The goal of the Sustainability Culture Indicators Project (SCIP) is to measure changes in sustainability knowledge, commitments, and practices in the University of Michigan (U-M) community over time. The following text describes the second year of conducting a web survey of students, faculty and staff.

The survey asked questions to capture the following domains of sustainability:
- Travel & transportation
- Waste prevention & conservation
- Food
- Climate change
- Opinions about sustainability
- Awareness & evaluation of sustainability at U-M

Development of revisions to the survey began in Spring, 2013. In addition to some minor changes in response order and terminology, there were deletions of items, a significant reprogramming of the section on knowledge of climate change, and rather extensive programming was done to reduce the amount of manual coding required to classify the campus and the building where the survey participant spends the most time.

A sample of full-time Ann Arbor campus students was drawn by the Office of the Registrar at the U-M, and samples of full-time benefits-eligible faculty and staff on Ann Arbor campus were obtained from U-M Human Resource Records and Information Services. The uniqnames of all undergraduate students who completed the survey in 2012 was sent to the Office of the Registrar, and a file was returned that contained all panel participants who are still enrolled full time on the Ann Arbor campus. A decision was made to include all who remained as undergraduates (even if they were seniors in 2012 – if they were still seniors in 2013, they were invited to complete the 2013 survey as panel members. If, however, they were now graduate students, they were not included in the panel sample). The survey instrument was programmed using DatStat Illume.

U-M Students, Faculty and Staff were invited to complete the survey November 4 through December 23, 2013. A total of 4,785 completed surveys were collected.
WEB SURVEY

- 180 (down from 196 in 2012) maximum items in Student Survey
  - 93% completed in elapsed time of 7-99 minutes
    - Mean = 18 minutes
    - Median = 15 minutes
    - Mode = 13 minutes
- 182 (down from 200 in 2012) maximum items on Faculty/Staff Survey
  - 95% completed in elapsed time of 8-100 minutes
    - Mean = 21 minutes
    - Median = 17 minutes
    - Mode = 15 minutes
- Programmed using DatStat Illume 5.1
- Description of basic paradata collected
- Stylesheet adjusted depending on device used to access the web survey

EXPERIMENT

- Test response options on select items detailing frequency of behavior or activity.
  For the new cross section of Sophomores, Juniors, and Seniors, and for staff and faculty, approximately ¼ of all who completed the survey received alternate response options for questions regarding frequency of behavior or activity to determine whether numeric values could be assigned to more vague response categories.

Questionnaires:
FCST2, Q10-Q21 and STUQUEST1 Q1-Q11 During the past year, how often did you do the following to travel between where you lived and campus? [Drive a car...Carpool...Motorcycle, moped, or scooter]
¾ : Never  Rarely  Sometimes  Always/Most of the time
¾ : Never  1 day per week or less  2-3 days per week  4 or more days per week

FCST23, Q89, Q90, Q95, Q91-Q94 and STUQUEST27 Q89, Q90, Q95, Q64-Q67 During the past year, about how often did you (or other household members) buy the following? [Locally grown or processed...Organic...Grass-fed beef]
¾ : Always/Most of the time  Sometimes  Rarely  Never
¾ : 4 or more times per month  2-3 times a month  Less than once a month  Never
SAMPLE
Student sample parameters (these apply to both new cross section and panel students):
  ● Full time undergraduate, graduate and professional students
  ● Ann Arbor Campus
Variables in sample file of students from U-M Office of the Registrar include:
  ● Name (Firstname Lastname)
  ● Unique ID (Campus ID)
  ● Academic Level at Beginning of Term (Acad Level BOT)
  ● Grade (Grade_1stRem)
  ● Description of grade (Acad Level BOT Decrshort)
  ● Undergraduate, Graduate, or Professional (Career Level )
  ● Mailing Address (Person Address1, Person Address2, Person City, Person State, Person Postal)
    ○ This was obtained to mail letters to half of the students as an experiment. The complete mailing address may not be needed in subsequent years as the mailing of a paper letter did not yield results indicating it as an effective way to improve response rate.
  ● College or School within U-M (Acad Group Primary Descr)
  ● Major (Acad Plan Primary Descr)
  ● Academic hours this term (Unt Take Prgrss)
  ● First Term Attended (First Term Attended)

Faculty and Staff sample parameters:
  ● Benefits eligible
  ● Ann Arbor campus (all of city, medical, and north campuses)
Variables in sample file of faculty and staff from U-M HR Records and Info Services (Pat Neil, Human Resource Information Services Senior Analyst provided) include:
  ● Name (Firstname Lastname)
  ● Unique ID (uniqID)
  ● Gender (gender)
  ● College, School, or other Unit (org_group)
  ● Vice President Area (pvarea)
  ● Campus address (caddr1, caddr2, caddr3, ccity, cstate, czip)
  ● Work phone number (workphone)
  ● Job Family (jobfam)
  ● Job Title (jobtitle)
  ● Ethnic Group (Ethnic_Group)
  ● Ethnicity (Ethnic Desc)
SCHEDULE OF CONTACT WITH PROSPECTIVE SURVEY PARTICIPANTS

November 4, 2013 - Email letter from President Mary Sue Coleman closely followed by another email from Institute for Social Research with the authenticated link to the survey to:

- 2,867 panel students who participated in 2012 survey
- 2,500 Freshmen
- 1,500 each Sophomores, Juniors & Seniors
- 1,000 Graduate students
- 2,000 faculty, and
- 1,500 staff.

November 6-9, 2013 – Email sent to all original letter recipients instructing prospective survey participants how to search for the email containing the link in the Google SPAM folder.

November 13-18, 2013 - Email reminder video from U-M Swim & Diving Coach Bottom to all non-responders with email from ISR including link to survey shortly after:

- 8,936 students
- 1,382 faculty, and
- 841 staff.

November 25, 2013 - Email final reminder with link to survey from ISR to all faculty & staff non-responders.

- 1,301 faculty, and
- 814 staff.

December 2-4, 2013 - Email final reminder with link to survey from ISR to all student non-responders.

- 8,616 students.

December 3-5, 2013 – Email letter from President Mary Sue Coleman with survey link embedded in email to supplementary sample of students, faculty, and staff, in effort to increase total number of completed interviews:

- 1,500 each Freshmen, Sophomores, Juniors & Seniors
- 500 Graduate students
- 100 faculty, and
- 350 staff.

December 23, 2013 - Survey is closed.

Early in the emailing process, it was brought to our attention that some people were receiving the emailed letter from U-M leaders, but they were not receiving the email with the link to complete the survey. A plain text email was sent out to all non-responders 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, and the link was manually emailed to him/her (resent to 28 students and 16 faculty). In attempt to reduce the size of the participant files, the master file for freshmen was split into derived lists, but this created a system problem recognizing completed interviews, so it was reverted back to the original master sample file. 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 editor.
STUDENT POPULATION SATURATION

While the goal of year 1 was to complete 1000 surveys with each of Freshmen, Sophomores, Juniors, and Seniors, and 400 Grad students; in Year 2, a combined new cross-section and panel follow-up design was used, in an effort to maximize the number of completed surveys.

The result was 3,238 students completing the web survey. Following is a summary of the proportion of students in each grade level who were invited to participate:

<table>
<thead>
<tr>
<th></th>
<th>NEW sample</th>
<th>Panel</th>
<th>U-M Population</th>
<th>% invited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshmen</td>
<td>4000</td>
<td>5491</td>
<td>73%</td>
<td></td>
</tr>
<tr>
<td>Sophomores</td>
<td>3000</td>
<td>885</td>
<td>6577</td>
<td>59%</td>
</tr>
<tr>
<td>Juniors</td>
<td>3000</td>
<td>870</td>
<td>6986</td>
<td>55%</td>
</tr>
<tr>
<td>Seniors</td>
<td>3000</td>
<td>1112</td>
<td>9023</td>
<td>46%</td>
</tr>
<tr>
<td>GRAD</td>
<td>1500</td>
<td></td>
<td>15427</td>
<td>10%</td>
</tr>
</tbody>
</table>

*It is assumed those students who were freshmen (885) in 2012 and who remain in full time student status in 2013 are categorized as sophomores this year, and also that any student who was a junior (877) OR senior (235) in 2012 and who remained in full time undergraduate students status in 2013 are assumed seniors this year. We know from the self-report this is not a perfect match, but for the purpose of illustrating how much of the U-M student population we are inviting/touching each year, this seemed a reasonable assumption.

NEW CROSS SECTION STUDENT RESPONSE RATE:

<table>
<thead>
<tr>
<th>Registrar identifies student as:</th>
<th>Freshman</th>
<th>Sophomore</th>
<th>Junior</th>
<th>Senior</th>
<th>Graduate Student</th>
<th>RO grade totals and Response Rate:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>780</td>
<td>5</td>
<td>24</td>
<td>1</td>
<td>1</td>
<td>785/4,000 20% RR</td>
</tr>
<tr>
<td>Sophomore</td>
<td>148</td>
<td>269</td>
<td>284</td>
<td>17</td>
<td>2</td>
<td>443/3,000 15% RR</td>
</tr>
<tr>
<td>Junior</td>
<td>5</td>
<td>57</td>
<td>67</td>
<td>327</td>
<td>2</td>
<td>366/3,000 12% RR</td>
</tr>
<tr>
<td>Senior</td>
<td>1</td>
<td>67</td>
<td>82.4%</td>
<td>345</td>
<td>2</td>
<td>397/3,000 13% RR</td>
</tr>
<tr>
<td>Graduate</td>
<td>3</td>
<td>1</td>
<td>402</td>
<td>407</td>
<td></td>
<td>406/1,500 27% RR</td>
</tr>
<tr>
<td>Student ID'd:</td>
<td>936</td>
<td>333</td>
<td>375</td>
<td>345</td>
<td>407</td>
<td>2,396/14,500 16.5% RR overall</td>
</tr>
</tbody>
</table>

The proportion of respondents in each class differs slightly from official university records. In large part, discrepancies occur because some students in the sample may not know their official university status. For
instance, 3rd year students who report being juniors may have more than enough credit-hours and officially be classified by U-M's Registrar's Office as seniors (67 students above). Similarly, other students who report being juniors may be lacking in credit-hours and be officially designated as sophomores (24 students in the table above). Samples from each cohort were selected from the population of all full-time, Ann Arbor-campus students listed in official university records found in the U-M Registrar’s Office.

**PANEL STUDENT RESPONSE RATE:**

<table>
<thead>
<tr>
<th>2012 Registrar identified student as:</th>
<th>Student identified self in 2013 as:</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>Sophomore</td>
<td>Junior</td>
<td>Senior</td>
<td>Graduate Student</td>
<td>RO grade totals and Response Rate:</td>
</tr>
<tr>
<td></td>
<td>261</td>
<td>1</td>
<td>99.6%</td>
<td>.4%</td>
<td>262/885</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>29.6% RR</td>
</tr>
<tr>
<td>Sophomore</td>
<td>46</td>
<td>193</td>
<td>11 +1</td>
<td>250/870</td>
<td></td>
</tr>
<tr>
<td></td>
<td>18.4%</td>
<td>77.2%</td>
<td>4.4%</td>
<td>28.7% RR</td>
<td></td>
</tr>
<tr>
<td>Junior</td>
<td>3</td>
<td>39</td>
<td>205</td>
<td>3</td>
<td>250/877</td>
</tr>
<tr>
<td></td>
<td>1.2%</td>
<td>15.6%</td>
<td>82%</td>
<td>1.2%</td>
<td>28.5% RR</td>
</tr>
<tr>
<td>Senior</td>
<td>3</td>
<td>76</td>
<td>79/235</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3.8%</td>
<td>96.2%</td>
<td>33.6% RR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student ID’d:</td>
<td>310</td>
<td>236</td>
<td>292</td>
<td>3</td>
<td>841/2,867</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>29.3% RR overall</td>
</tr>
</tbody>
</table>

**FACULTY/STAFF POPULATION SATURATION**

<table>
<thead>
<tr>
<th></th>
<th>NEW</th>
<th>Population</th>
<th>% of N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>1850</td>
<td>34860</td>
<td>5%</td>
</tr>
<tr>
<td>Faculty</td>
<td>2100</td>
<td>5780</td>
<td>36%</td>
</tr>
</tbody>
</table>

There is enough staff that, although we know that we did invite staff who participated in 2012, the number was very small. Among faculty, however, we are inviting a significant proportion of them to participate this year - they ARE likely to be invited multiple years in the anticipated 5 years of the study.

**FACULTY / STAFF RESPONSE RATE:**

<table>
<thead>
<tr>
<th></th>
<th>Invited</th>
<th>Completed</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty</td>
<td>2,100</td>
<td>782</td>
<td>37%</td>
</tr>
<tr>
<td>Staff</td>
<td>1,850</td>
<td>765</td>
<td>41%</td>
</tr>
</tbody>
</table>

**ALL CAMPUS RESPONSE RATE:**

<table>
<thead>
<tr>
<th></th>
<th>Invited</th>
<th>Completed</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>21,317</td>
<td>4,785</td>
<td>22%</td>
<td></td>
</tr>
</tbody>
</table>
INCENTIVE
Those who accessed the survey and advanced in the survey from the first to last question were asked preference of incentive (regardless of how many questions were actually answered): iTunes, Amazon, or Barnes & Noble e-card. The Amazon gift card was an overwhelming favorite among all of students, faculty and staff.

<table>
<thead>
<tr>
<th>(INCENTIVE) e-Certificate preference</th>
<th>STUDENT Frequency</th>
<th>STUDENT Percent</th>
<th>FAC/STAFF Frequency</th>
<th>FAC/STAFF Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>iTunes</td>
<td>323</td>
<td>10%</td>
<td>158</td>
<td>10%</td>
</tr>
<tr>
<td>Amazon</td>
<td>2619</td>
<td>81%</td>
<td>1155</td>
<td>74%</td>
</tr>
<tr>
<td>Barnes &amp; Noble</td>
<td>239</td>
<td>7%</td>
<td>130</td>
<td>8%</td>
</tr>
<tr>
<td>No, thanks. Do not include me in the drawing.</td>
<td>16</td>
<td>&gt;1%</td>
<td>98</td>
<td>6%</td>
</tr>
<tr>
<td>NO RESPONSE</td>
<td>39</td>
<td>1%</td>
<td>22</td>
<td>1%</td>
</tr>
</tbody>
</table>

3,238 100% 1,563 100%

METHOD FOR SELECTING WINNERS:
After the survey closed, the following process was used to identify e-card winners:

1. selected all students who answered incentive question
2. created separate files by grade as provided by registrar’s office (not by student’s self-reported grade), and making every group mutually exclusive—
   a. within each grade file, generated a random #1-10 (RANDBETWEEN)
   b. copied value only to a new random# cell
   c. sorted by random # to create 10 groups within each of the undergraduate grade files and 4 groups within the graduate students
   d. recorded lower and upper limits of each random # within each of the groups
3. Each business day starting January 13, 2014, during a shift management meeting in the Survey Services Lab, the project manager used mathgoodies.com to generate random number between the two limits in each cell to determine the random number of the respondent who would win, identifying two $50 e-Cards to be awarded each day to two different students.

*The same process described above was used to award faculty and staff e-Cards beginning February 10, 2014.

   ● 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.
WHAT QUALIFIED AS A COMPLETED INTERVIEW

STUDENTS:
4,197 students clicked on the link embedded in the invitation sent to them in an email. About 13% (552) advanced only to the informed consent screen. Eighty percent (4018) of those who accessed the link answered enough questions (80% or more of all questions presented to them) to be considered a completed interview.

<table>
<thead>
<tr>
<th>Percent of questions answered</th>
<th>n =</th>
<th>%</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>554</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>1-79</td>
<td>360</td>
<td>9%</td>
<td>22%</td>
</tr>
<tr>
<td>80-99</td>
<td>50</td>
<td>1%</td>
<td>23%</td>
</tr>
<tr>
<td>100</td>
<td>3,233</td>
<td>77%</td>
<td>100%</td>
</tr>
</tbody>
</table>

FACULTY/STAFF:

<table>
<thead>
<tr>
<th>Number of questions answered</th>
<th>n =</th>
<th>%</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>147</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>1-79</td>
<td>14</td>
<td>4%</td>
<td>12%</td>
</tr>
<tr>
<td>80-99</td>
<td>17</td>
<td>1%</td>
<td>13%</td>
</tr>
<tr>
<td>100</td>
<td>1,549</td>
<td>87%</td>
<td>100%</td>
</tr>
</tbody>
</table>

1,782 faculty and staff combined clicked on the link in the email invitation. Eight percent (147) viewed only the informed consent screen and did not proceed. Nearly ninety percent (1,549) of those who accessed the link answered enough questions (80% or more of all questions presented to them) to be considered a completed interview.
WEIGHTS

Sample weights are applied so that results/statistics reported from a sample correctly represent the population from which the sample was drawn, especially when using stratified samples. The table below shows the population of full-time students enrolled at the University of Michigan-Ann Arbor.

**U-M student population data**

<table>
<thead>
<tr>
<th>Grade Level &amp; Gender</th>
<th>Undergrad</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman Female</td>
<td>5,491</td>
<td>7%</td>
</tr>
<tr>
<td>Freshman Male</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Sophomore Female</td>
<td>6,577</td>
<td>7%</td>
</tr>
<tr>
<td>Sophomore Male</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Junior Female</td>
<td>6,986</td>
<td>8%</td>
</tr>
<tr>
<td>Junior Male</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Senior Female</td>
<td>9,023</td>
<td>10%</td>
</tr>
<tr>
<td>Senior Male</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td>Grad Female</td>
<td>15,427</td>
<td>16%</td>
</tr>
<tr>
<td>Grad Male</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>19%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Sample weights were created to adjust for grade and gender differences compared to the student population. One weight was created to reflect only the undergraduate population (UGradWgt_2013 and PanelWgt_2013), and another weight was created to represent the entire student population, including graduate students (AllStudWgt_2013).

**Faculty / Staff population statistics**

| Ann Arbor Campus Faculty | 5,780 |
| Total Male               | 3,409 |
| % Male                   | 59%  |
| Total Health System      | 2,392 |
| % Health System          | 41%  |

| Ann Arbor Campus Staff   | 34,860 |
| Total Male               | 11,944 |
| % Male                   | 34%   |
| Total Health System      | 20,506 |
| % Health System          | 59%   |

Sample weights were also created to adjust for gender and U-M Health System status for the faculty and staff samples (FacWgt_2013 and StfWgt_2013).
A comparison of sample and U-M population status/class statistics

<table>
<thead>
<tr>
<th>Status/Class</th>
<th>Percent of Sample Responders</th>
<th>Percent of U-M Population</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n</td>
<td>N</td>
</tr>
<tr>
<td>Staff</td>
<td>19%</td>
<td>765</td>
</tr>
<tr>
<td>Faculty</td>
<td>20%</td>
<td>782</td>
</tr>
<tr>
<td>Freshman</td>
<td>20%</td>
<td>785</td>
</tr>
<tr>
<td>Sophomore</td>
<td>11%</td>
<td>443</td>
</tr>
<tr>
<td>Junior</td>
<td>9%</td>
<td>366</td>
</tr>
<tr>
<td>Senior</td>
<td>10%</td>
<td>397</td>
</tr>
<tr>
<td>Graduate Student</td>
<td>10%</td>
<td>406</td>
</tr>
<tr>
<td>Total n/N</td>
<td>3,944*</td>
<td>84,144</td>
</tr>
</tbody>
</table>

*The above table includes only the new cross section of students and the cross sections of faculty and staff. It was decided that the mere exposure of completing the survey last year could make the panel students different from the new student responders in 2013.

The all campus weight (AllCampWgt_2013) adjusts for differences in
- gender,
- status (faculty, staff, student grade level),
- whether in the Health System or not (faculty and staff only).

The AllCampWgt_2013 is the weight you should use when calculating campus wide percentages.
Dear {UserData:DATSTAT_FIRSTNAME} {UserData:DATSTAT_LASTNAME},

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. You may have been selected to participate in 2012, and if so, please participate again.

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

Study ID: HUM00068573 IRB: Health Sciences and Behavioral Sciences Date Approved: 10/4/2012
FIRST INVITATION EMAIL WITH LINK TO SURVEY
Used for invitations sent in November

Dear {UserData:DATSTAT_FIRSTNAME} {UserData:DATSTAT_LASTNAME} – University of Michigan (U-M) President Mary Sue Coleman just sent you a letter encouraging you to complete this survey.

{SurveyURL: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 {UserData:NUMCOMPLETE} 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. {UserData:ODDS} 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
Dear {UserData:DATSTAT_FIRSTNAME} {UserData:DATSTAT_LASTNAME},

You have been selected to participate in an important study about sustainability at the University of Michigan, and we encourage you to participate. The survey closes Monday, December 9, 2013. Please click on the link below or copy and paste the address into your web browser.

{SurveyURL:Click here to complete this 15-minute survey}

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. You may have been selected to participate in 2012, and if so, please participate again.

So please take time to complete the survey. 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. 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. About 1 of every 100 who complete the survey will win.

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

Study ID: HUM00068573 IRB: Health Sciences and Behavioral Sciences Date Approved: 9/27/2013
EMAIL THANK-YOU FOR COMPLETING THE SURVEY (in plain text)

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 would like to receive information on U-M sustainability activities and resources, send an email request to ISR-UMSCIP@umich.edu.

If you have comments or questions you wish to share, please email ISR-UMSCIP@umich.edu or type your comment anonymously at https://websurveys.isr.umich.edu/Collector/Survey.ashx?Name=CampusSustain_Unauth_Comments_TEST

Study ID: HUM00068573 IRB: Health Sciences and Behavioral Sciences Date Approved: 10/4/2012
EMAIL WITH LINK TO VIDEO AND VIDEO SCRIPT Email

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
SECOND EMAIL REMINDER—SIMULTANEOUS WITH VIDEO REMINDER

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.

{SurveyURL:Click here to complete the survey today!}

- As of 11/12/13, 1625 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 irbhsbs@umich.edu or (734) 936-0933.

Please complete the survey today! Go Blue!
FINAL EMAIL REMINDER

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.

{SurveyURL}

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!
TEXT OF MESSAGES TO WINNERS OF Ecards

iTunes (6 recipients total):

FROM: ISR-UMSCIP@UMICH.EDU

SUBJECT: You won an iTunes card for completing the UM-SCIP survey online last fall!

TEXT OF EMAIL:

Congratulations University of Michigan (U-M) Research Participant -

You completed the Sustainability Culture Indicators Project (SCIP) web survey in the Fall, 2013. You have been selected a winner of a $50 ecard, and in the survey, you indicated you would prefer iTunes. Thank you for your participation, and congratulations from the U-M Graham Environmental Sustainability Institute and the U-M Institute for Social Research.

YOUR iTunes CODE IS: XXXXXXXXXXXXXXXXXXXX

Download your apps and other iTunes content to any iPad, iPhone, iPod touch, Mac, or PC. Get iTunes for Mac or Windows, free of charge, at www.itunes.com.

To redeem on your iPhone, iPod touch, or iPad:

1. Tap iTunes.
2. Tap Music and scroll to bottom.
3. Tap Redeem.
4. Enter code (listed above).
5. Download your content. Enjoy.

To redeem on your Mac or PC:

1. Open iTunes and click iTunes Store.
2. Click Redeem.
3. Enter code (listed above).
4. Download your content. Enjoy.

For assistance, go to iTunes and choose Apple Service and Support from the Help menu or visit www.apple.com/support/itunes/ww.

Terms and Conditions
Valid only on iTunes Store for U.S. Requires iTunes account and prior acceptance of license and usage terms. To open an account, you must be 13+ and in the U.S. Requires software, hardware, and Internet access required. Card may not be used to purchase any other merchandise, allowances or iTunes gifting. Data collection and use subject to Apple Customer Privacy Policy, see www.apple.com/privacy, unless stated otherwise. Risk of loss and title for code passes to purchaser on transfer. Codes are issued and managed by Apple Value Services, LLC (“Issuer”). Neither Apple nor Issuer is responsible for any loss or damage resulting from lost or stolen cards or use without permission. Apple and its licensees, affiliates, and licensors make no warranties, express or implied, with respect to card or the iTunes Store and disclaim any warranty to the fullest extent available. These limitations may not apply to you. Void where prohibited, Not for resale. Subject to full terms and conditions, see www.apple.com/legal/itunes/us/gifts.html. Content and pricing subject to availability at the time of actual download. Content purchased from the iTunes Store is for personal lawful use only. Don’t steal music. 2012 Apple Inc. All rights reserved.
TEXT OF MESSAGES TO WINNERS OF Ecards (continued)

AMAZON (43 recipients):

From: University of Michigan Sustainability Survey - Graham Institute

Dear University of Michigan (U-M) Research Participant - You won! You completed the Sustainability Culture Indicators Project (SCIP) web survey in the Fall, 2013. You have been selected a winner of a $50 ecard! In the survey, you indicated you would prefer an Amazon gift card. Your claim code is above.

Thank you for your participation, and congratulations from the U-M Graham Environmental Sustainability Institute and the U-M Institute for Social Research.

BARNES & NOBLE (2 recipients) – limited to 5 lines:

Congratulations! You won! Thank you for completing the U-M Sustainability web survey last fall. From the U-M Graham Institute
NEXT YEAR – 2014 DATA COLLECTION RECOMMENDATIONS:

Alternate wording for response categories:

The cell sizes may have been quite small to evaluate whether the number responses were more or less synonymous with the more general labels because the food purchase questions were only asked if the respondent reported buying sustainable foods. More analysis should be done to determine whether to continue the wording experiment, go with the more specific response categories, or revert back to the original wording of the response categories. A problem arose when it was determined the food purchase questions are part of one of the sustainability indices, so researchers/analysis had to determine how to treat those who received the alternatively worded responses.

Analyze supplemental sample:

Early in December, additional sample as detailed below were emailed one and only one email from U-M leaders, including the link to the survey, inviting them to participate. There were no reminders or follow up emails sent. It would be informative to look at the participation rate from among these groups compared to the participation rate among the original sample.

- 1,500 each Freshmen, Sophomores, Juniors & Seniors
- 500 Graduate students
- 100 faculty, and
- 350 staff.

Advertising participation in the survey:

In 2012, year 1 of the study, the Graham Institute prepared a press release about the study which was printed in the online Record. Such a press release or other media article was not part of the 2013 survey, and consideration should be given to utilizing such a press release in year 3 (2014) data collection.

Advance letter:

Consideration should be given to utilizing an advance letter in paper form, especially for your panel students and possibly for faculty as well (more below in “Sample Considerations”).

Instrument improvements:

Consider a mobile instrument for students – perhaps experiment with the new recruits AND collect information on survey about students’ ownership of mobile devices, and for those who complete on PC, perhaps ask about likelihood of completing on mobile if mobile only offered.

Sample management / email improvements:

Implement most of recommendations from Scott Crawford –

Divide samples into replicates so each email job is smaller – avoid SPAM filters.

Send all email from the same Name. For example, in Year 1 – sent from ISR, MSC, Coach Beilein. Crawford recommends same name from which all emails come to avoid SPAM filters. Year 2 – we started to repeat year 1 but eventually sent all from ISR.
Avoid sending multiple emails – Started by sending email of MSC letter, then followed by email from ISR with link...try to streamline so the prospective survey participant receives all that is needed to participate in one email.

Use plain text, not HTML.

**Sample consideration:**

Not a lot of concern about the faculty/staff sample—there were very few who ended up being from off-campus (or so significantly so that it impacted the data). **John did notice the amount of off-campus this year, so additional efforts could be made to cull out non-A2 sample.**

Concern about faculty saturation – inviting almost 50% of faculty to participate each year, and response rate was down in year 2. Although paper letters did not prove statistically effective over emailed letter in year 1 experiment, it might be worthwhile to consider a letter appeal from the new president and/or letters signed by individual college Deans...or find one champion – perhaps the new provost for research, etc., to make a personal appeal to faculty for their participation.

Student saturation may also be an issue – touching on 1 of every 2-4 students at this point, so likely all juniors and seniors will have been invited in one of the 3 years in 2014 survey sample. Find a way to make the survey stand out.

Student panel – significant nonresponse this year – consider whether to send ever a panel member uniqnames to Registrar’s Office to determine who among both 2012 completers and 2013 completers are still enrolled at U-M in FT status as undergraduates on the Ann Arbor campus.

**Raffle/incentive:**

To avoid the burden of a daily drawing of $100 or less, it is recommended the project seek a Large Raffle License to allow all raffle prizes to be awarded in a single day. The cost is $50 per drawing date, and the license should be obtained 4 weeks in advance of use. In the informed consent, we should provide language similar to the following:

*The Michigan Lottery Charitable Gaming Division requires U-M to provide the following information:*  
* Name of the licensee: University of Michigan  
* License Number: A####  
* The price of the ticket: No cost; you are entered in this raffle because you completed the University of Michigan Sustainability Cultural Indicators Project web survey by [last day of data collection].  
* Prize—$50 Amazon e-Card  
* The raffle will take place: [date, time, location AFTER data collection has been completed]. You do NOT have to be present to win.