | Sophomore | Junior | Senior | Panel | Grad | Staff | Faculty | Row Totals | Sub Totals | Totals |
|--------------------------|-----------------------------------------------|----------|-----------|--------|--------|-------|------|-------|---------|------------|------------|--------|
| Date Sent | Email Type | | | | | | | | | | | |
| | Pre-notification | | | | | | | | | | | |
| January 18, 2018 | | | | 2 | 30 | 58 | 10 | | 100 | 200 | | |
| January 22, 2018 | | 28 | 36 | 19 | 27 | 125 | 15 | 125 | 125 | 500 | | |
| January 23, 2018 | | 2433 | 4350 | 2835 | 2448 | 1982 | 1470 | 1852 | 2513 | 19883 | 20583 | 20583 |
| | Invitation | | | | | | | | | | | |
| January 29, 2018 | | 2394 | 4238 | 2769 | 2481 | 2046 | 1461 | 1673 | 2313 | 19375 | 19375 | 19375 |
| | Reminder 1 | | | | | | | | | | | |
| February 6, 2018 | | 909 | 1649 | 1078 | 979 | 794 | 555 | 608 | 876 | 7448 | | |
| February 7, 2018 | | 945 | 1637 | 1072 | 937 | 727 | 542 | 611 | 871 | 7342 | | |
| February 8, 2018 | | 444 | 781 | 533 | 491 | 357 | 269 | 294 | 437 | 3606 | 18396 | 18396 |
| | Reminder 2 | | | | | | | | | | | |
| February 14, 2018 | | 446 | 793 | 537 | 477 | 371 | 261 | 272 | 412 | 3569 | | |
| February 15, 2018 | | 924 | 1623 | 1068 | 924 | 718 | 553 | 616 | 838 | 7264 | | |
| February 16, 2014 | | 895 | 1567 | 1029 | 967 | 688 | 516 | 561 | 856 | 7079 | 17912 | 17912 |
| | Reminder 3: Lottery | | | | | | | | | | | |
| March 5, 2018 | | 99 | 210 | 238 | 111 | 78 | 64 | 250 | 388 | 1438 | | |
| March 6, 2018 | | 238 | 380 | 459 | 205 | 158 | 163 | 556 | 788 | 2947 | | |
| March 7, 2018 | | 226 | 390 | 443 | 213 | 167 | 138 | 518 | 797 | 2892 | 7277 | |
| | Reminder 3: Guaranteed \$5 Gift Code | | | | | | | | | | | |
| March 5, 2018 | | 332 | 557 | 286 | 353 | 270 | 185 | 0 | 0 | 1983 | | |
| March 6, 2018 | | 661 | 1197 | 570 | 691 | 510 | 359 | 0 | 0 | 3988 | | |
| March 7, 2018 | | 650 | 1137 | 552 | 732 | 480 | 349 | 0 | 0 | 3900 | 9871 | 17148 |
| | Reminder 4 | | | | | | | | | | | |
| March 12, 2018 | | 0 | 93 | 0 | 0 | 37 | 49 | 0 | 0 | 179 | | |
| March 13, 2018 | | 0 | 136 | 0 | 0 | 55 | 65 | 1276 | 1944 | 3476 | 3655 | |
| | Reminder 4: Guaranteed \$5 Gift Code | | | | | | | | | | | |
| March 12, 2018 | | 0 | 1362 | 0 | 0 | 566 | 416 | 0 | 0 | 2344 | | |
| March 13, 2018 | | 0 | 1938 | 0 | 0 | 764 | 620 | 0 | 0 | 3322 | 5666 | 9321 |
| | Reminder 5 | | | | | | | | | | | |
| March 19, 2018 | | 0 | 0 | 1127 | 522 | 84 | 0 | 0 | 0 | 1733 | 1733 | |
| | Reminder 5: Guaranteed \$5 Gift Code | | | | | | | | | | | |
| March 19, 2018 | | 0 | 0 | 1255 | 1583 | 1184 | 0 | 0 | 0 | 4022 | 4022 | 5755 |
| | Winner Notification: Lottery | | | | | | | | | | | |
| March 30, 2018 | | 3 | 6 | 4 | 6 | 2 | 3 | 7 | 6 | 37 | 37 | |
| | Winner Notification: Guaranteed \$5 Gift Code | | | | | | | | | | | |
| March 30, 2018 | | 193 | 537 | 224 | 260 | 458 | 169 | 0 | 0 | 1841 | 1841 | 1878 |

2021

| Sample | Event | Date | Sample Included | # Emailed | \$5 Incentive Y/N |
|---------------------------|-----------------------------|----------|-----------------------|-----------|-------------------|
| Ann Arbor Students | Notification from President | 10/13/21 | Fresh,Soph,Jr,Sr,Grad | 14,499 | N |
| | Survey Email Invitation | 10/14/21 | Fresh,Soph,Jr,Sr,Grad | 13,496 | N |
| | Reminder 1 | 10/19/21 | Fresh,Soph,Jr,Sr,Grad | 12,325 | N |
| | Reminder 2 | 10/26/21 | Soph, Jr, Sr, Grad | 8,562 | Y |
| | Reminder 2 | 11/03/21 | Freshmen | 3,428 | Y |
| | Reminder 3 | 11/08/21 | Sophomore | 2,009 | Y |
| | Final Reminder | | | | |
| Ann Arbor Faculty & Staff | Notification from President | 10/13/21 | Faculty & Staff | 5,000 | N |
| | Survey Email Invitation | 10/14/21 | Faculty & Staff | 4,409 | N |
| | Reminder 1 | 10/19/21 | Faculty & Staff | 3,905 | N |
| | Reminder 2 | 10/26/21 | Faculty & Staff | 3,549 | N |
| | Reminder 3 | 11/08/21 | Faculty & Staff | 3,307 | N |
| | Final Reminder | 11/22/21 | Faculty | 2,098 | N |

2024

SCIP Replicate Count

| Replicate | *IncentiveType | AA Faculty/Staff | AA Students | Dearborn | Flint |
|-----------|----------------|------------------|-------------|----------|-------|
| 1 | 0 | 500 | 506 | 0 | 0 |
| 2 | 1 | 0 | 494 | 1022 | 1012 |
| 3 | 0 | 4740 | 6103 | 0 | 0 |
| 4 | 1 | 0 | 6242 | 1048 | 1035 |
| 5 | 0 | 4753 | 6218 | 0 | 0 |
| 6 | 1 | 0 | 6092 | 1005 | 1028 |

*0=No incentive, 1=guaranteed incentive

SCIP Sample Release_2024

| Sample | Event | Date | Sample Included | # Emailed | \$5 Incentive Y/N | \$10 Incentive Y/N |
|------------------------------------|-----------------------------------------|---------------------|----------------------------------------|-----------|-------------------|--------------------|
| Ann Arbor Students | Notification from President | 10/07/24 | Fresh,Soph,Jr,Sr,Grad | 25,654 | N | |
| | Survey Email Invitation | 10/09/24 | Fresh,Soph,Jr,Sr,Grad | 24,662 | N | |
| | Reminder 1 | 10/16/24 | Fresh,Soph,Jr,Sr,Grad | 23,663 | N | |
| | Reminder 2 | 10/30/24 | Fresh,Soph,Jr,Sr,Grad | 23,467 | N | |
| | Reminder 3 | 11/12/24 & 11/13/24 | Fresh,Soph,Jr,Sr,Grad | 23,232 | Y | |
| | Reminder 4 | 11/21/24 | Fresh,Soph,Jr,Sr,Grad | 22,883 | Y | |
| | Reminder 5 | 12/02/24 | Fresh,Soph,Jr,Sr,Grad | 22,663 | | Y |
| | Final Reminder | 12/05/24 | Fresh,Soph,Jr,Sr,Grad | 22,431 | | Y |
| Ann Arbor Faculty & Staff | Notification from President | 10/07/24 | Faculty & Staff | 9,989 | N | |
| | Survey Email Invitation | 10/09/24 | Faculty & Staff | 9,054 | N | |
| | Reminder 1 | 10/16/24 | Faculty & Staff | 8,257 | N | |
| | Reminder 2 | 10/30/24 | Faculty & Staff | 8,062 | N | |
| | Reminder 3 | 11/12/24 & 11/13/24 | Faculty & Staff | 7,814 | N | |
| | Reminder 4 | 11/21/24 | Faculty & Staff | 7,728 | N | |
| | Reminder 5 | 12/02/24 | Faculty & Staff | 7,659 | N | |
| | Final Reminder | 12/05/24 | Faculty & Staff | 7,596 | N | |
| Dearborn Faculty, Staff & Students | Notification from Chancellors (no link) | 10/03/24 | Fresh,Soph,Jr,Sr,Grad, Faculty & Staff | | N | |
| | Notification from President | 10/07/24 | Fresh,Soph,Jr,Sr,Grad, Faculty & Staff | 0 | N | |
| | Survey Email Invitation | 10/09/24 | Fresh,Soph,Jr,Sr,Grad, Faculty & Staff | 3,046 | N | |
| | Reminder 1 | 10/17/24 | Fresh,Soph,Jr,Sr,Grad, Faculty & Staff | 2,877 | N | |
| | Reminder 2 | 10/31/24 | Fresh,Soph,Jr,Sr,Grad, Faculty & Staff | 2,840 | N | |
| | Reminder 3 | 11/13/24 | Fresh,Soph,Jr,Sr,Grad, Faculty & Staff | 2,781 | Y | |
| | Reminder 4 | 11/21/24 | Fresh,Soph,Jr,Sr,Grad, Faculty & Staff | 2,724 | Y | |

| | | | | | | |
|---------------------------------|-----------------------------------------|----------|---------------------------------------|-------|---|---|
| | Reminder 5 | 12/02/24 | Fresh,Soph,Jr,Sr,Grad,Faculty & Staff | 2,703 | | Y |
| | Final Reminder | 12/05/24 | Fresh,Soph,Jr,Sr,Grad,Faculty & Staff | 2,663 | | Y |
| Flint Faculty, Staff & Students | | | | | | |
| | Notification from Chancellors (no link) | 10/03/24 | Fresh,Soph,Jr,Sr,Grad,Faculty & Staff | | N | |
| | Notification from President | 10/07/24 | Fresh,Soph,Jr,Sr,Grad,Faculty & Staff | 0 | N | |
| | Survey Email Invitation | 10/09/24 | Fresh,Soph,Jr,Sr,Grad,Faculty & Staff | 3,037 | N | |
| | Reminder 1 | 10/17/24 | Fresh,Soph,Jr,Sr,Grad,Faculty & Staff | 2,889 | N | |
| | Reminder 2 | 10/31/24 | Fresh,Soph,Jr,Sr,Grad,Faculty & Staff | 2,825 | Y | |
| | Reminder 3 | 11/13/24 | Fresh,Soph,Jr,Sr,Grad,Faculty & Staff | 2,635 | Y | |
| | Reminder 4 | 11/21/24 | Fresh,Soph,Jr,Sr,Grad,Faculty & Staff | 2,740 | Y | |
| | Reminder 5 | 12/02/24 | Fresh,Soph,Jr,Sr,Grad,Faculty & Staff | 2,708 | | Y |
| | Final Reminder | 12/05/24 | Fresh,Soph,Jr,Sr,Grad,Faculty & Staff | 2,675 | | Y |

Emails Bounced_2024

| Sample Type | Email Sent Number | Email Bounced Back |
|--------------|-------------------|--------------------|
| Freshman | 4356 | 6 |
| Sophomore | 5540 | 7 |
| Junior | 5870 | 41 |
| Senior | 6660 | 116 |
| Grad | 3219 | 10 |
| Faculty | 5997 | 72 |
| Staff | 3992 | 53 |
| Total | 35,634 | 305 |

Appendix C: Schedule

2012

2012 Sustainability Cultural Indicators Program (SCIP) Schedule

| KEY | October 21-27 | October 28-November 3 | November 4-10 |
|--------------------------------------|----------------|----------------------------------------------------------|------------------------------------------------------------------------|
| Prenotification (no survey URL) | P | | V (50%) |
| Invitation Email (survey URL) | I | | R1 |
| Video Reminder Email (no survey URL) | | P | V (50%) |
| Reminder E-mail (survey URL) | | I | R1 |
| | | | P |
| | | | I |
| | November 11-17 | November 18-24 | November 25-December 1 |
| | V 50% | | S U R V E Y C L O S E D |
| | R2 | T H A N K S G I V I N G | |
| | V 50% | | |
| | R2 | | |
| V | | | |
| R1 | R2 | | |
| | December 2-8 | December 9-15 | December 16-22 |
| | | | N O T I F I E D W I N E R S |
| | | | |

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) | | | | | | | | | | | | | | | |
| | November 24-30 | | | | | December 1-7 | | | | | December 8-14 | | | | |
| | R2 FS | | | | | R2 STU | | | | | | | | | |
| | T H A N K S G I V I N G | | | | | | | | | | | | | | |
| | | | | | | P | | | | | | | | | |
| | | | | | | I | | | | | | | | | |
| | December 15-21 | | | | | December 22-28 | | | | | December 29-January 4 | | | | |
| | | | | | | S U R V E Y C L O S E D | | | | | | | | | |

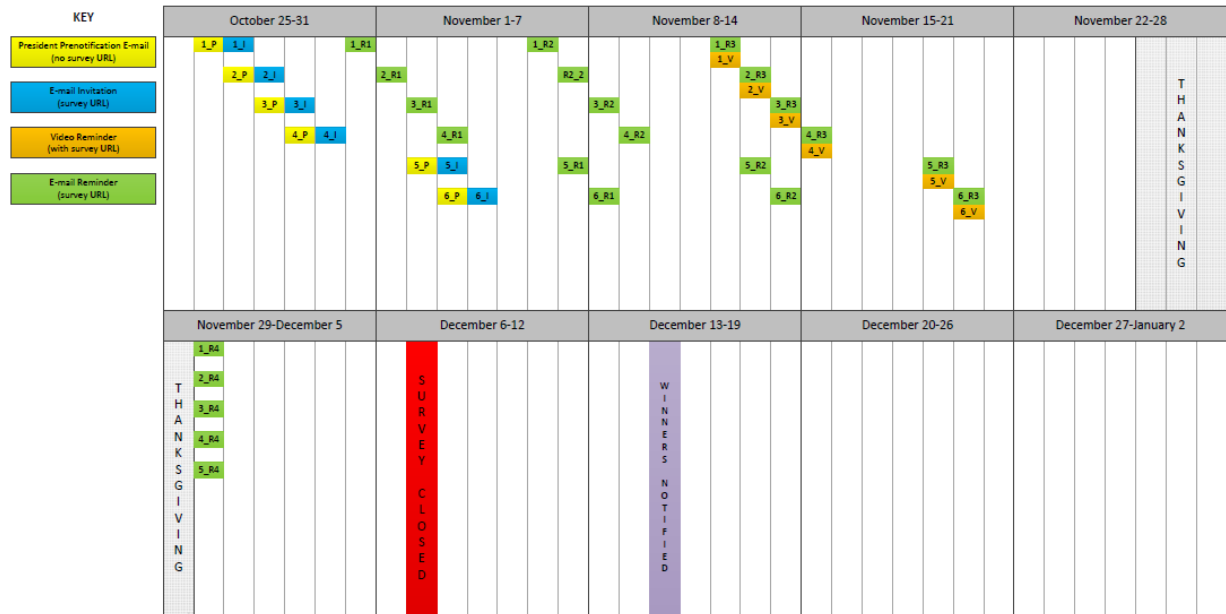
01/15/2017

WINNERS NOTIFIED IN FEB

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, 3_P, 3_J | 2_R1, 3_R1 | R2_2, 3_R2 | 2_R3, 2_V, 3_R3, 3_V | |
| Video Reminder (with survey URL) | | 4_P, 4_J, 5_P, 5_J, 6_P, 6_J, 7_P, 7_J | 4_R1, 5_R1, 6_R1, 7_R1, 8_P, 8_J, 9_P, 9_J | 4_R3, 4_V, 5_R3, 5_V, 6_R2, 7_R2, 8_R1, 9_R1 | |
| E-mail Reminder (survey URL) | | | | | 6_R3, 6_V, 7_R3, 7_V, 8_R3, 8_V, 9_R2 |
| | November 23-29 | Nov. 30-Dec.6 | December 7-13 | December 14-20 | December 21-27 |
| | 9_R3, 9_V | S U R V E Y C L O S E D | | | |
| | December 28-January 3 | January 4-10 | January 11-17 | January 18-24 | January 25-31 |
| | | | | W I N N E R S N O T I F I E D | |

2015 Sustainability Cultural Indicators Program (SCIP) Schedule



2017

2017 Sustainability Cultural Indicators Program (SCIP) Schedule

| KEY | January 14-20 | January 21-27 | January 28-February 3 | February 4-10 | February 11-17 |
|-----------------------------------------------|-----------------------------------------------------------------------------|---------------------------------------------------------|-----------------------|----------------------------------------------------|--------------------------------------------------------------|
| President Prenotification E-mail (survey URL) | 1_P | 2_P | 1_I | 1_R1 | 1_R2 |
| E-mail Invitation (survey URL) | | 3_P | | 2_R1 | 2_R2 |
| E-mail Reminder (survey URL) | | | | 3_R1 | 3_R2 |
| | February 18-24 | February 25-March 3 | March 4-10 | March 11-17 | March 18-24 |
| | | S P R I N G B R E A K | 1_R3 | 1_R4 | 1_R5 |
| | | | 2_R3 | 2_R4 | S U R V E Y C L O S E D |
| | | | 3_R3 | | |
| | March 25-31 | April 1-7 | April 8-14 | April 15-21 | April 22-28 |
| | W I N T E R S N O T I F I E D | | | C L A S S E S E N D | |

2021

2024 Schedule

| SCIP Events (Ann Arbor) | 2024 Dates | AA Dates | Flint Dates | Dearborn Dates |
|-------------------------------------------------|----------------------------|------------------------------------------------|-------------|----------------|
| Pre-production 8/1 – 10/6 | | | | |
| Kickoff meeting (SRO) | 8/12 | | | |
| Submit to IRB | 9/5 | | | |
| IRB Approved | 9/13 | | | |
| Questionnaires Finalized | 8/19 (week of) | | | |
| Program Questionnaire | 8/14 - 8/30 | | | |
| Test Questionnaire | 8/19 - 9/6 | | | |
| Pretest Sample Due | 8/30 | | | |
| Questionnaire timing testing | 9/11 – 9/12 | 9/11,9/12 | n/a | n/a |
| Review testing timings data | 9/16 – 9/20 | | | |
| Revise Questionnaire | 9/23 – 9/27 | | | |
| Production preload received | 9/25 | | | |
| Freeze Systems Programming | 9/30 | | | |
| Sample loaded into Systems | 10/1 | | | |
| Prod-test | 10/2 - 10/3 | | | |
| PRODUCTION 10/7 – 12/6 | | | | |
| Pre-invitation Email from Chancellors (no link) | | | 10/3 | 10/3 |
| Survey Goes LIVE | 10/7 | | | |
| Pre-invitation Email from President (w/link) | Replicates for each campus | 10/7 | 10/7 | 10/7 |
| Email Invitation Letter | | 10/9 | 10/9 | 10/9 |
| Fall Break | 10/14 – 10/15 | | | |
| Reminder 1 | | 10/16 | 10/17 | 10/17 |
| Reminder 2 | | 10/30 | 10/31 | 10/31 |
| Reminder 3 * (with \$5 option) | | 11/12, (F/S & Batch 1,3,5,6)11/13 (Batch 2 & 4 | 11/13 | 11/13 |
| Reminder 4 * (with \$5 option) | | 11/21 | 11/21 | 11/21 |

| | | | | |
|----------------------------------------|--|------|------|------|
| Reminder 5 * (with \$10 option) | | 12/2 | 12/2 | 12/2 |
| Final Reminder * (with \$10 option) | | 12/5 | 12/5 | 12/5 |
| Production End | | 12/9 | 12/9 | 12/9 |
| Post-production 12/10 – 03/31 | | | | |
| Incentive Selection / Distribution | | | | |
| | | | | |

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 or (734) 647-3806.

Sincerely,

Handwritten signature of Mary Sue Coleman in black ink.

Mary Sue Coleman
President

Handwritten signature of James S. Jackson in black ink.

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


Handwritten signature of Donald Scavia in black ink.

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 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 Callewaert: (734) 615-3752 and 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 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 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 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. 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.

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>
to me ▾

10:24 AM (1 minute 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. 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

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 Callewaert: (734) 615-3752 and 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.

Please complete the survey today! Go Blue!

2013 Reminder 2 Email

Groundbreaking Research - we need your help



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

10:25 AM (1 minute ago) ☆



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

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>
to me ▾

10:23 AM (1 minute ago) ☆



About that UM 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

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 or [\(734\) 647-5799](tel:7346475799).

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 or [\(734\)647-5799](tel:7346475799).

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 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



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 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



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 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

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 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 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 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.ashx?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 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 Schissel 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 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 SCIP2015/04_Reminder 2 x



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

11/13/15 ☆



Dear Andrew:

Last week President Schissel 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 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 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

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 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-UJMSCIP@umich.edu or (734)647-5795.

Thanks again for your participation!

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



2017 Prenotification Email

 **President Mark Schlissel** 4:14 PM (16 hours ago) ☆  
to me ▾

Dear Donnalee:

You have been selected to provide your opinions and feedback about sustainability at the University of Michigan. This short survey is part of U-M's overall efforts to deepen teaching, research, and campus operations related to sustainability.

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 and ask how and where we can improve. You can get started now by using the information below.

https://srowebapps.isr.umich.edu/SCIP/Log/render_survey.cfm?u=ds_0005&lg=112189

We hope you will take time to complete the survey. Your confidential responses will be compiled and summarized with others in a report later this year. Your involvement will continue our leadership as a university committed to a more sustainable world.

If you have questions, please contact the research team at isr-umscip@umich.edu or (734) 647-3458. You can also visit our website: <http://graham.umich.edu/campus/scip>.

Sincerely,

Mark Schlissel
President

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

Andrew Horning
Interim Director, Graham Sustainability Institute



2017 Invitation Email

 **U-M Institute for Social Research** 4:24 PM (16 hours ago) ☆  
to me ▾

Dear Donnalee:

You received an e-mail from President Schlissel recently encouraging you to provide your opinions and feedback about sustainability at the University of Michigan.

You are one of a select group of students, staff and faculty asked to provide your perspective. Upon completion of this short survey, **you will be eligible to win a \$50 Amazon gift code**. Approximately one of every 100 who complete the survey will win!

https://srowebapps.isr.umich.edu/SCIP/Log/render_survey.cfm?u=ds_0005&lg=112190

If you have questions, please contact the study team at the Institute for Social Research at isr-umscip@umich.edu or (734) 647-3458. You can also visit our website: <http://graham.umich.edu/campus/scip>.

Thank you for your assistance.

John Callewaert, Ph.D
SCIP Co-Principal Investigator



2017 Reminder 1 Email



U-M Institute for Social Research

to me ▾

4:25 PM (16 hours ago) ☆



Dear Donnalee:

Your feedback and opinions about sustainability are important to the university as they strive to make progress on their campus sustainability goals. To provide your insights use the link below.

https://srowebapps.isr.umich.edu/SCIP/Log/render_survey.cfm?u=ds_0005&lg=112191

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 \$50 Amazon gift code as a token of appreciation for your time.

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 or (734) 647-3458. You can also visit our website: <http://graham.umich.edu/campus/scip>.

Thank you for your valuable input.

John Callewaert, Ph.D
SCIP Co-Principal Investigator



2017 Reminder 2 Email



U-M Institute for Social Research

to me ▾

4:26 PM (16 hours ago) ☆



Dear Donnalee:

We have been trying to contact you in hopes that you would help us by completing a short survey on sustainability, here at the University of Michigan. If you already started the survey, you can return to where you left off.

https://srowebapps.isr.umich.edu/SCIP/Log/render_survey.cfm?u=ds_0005&lg=112192

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 for your time.

If you have questions, please contact the study team at the Institute for Social Research at isr-umscip@umich.edu or (734) 647-3458. You can also visit our website: <http://graham.umich.edu/campus/scip>.

Thank you for your assistance.

John Callewaert, Ph.D
SCIP Co-Principal Investigator



2017 Reminder 3 Email



U-M Institute for Social Research
to me ▾

4:27 PM (16 hours ago) ☆



Dear Donnalee:

Time is running out to provide your feedback and opinions about sustainability! The survey should only take about 10 minutes. Your responses are voluntary and confidential.

https://srowebapps.isr.umich.edu/SCIP/Log/render_survey.cfm?u=ds_0005&lg=112193

Upon the completion of the survey you will be eligible to win a \$50 Amazon gift code as a token of appreciation for your time. 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 or (734) 647-3458. You can also visit our website: <http://graham.umich.edu/campus/scip>.

Thank you for your help with this study.

John Callewaert, Ph.D
SCIP Co-Principal Investigator



2017 Reminder 3 Email – guaranteed \$5 gift code



U-M Institute for Social Research
to me ▾

4:28 PM (16 hours ago) ☆



Dear Donnalee:

Time is running out to provide your feedback and opinions about sustainability! The survey should only take about 10 minutes. Your responses are voluntary and confidential.

https://srowebapps.isr.umich.edu/SCIP/Log/render_survey.cfm?u=ds_0005&lg=112194

Upon the completion of the survey you will receive a \$5 Amazon gift code as a token of appreciation for your time. 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 or (734) 647-3458. You can also visit our website: <http://graham.umich.edu/campus/scip>.

Thank you for your help with this study.

John Callewaert, Ph.D
SCIP Co-Principal Investigator



2017 Reminder 4 Email



U-M Institute for Social Research
to me

4:30 PM (16 hours ago) ☆



Dear Donnalee:

Time is running out to provide your feedback and opinions about sustainability! The survey should only take about 10 minutes. Your responses are voluntary and confidential.

https://srowebapps.isr.umich.edu/SCIP/Log/render_survey.cfm?u=ds_0005&lg=112195

Upon the completion of the survey you will be eligible to win a \$50 Amazon gift code as a token of appreciation for your time. 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 or (734) 647-3458. You can also visit our website: <http://graham.umich.edu/campus/scip>.

Thank you for your help with this study.

John Callewaert, Ph.D
SCIP Co-Principal Investigator



2017 Reminder 4 Email– guaranteed \$5 gift code



U-M Institute for Social Research
to me

4:31 PM (16 hours ago) ☆



Dear Donnalee:

Time is running out to provide your feedback and opinions about sustainability! The survey should only take about 10 minutes. Your responses are voluntary and confidential.

https://srowebapps.isr.umich.edu/SCIP/Log/render_survey.cfm?u=ds_0005&lg=112196

Upon the completion of the survey you will receive a \$5 Amazon gift code as a token of appreciation for your time. 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 or (734) 647-3458. You can also visit our website: <http://graham.umich.edu/campus/scip>.

Thank you for your help with this study.

John Callewaert, Ph.D
SCIP Co-Principal Investigator



2017 Reminder 5 Email



U-M Institute for Social Research
to me ▾

4:33 PM (16 hours ago) ☆ ↶ ▾

Dear Donnalee:

Time is running out to provide your feedback and opinions about sustainability! The survey should only take about 10 minutes. Your responses are voluntary and confidential.

https://srowebapps.isr.umich.edu/SCIP/Log/render_survey.cfm?u=ds_0005&lg=112197

Upon the completion of the survey you will be eligible to win a \$50 Amazon gift code as a token of appreciation for your time. 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 or (734) 647-3458. You can also visit our website: <http://graham.umich.edu/campus/scip>.

Thank you for your help with this study.

John Callewaert, Ph.D
SCIP Co-Principal Investigator



2017 Reminder 5 Email– guaranteed \$5 gift code



U-M Institute for Social Research
to me ▾

4:34 PM (16 hours ago) ☆ ↶ ▾

Dear Donnalee:

Time is running out to provide your feedback and opinions about sustainability!The survey should only take about 10 minutes. Your responses are voluntary and confidential.

https://srowebapps.isr.umich.edu/SCIP/Log/render_survey.cfm?u=ds_0005&lg=112198

Upon the completion of the survey you will receive a \$5 Amazon gift code as a token of appreciation for your time. 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 or (734) 647-3458. You can also visit our website: <http://graham.umich.edu/campus/scip>.

Thank you for your help with this study.

John Callewaert, Ph.D
SCIP Co-Principal Investigator



Incentive Notification Email – Lottery



U-M Institute for Social Research
to me ▾

4:35 PM (16 hours ago) ☆



Dear Donnalee:

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: 123456789

If you have questions or issues with the gift code, please contact the study team at the Institute for Social Research at umscip@umich.edu or (734)647-3458.

Thanks again for your participation!

John Callewaert, Ph.D
SCIP Co-Principal Investigator



Incentive Notification Email – Guaranteed \$5 Amazon Gift Code



U-M Institute for Social Research
to me ▾

4:36 PM (16 hours ago) ☆



Dear Donnalee:

Congratulations! You are a winner of a \$5 Amazon gift code for completing the University of Michigan Sustainability Survey!

Your Amazon gift code is: 123456789

If you have questions or issues with the gift code, please contact the study team at the Institute for Social Research at umscip@umich.edu or (734)647-3458.

Thanks again for your participation!

John Callewaert, Ph.D
SCIP Co-Principal Investigator



2021 Prenotification Email

Notification Email

From: President Mark Schlissel
Reply to: ISR-UMSCIP@umich.edu
Subject: U-M Sustainability Survey

Dear [Name],

You have been selected to provide your opinions and feedback about sustainability at the University of Michigan. This short survey is part of U-M's overall efforts to deepen teaching, research, and campus operations related to sustainability and carbon neutrality.

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 and ask how and where we can improve. You can get started now by using the information below.

[SURVEY CREDENTIALS]

We hope you will take time to complete the survey. Your confidential responses will be compiled and summarized in a report later this year. Your involvement will continue our leadership as a university committed to a more sustainable world.

If you have questions, please contact the study team at the Institute for Social Research at ISR-UMSCIP@umich.edu or 800-759-7947. You can also visit our website: graham.umich.edu/campus/scip.

Sincerely,

Mark S. Schlissel, PhD
President

Deba Dutta, PhD
Chancellor: UM-Flint

Domenico Grasso, PhD
Chancellor: UM-Dearborn



2021 Invitation Email

From: U-M Institute for Social Research
Subject: U-M (Flint/Dearborn) would like your opinion on sustainability and carbon neutrality

Dear [NAME]:

You received an e-mail from President Schlissel, Chancellor Dutta, and Chancellor Grasso [TIME REFERENCE], encouraging you to provide your opinions and feedback about sustainability and carbon neutrality at the University of Michigan (-Flint/-Dearborn)

You are one of a select group of students, staff and faculty asked to provide your perspective. Upon completion of this short survey, **you will be eligible to win a \$100 Amazon gift code**. Approximately one of every 100 who complete the survey will win! [SURVEY CREDENTIALS]

If you have questions, please contact the study team at the Institute for Social Research at ISR-UMSCIP@umich.edu or 800-759-7947. You can also visit our website: graham.umich.edu/campus/scip.

Thank you for your assistance.

John Callewaert, Co-Investigator
Sustainability Cultural Indicators Program



2021 Reminder 1 Email

From: U-M Institute for Social Research
Subject: U-M Sustainability and Carbon Neutrality Survey

Dear [NAME]:

Your feedback and opinions about sustainability are important to the university as they strive to make progress on their campus sustainability and carbon neutrality goals. To provide your insights use the link below.

[SURVEY CREDENTIALS]

The survey should only take about [TIME] minutes. Your responses are voluntary and confidential. Upon the completion of the survey you will be eligible to win a \$[AMOUNT] Amazon gift code as a token of appreciation for your time.

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 or 800-759-7947. You can also visit our website: graham.umich.edu/campus/scip.

Thank you for your valuable input.

John Callewaert, Co-Investigator
Sustainability Cultural Indicators Program



2021 Reminder 2 Email

From: U-M Institute for Social Research
Subject: U-M (Flint/Dearborn) Sustainability and Carbon Neutrality Survey Follow-up

Dear [NAME]:

We have been trying to contact you in hopes that you would help us by completing a short survey on sustainability and carbon neutrality, here at the University of Michigan. If you already started the survey, you can return to where you left off.

[SURVEY CREDENTIALS]

Your responses are voluntary and confidential. Upon the completion of the survey you will be eligible to win a \$[AMOUNT] Amazon gift code as a token of appreciation for your time.

If you have questions, please contact the study team at the Institute for Social Research at ISR-UMSCIP@umich.edu or 800-759-7947. You can also visit our website: graham.umich.edu/campus/scip.

Thank you for your assistance.

John Callewaert, Co-Investigator
Sustainability Cultural Indicators Program



2021 Reminder 3 Email

From: U-M Institute for Social Research
Subject: *[If NOT selected for adaptive intervention: U-M Sustainability Survey Nearing End]* *[If selected for adaptive intervention: Receive \$5 Amazon Gift Code for complete a UM (Flint/Dearborn) Sustainability Survey]*

Dear [NAME]:

Time is running out to provide your feedback and opinions about sustainability and carbon neutrality! The survey should only take about [TIME] minutes. Your responses are voluntary and confidential.

[SURVEY CREDENTIALS]

Upon the completion of the survey you will *[If selected for adaptive intervention: receive]* *[If Not selected for adaptive intervention: be eligible to win]* a \$[AMOUNT] Amazon gift code as a token of appreciation for your time. 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 or 800-759-7947. You can also visit our website: graham.umich.edu/campus/scip.

Thank you for your help with this study.

John Callewaert, Co-Investigator
Sustainability Cultural Indicators Program



2021 Final Reminder Email

From: U-M Institute for Social Research

Subject: *[If NOT selected for adaptive intervention: Last Chance to Participate in a UM Sustainability and Carbon Neutrality Survey]* *[If selected for adaptive intervention: Receive \$5 Amazon Gift Code for Completing a UM (Flint/Dearborn) Sustainability and Carbon Neutrality Survey]*

Dear [NAME]:

This is your final opportunity to tell us about your sustainability attitudes and activities and tell the university how and where they can improve its sustainability and carbon neutrality effort. 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.

You have [TIME REFERENCE] to finish the survey.

[SURVEY CREDENTIALS]

We understand you may be busy. You were one of a select group asked to participate and it only takes 15 minutes. Upon the completion of the survey, **you will** *[If selected for adaptive intervention: receive]* *[If Not selected for adaptive intervention: be eligible to win]* a **\$100 Amazon gift code**. About one 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, Co-Investigator
Sustainability Cultural Indicators Program



2021 \$5 Token of Appreciation Email

From: U-M Institute for Social Research

Reply to: ISR-UMSCIP@umich.edu

Subject: U-M Sustainability and Carbon Neutrality Survey Winner

Congratulations! You are a winner of a \$5 Amazon gift code for completing the University of Michigan Sustainability Survey!

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 or (734) 764-7982.

Thanks again for your participation!

2021 \$100 Lottery Winner Email

From: U-M Institute for Social Research
Reply to: ISR-UMSCIP@umich.edu
Subject: U-M Sustainability and Carbon Neutrality Survey Winner

Congratulations! You were randomly selected as a winner of a \$100 Amazon gift code for completing the University of Michigan Sustainability Survey!

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 or (734) 764-7982.

Thanks again for your participation!

2024

Chancellor prenotification email - Dearborn

From: Chancellor

Reply to: ISR-UMSCIP@umich.edu

Subject: UM-Dearborn Sustainability Survey

Dear Members of the University of Michigan-Dearborn community,

As part of the University of Michigan's efforts to achieve carbon neutrality and a culture of sustainability on all its campuses, a short survey will be sent out to a sample of our students, faculty and staff later this fall. This survey will be seeking opinions about sustainability at the UM- Dearborn campus. This short survey will be part of our efforts to deepen teaching, research, and campus operations related to sustainability and carbon neutrality.

The Institute for Social Research (ISR) together with the Graham Sustainability Institute from U-M's Ann Arbor campus will be contacting selected students, faculty, and staff, to learn about their attitudes and activities and ask how and where we can improve.

If you are selected to participate in this important work, I hope you will take time to complete the survey. Your confidential responses will be compiled and summarized in a report later this academic year.

If you have questions, please contact Carol Glick, Executive Director for Facilities Operations, U-M-Dearborn (cglick@umich.edu)

Sincerely,

Domenico Grasso

Chancellor: UM-Dearborn

Chancellor prenotification email - Flint

From: Chancellor

Reply to: ISR-UMSCIP@umich.edu

Subject: UM-Flint Sustainability Survey

Dear Members of the University of Michigan-Flint community,

As part of the University of Michigan's efforts to achieve carbon neutrality on all its campuses, a short survey will be sent out to a sample of our students, faculty and staff later this fall. This survey will be seeking opinions about sustainability at the UM- Flint campus. This short survey will be part of our efforts to deepen teaching, research, and Flint campus operations related to sustainability and carbon neutrality.

The Institute for Social Research (ISR) together with the Graham Sustainability Institute from U-M's Ann Arbor campus will be contacting selected students, faculty, and staff, to learn about their attitudes and activities and ask how and where we can improve.

If you are selected to participate in this important work, I hope you will take time to complete the survey. Your confidential responses will be compiled and summarized in a report later this academic year.

If you have questions, please contact either Jazlynne Cathey (catheyj@umich.edu) or Heather Dawson (hdawson@umich.edu) of UM-Flint's Sustainability Committee.

Sincerely,

Laurence B. Alexander

Chancellor: UM-Flint

President Ono's prenotification Email – sent to all campuses

From: President Ono

Reply to: ISR-UMSCIP@umich.edu

Subject: U-M Sustainability Survey

Dear [First Name],

You have been selected to provide your opinions and feedback about sustainability at the University of Michigan. This short survey is part of U-M's overall efforts to deepen teaching, research, and campus operations related to sustainability and carbon neutrality.

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 and ask how and where we can improve. Your input will play a crucial role in shaping our sustainability efforts.

All responses will be kept confidential and compiled into a report to be shared later this year. By participating, you'll help strengthen U-M's leadership in creating a more sustainable future. We hope you'll take a few moments to share your thoughts and complete the survey using the information below.

[SURVEY CREDENTIALS]

If you have questions, please contact the study team at the Institute for Social Research at ISR-UMSCIP@umich.edu or 800-759-7947. You can also visit our website: <https://graham.umich.edu/scip>.

Sincerely,

Santa J. Ono, PhD

President

Laurence B. Alexander, JD, PhD

Chancellor: UM-Flint

Domenico Grasso, PhD

Chancellor: UM-Dearborn

2024 Invitation Email

From: U-M Institute for Social Research

Reply to: ISR-UMSCIP@umich.edu

Subject: U-M would like your opinions and feedback on sustainability and carbon neutrality

Dear [NAME]:

You received an email from President Ono, Chancellor Alexander, or Chancellor Grasso [TIME REFERENCE] encouraging you to provide your opinions and feedback about sustainability and carbon neutrality at the University of Michigan.

You are one of a select group of students, staff and faculty asked to provide your perspective. Upon completion of this short survey, you will be eligible to win a \$100 Tango gift code.

[SURVEY CREDENTIALS]

If you have questions, please contact the study team at the Institute for Social Research at ISR-UMSCIP@umich.edu or 800-759-7947. You can also visit our website: <https://graham.umich.edu/scip>

Thank you for your assistance.

John Callewaert, Co-Investigator
Sustainability Cultural Indicators Program

2024 Reminder 1 Email

From: U-M Institute for Social Research
Reply to: ISR-UMSCIP@umich.edu
Subject: U-M [CAMPUS] Sustainability and Carbon Neutrality Survey

Dear [NAME]:

Your feedback and opinions about sustainability are important to the university as they strive to make progress on their campus sustainability and carbon neutrality goals. To provide your insights use the link below.

[SURVEY CREDENTIALS]

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 \$100 Tango gift code as a token of appreciation for your time.

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 or 800-759-7947. You can also visit our website: <https://graham.umich.edu/scip>

Thank you for your valuable input.

John Callewaert, Co-Investigator
Sustainability Cultural Indicators Program

2024 Reminder 2 Email

From: U-M Institute for Social Research
Reply to: ISR-UMSCIP@umich.edu
Subject: U-M [CAMPUS] Sustainability and Carbon Neutrality Survey Follow-up

Dear [NAME]:

We have been trying to contact you in hopes that you would help us by completing a short survey on sustainability and carbon neutrality, here at the University of Michigan. If you already started the survey, you can return to where you left off.

[SURVEY CREDENTIALS]

Your responses are voluntary and confidential. Upon the completion of the survey you will be eligible to win a \$100 Tango gift code as a token of appreciation for your time.

If you have questions, please contact the study team at the Institute for Social Research at ISR-UMSCIP@umich.edu or 800-759-7947. You can also visit our website: <https://graham.umich.edu/scip>

Thank you for your assistance.

John Callewaert, Co-Investigator
Sustainability Cultural Indicators Program

2024 Reminder 3 Email

From: U-M Institute for Social Research

Reply to: ISR-UMSCIP@umich.edu

Subject: *[If NOT selected for adaptive intervention: U-M Sustainability Survey Nearing End] [If selected for adaptive intervention: Receive \$5 Tango Gift Code for a complete U-M (Ann Arbor/Flint/Dearborn) Sustainability Survey]*

Dear [NAME]:

Time is running out to provide your feedback and opinions about sustainability and carbon neutrality! The survey should only take about 15 minutes. Your responses are voluntary and confidential.

[SURVEY CREDENTIALS]

Upon the completion of the survey you will *[If selected for adaptive intervention: receive a \$5 Tango gift code for your participation in this survey. You will also] [For both adaptive and none-adaptive: be eligible to win] a \$100 Tango gift code as a token of appreciation for your time. 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 UMSCIP@umich.edu or 800-759-7947. You can also visit our website: <https://graham.umich.edu/scip>.

Thank you for your help with this study.

John Callewaert, Co-Investigator
Sustainability Cultural Indicators Program

2024 Reminder 4 Email

From: U-M Institute for Social Research

Reply to: ISR-UMSCIP@umich.edu

Subject: *[If NOT selected for adaptive intervention: Last Chance to Participate in a U-M Sustainability and Carbon Neutrality Survey]* *[If selected for adaptive intervention: Receive \$5 Tango Gift Code for Completing a U-M [Ann Arbor/Dearborn/Flint] Sustainability and Carbon Neutrality Survey]*

Dear [NAME]:

This is your final opportunity to tell us about your sustainability attitudes and activities and tell the university how and where they can improve its sustainability and carbon neutrality effort. 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.

You have until December 9, 2024 to finish the survey.

[SURVEY CREDENTIALS]

We understand you may be busy. You were one of a select group asked to participate and it only takes 15 minutes. Upon the completion of the survey you will *[If selected for adaptive intervention: receive a \$5 Tango gift code for your participation in this survey. You will also]* *[For both adaptive and non-adaptive: be eligible to win]* a \$100 Tango gift code as a token of appreciation for your time. If you already started the survey, you can return to where you left off.

Please take this final opportunity to complete the survey today. If you have questions, please contact the study team at the Institute for Social Research at ISR-UMSCIP@umich.edu or 800-759-7947. You can also visit our website: <https://graham.umich.edu/scip>.

Thank you for considering this request, and thank you for your cooperation!

John Callewaert, Co-Investigator
Sustainability Cultural Indicators Program

2024 Reminder 5 Email

From: U-M Institute for Social Research

Reply to: ISR-UMSCIP@umich.edu

Subject: *[If NOT selected for adaptive intervention: Last Chance to Participate in a U-M Sustainability and Carbon Neutrality Survey]* *[If selected for adaptive intervention: Receive \$10 Tango Gift Code for Completing a U-M [Ann Arbor/Dearborn/Flint] Sustainability and Carbon Neutrality Survey]*

Dear [NAME]:

This is your final opportunity to tell us about your sustainability attitudes and activities and tell the university how and where they can improve its sustainability and carbon neutrality effort. 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.

You have until December 9, 2024 to finish the survey.

[SURVEY CREDENTIALS]

We understand you may be busy. You were one of a select group asked to participate and it only takes 15 minutes. Upon the completion of the survey you will *[If selected for adaptive intervention: receive a \$10 Tango gift code for your participation in this survey. You will also]* *[For both adaptive and non-adaptive: be eligible to win]* a \$100 Tango gift code as a token of appreciation for your time. If you already started the survey, you can return to where you left off.

Please take this final opportunity to complete the survey today. If you have questions, please contact the study team at the Institute for Social Research at ISR-UMSCIP@umich.edu or 800-759-7947. You can also visit our website: <https://graham.umich.edu/scip>.

Thank you for considering this request, and thank you for your cooperation!

John Callewaert, Co-Investigator
Sustainability Cultural Indicators Program

2024 Final Reminder

From: U-M Institute for Social Research

Reply to: ISR-UMSCIP@umich.edu

Subject: *[If NOT selected for adaptive intervention: Last Chance to Participate in a U-M Sustainability and Carbon Neutrality Survey]* *[If selected for adaptive intervention: Receive \$10 Tango Gift Code for Completing a U-M [Ann Arbor/Dearborn/Flint] Sustainability and Carbon Neutrality Survey]*

Dear [NAME]:

This is your final opportunity to tell us about your sustainability attitudes and activities and tell the university how and where they can improve its sustainability and carbon neutrality effort. 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.

You have until December 9, 2024 to finish the survey.

[SURVEY CREDENTIALS]

We understand you may be busy. You were one of a select group asked to participate and it only takes 15 minutes. Upon the completion of the survey you will *[If selected for adaptive intervention: receive a \$10 Tango gift code for your participation in this survey. You will also]* *[For both adaptive and non-adaptive: be eligible to win]* a \$100 Tango gift code as a token of appreciation for your time. If you already started the survey, you can return to where you left off.

Please take this final opportunity to complete the survey today. If you have questions, please contact the study team at the Institute for Social Research at ISR-UMSCIP@umich.edu or 800-759-7947. You can also visit our website: <https://graham.umich.edu/scip>.

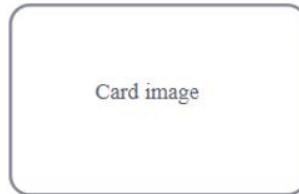
Thank you for considering this request, and thank you for your cooperation!

John Callewaert, Co-Investigator
Sustainability Cultural Indicators Program

2024 \$100 Lottery Winner Email (sent via Tango Cards)

Congratulations! Thank you for participating in the Sustainability Cultural Indicator Program survey. You were randomly selected as a winner of a \$100 Tango gift code for completing the University of Michigan Sustainability Survey!

{{the amount will appear here}}



Code: {code will appear here}

To Redeem

Here you will find redemption instructions for the eGift card. The instructions will vary between brand.

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 or (734) 647-2246.

Thanks again for your participation!

John Callewaert, Ph.D.

SCIP Co-Principal Investigator



Appendix E: Timing

2017

2017 SCIP Instrument Length (in minutes)

| Sample Type | | 2017 <= 2018- 02-02 | 2017 >= 2018- 02-02 | 2017 Diff |
|---------------|----------------|------------------------------|------------------------------|--------------|
| Faculty/Staff | Q ₁ | 12.2 | 9.6 | 2.6 |
| | Q ₂ | 17.7 | 12.7 | 5.0 |
| | Q ₃ | 33.3 | 20.2 | 13.1 |
| Student | Q ₁ | 13.1 | 10.3 | 2.8 |
| | Q ₂ | 21.0 | 13.8 | 7.2 |
| | Q ₃ | 48.2 | 20.6 | 27.6 |
| Panel | Q ₁ | 11.1 | 9.1 | 2.0 |
| | Q ₂ | 17.3 | 12.0 | 5.3 |
| | Q ₃ | 32.3 | 16.6 | 15.7 |

2024 – See Instrument Section – Tables 2 and 3