



AACRAO

Advancing Global Higher Education

60 Second Survey Participation, Frequency and Topic Preferences

Results of the AACRAO May 2015 60 Second Survey

May 2015

The first AACRAO 60 Second Survey was distributed in June of 2014. In October 2014 the survey began a monthly distribution cycle. Since it has been a year since the launch of this survey type the May 2015 AACRAO *60 Second Survey* asked members to state their level of participation, survey frequency preference and topic preference for the 60 Second Survey platform. The intent of the 60 Second survey is to capture on a monthly basis quick practice snapshots which address questions AACRAO receives from members or hot topics in the higher education news. They are also meant to supplement the larger scale surveys and to build a practice snapshot portfolio that will be updated over time. Finally, the topics are planned to represent and be applicable to the variety of professions we have in our membership. As such, each monthly topic will vary in its practice focus. All AACRAO members receive an invitation to the survey with the understanding that not all members will be able to respond to each topic. This approach is intentional because it is unlikely that AACRAO could identify the portfolio of responsibilities of each of our members solely by their position title.

There were 1,408 responses to this month's survey. Seven out of 10 indicated they had responded to at least one previous 60 second survey. Of those who had not participated before this survey, just 8% said that there might be something that AACRAO could do to encourage participation. Incentivizing of some sort was mentioned by a few.

About 14% indicated that they do not receive the survey results in their email. All results are emailed directly to all members regardless of whether or not the member responded to the survey. In some of these cases, it may be that the results were tagged and moved to a spam or junk mail folder. Email settings may be configured differently to allow survey results to be delivered to an inbox. This is accomplished through various methods and varies by email platform and the instrument on which the email is received.

Several respondents listed additional topics of interest to them (e.g., transfer articulation practices, international student recruitment practices and credit translation practices, admissions communications, CRM use, credit for prior learning, and others) which have been



addressed in other recent surveys. As a reminder, all survey results are available on the [AACRAO research page](#). FERPA was among the most frequently mentioned topics listed. The other topics of interest and the admissions topics of interest provided by respondents will be reviewed and to used help prioritize the topics of future 60 Second Survey.

Survey participation is greatly appreciated and of course voluntary. The participation rate and level of positive feedback to this survey in particular is encouraging and indicates that a membership need is being met. However, some respondents indicated they do not wish to receive any surveys from AACRAO and we wish to respect this preference. Members can unsubscribe from all AACRAO surveys by clicking “unsubscribe” at the bottom of the survey invitation email. As the membership lists are updated a few times a year in the survey platform, this action may need to be repeated.

Members can also ask to be removed from the membership list by either contacting the AACRAO primary contact at their institution or sending an email request to membership@aacrao.org. By requesting that your name be removed from the membership list, you will no longer receive any emails from AACRAO including Transcript, Connect and the surveys.

More than half (55%) indicated that the current once a month frequency is appropriate (Figure 1). Of the 71 who select “Other, please specify . . .” the majority of responses included some response similar to “as needed”, “as often as necessary”, “weekly” or “doesn’t matter”. As such, the 60 Second Survey will continue to be a monthly survey. Figure 2 captures the level of interest in the proposed 60 Second Survey topics. These results will be also be used to help prioritize the order of future surveys.

Questions regarding this or other AACRAO research should be directed to Wendy Kilgore, AACRAO Director of Research and Managing Consultant at wendyk@aacrao.org.



Figure 1: Preferred Frequency for AACRAO 60 Second Surveys

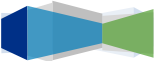
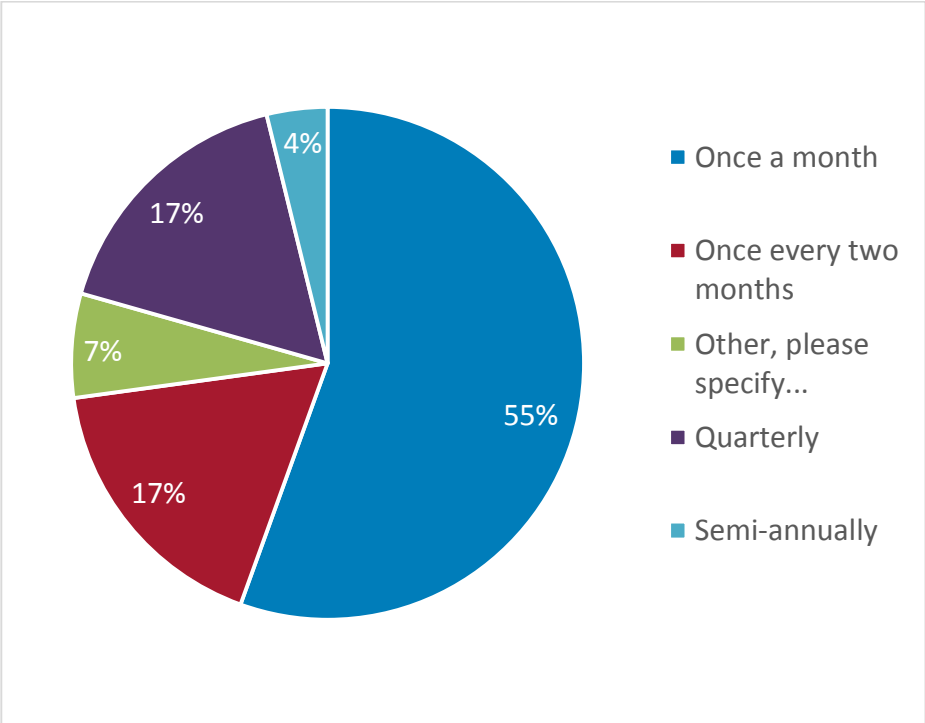


Figure 2: Level of Interest in Proposed Survey Topics

