



National Campus Climate Survey

2017 Data Collection

Appendix 3:

Consent & Communications

Prepared for:

University of New Mexico
Branch Campuses

National Campus Climate Survey
c/o SoundRocket
950 Victors Way, Suite 50
Ann Arbor, Michigan 48108
734.527.2185 | NCCS@soundrocket.com
www.nationalcampusclimatesurvey.org

NCCS INFORMED CONSENT

Project Title	National Campus Climate Survey (NCCS)
Why is this survey being done?	This survey is being conducted at the four branch campuses University of New Mexico, as well as other institutions of higher education. The purpose of this research is to better understand and improve campus climate with regards to sexual misconduct and related topics.
Why am I being asked to do this?	You were selected because you were enrolled as a student at one of the University of New Mexico branch campuses as of March 1, 2017. If you believe you have been selected in error and do not qualify, please email us at nccssm@ssgresearch.com .
What will I be asked to do?	<p>You are being asked to participate in an online survey about experiences you have had, or may have had, during your life. This survey will take about 15 minutes on average and asks questions about your experiences before and after you started college.</p> <p>You may leave the survey at any time and resume from your last completed response. You may also skip any questions that you are not comfortable answering.</p>
What are the risks of this research?	<p>Your participation in this online survey involves risks similar to a person’s everyday use of the Internet.</p> <p>Some of the questions in this survey use explicit language, including anatomical names of body parts and specific behaviors, to ask about sexual situations. This survey also asks about sexual misconduct, including sexual harassment, sexual assault, stalking, and intimate partner violence, which may be upsetting to some people.</p>
What are the benefits of this research?	This survey is not designed to help you personally, but the results may help the University of New Mexico and others nationally in understanding the topics of this survey better. We hope that, in the future, based on your responses, other people might benefit from this study through the implementation of programs that are designed using the data that is collected.
Compensation	You will be included in a random drawing to win one of five \$50 VISA gift cards. In addition, students who respond to the survey will also be entered in a drawing for one of three UNM T-shirts, or one of five Lobo Louie Bobbleheads. (Odds of winning will be approximately 1 in 1300.)
Is participation required? May I stop participating at any time?	Your participation in this survey is completely voluntary. You may choose not to take part at all by not responding to the survey invitations, by indicating that you do not agree to participate at the end of this consent process, or by sending an email to the study at nccssm@ssgresearch.com asking to be removed from the survey. If you decide to participate in this research, you may stop participating at any time . You may also skip any questions that you are not comfortable answering, however, there may be key individual items that require a response to proceed because of their use (logically) in tailoring the questionnaire later. If you decide not to participate in this study or if you stop participating at any time, you will not be penalized.

<p>What about confidentiality?</p>	<p>Confidentiality will be maintained to the extent it is allowed by law. The research team will only see your responses after all of your identifying information has been removed. Your participation in this online survey involves risks similar to a person’s everyday use of the Internet. Your personal information will be kept confidential. To help protect your confidentiality, SoundRocket, an independent survey-research company, has been hired to maintain all study records. More information about SoundRocket’s approach to privacy and confidentiality may be found at: http://www.soundrocket.com/privacy-confidentiality/.</p> <p>You have been assigned a randomly generated, one-time-use ID number as a code to access the survey; your responses will be separated from any information that could possibly identify you. At no time will your contact information be stored together in the same file as your survey responses.</p> <p>The data generated from this study will be retained in a secure repository for future evaluation purposes. Records will be kept confidential to the extent provided by federal, state, and local law. SoundRocket will retain your contact information—in a separate, secure file from data—during the data collection period, in order to send you follow up emails if necessary. Upon completion of the study, all names and contact information will be destroyed, and the remaining analytic dataset will be made anonymous. Because data are anonymous once the study is completed, we will be unable to remove your data from the database should you wish it withdrawn at a later date.</p>
<p>What if I have questions?</p>	<p>This survey is being conducted by the National Campus Climate Survey (NCCS), a collaboration between University of New Mexico Branch Campuses, the University of Michigan, and SoundRocket. If you have any questions about the research study itself, please contact SoundRocket at:</p> <p>Scott Crawford SoundRocket 950 Victors Way, Suite 50 Ann Arbor, MI 48108 (866) 561-3540 support@ssgresearch.com</p> <p>If you have questions about your rights as a research subject or wish to report a research-related problem, please contact:</p> <p>New England Institutional Review Board (NEIRB) 85 Wells Avenue Suite 107 Newton, MA 02459 Phone: 617-243-3924 Fax: 617-969-1310</p>

RESPONDENT COMMUNICATIONS

Email Invitation

- Email to all potential respondents with valid email addresses

FROM: Name: Scott D. Crawford

FROM Email: NCCS@ssgresearch.com

Subject: {USERDATA:UNIV_NAME} Campus Climate Survey on Sexual Misconduct – We need your input!

Dear {USERDATA:DATSTAT_FIRSTNAME},

You may have recently heard about the {USERDATA:UNIV_NAME } Campus Climate Survey on Sexual Misconduct in a communication from {USERDATA:PRE_CEO}. The purpose of the survey is to assess the {USERDATA:UNIV_NAME} student population's exposure to the risk of sexual misconduct and knowledge of {USERDATA:UNIV_NAME} policies and support resources. The data will be used to improve response, intervention, and prevention efforts of the campus community.

You are being invited to participate in this survey because you are enrolled at the {USERDATA:UNIV_NAME}. Your input is valuable to this effort. Simply put, more input equals better data. Better data leads to stronger campus response to promote safer and healthier campuses. We need everyone's input. It starts with you.

As a token of appreciation for your time and consideration, you will be included in a random drawing to win one of five \$50 VISA gift cards. In addition, students who respond to the survey will also be entered in a drawing for one of three UNM T-shirts, or one of five Lobo Louie Bobbleheads. Special events are taking place across {USERDATA:UNIV_NAME} where you can win additional prizes, get free food and more! Visit your {USERDATA:LOCAL_DEANOFSTUDENTS} for information about dates, times and places.

The survey takes 15 minutes or less to complete.

Please participate now by clicking on this link. *{This sentence linked to URL with auto-login ID}*

This survey is being conducted by SoundRocket, an Ann Arbor-based survey research company. SoundRocket is an independent organization with a specialty in conducting web-based surveys. Your participation and the data you share are strictly confidential: Only de-identified data will be provided to UNM.

If you have any questions about this survey, if you would like assistance, or if you need an accommodation to complete the survey, please contact the SoundRocket survey team via email at NCCS@ssgresearch.com, or by phone at 734-527-2199.

Your time and input are valuable and we will greatly appreciate your participation in this important survey!

Sincerely,

Scott D. Crawford
Data Collection Study Director
SoundRocket
NCCS@ssgresearch.com

Email Reminder #1

- *Email to students who have partially or not responded to the survey*

FROM Name: Scott D. Crawford

FROM Email: NCCS@ssgresearch.com

SUBJECT: {USERDATA:UNIV_NAME} Campus Climate Survey on Sexual Misconduct – Reminder!

Dear {USERDATA:DATSTAT_FIRSTNAME},

Response to the {USERDATA:UNIV_NAME} Campus Climate Study has been strong since the study launched a short time ago. The data being collected will be used to inform current and future programs and services for all students in the UNM community.

In order for the data collected in this study to be truly representative of the entire {USERDATA:UNIV_NAME} student body, it is very important that we receive as many responses as possible. **Your participation does matter**, and the survey will only take about 15 minutes to complete.

As a token of appreciation for your time and consideration, you will be included in a random drawing to win one of five \$50 VISA gift cards. In addition, students who respond to the survey will also be entered in a drawing for one of three UNM T-shirts, or one of five Lobo Louie Bobbleheads.

Please participate now by clicking on this link. *{This sentence linked to URL with auto-login ID}*

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If you have any questions about this survey, if you would like assistance, or if you need an accommodation to complete the survey, please contact the SoundRocket survey team via email at NCCS@ssgresearch.com, or by phone at 734-527-2199.

Thank you very much in advance for sharing your time and insights!

Sincerely,

Scott D. Crawford
Data Collection Study Director
SoundRocket
NCCS@ssgresearch.com

Email Reminder #2

- *Email to students who have partially or not responded to the survey*

FROM Name: Scott D. Crawford

FROM Email: NCCS@ssgresearch.com

SUBJECT: {USERDATA:UNIV_NAME} Campus Climate Survey – Share 15 minutes of your time to make {USERDATA:UNIV_NAME} a better place!

Dear {USERDATA:DATSTAT_FIRSTNAME},

We have now heard from many students – but now is the time to show the research world what {USERDATA:UNIV_NAME} can do! Every response we receive over the coming few days will take us further towards our goals of learning more about the experiences of students and the degree to which students feel safe and respected, particularly in regard to issues of sexual misconduct.

As a token of appreciation for your time and consideration, you will be included in a random drawing to win one of five \$50 VISA gift cards. In addition, students who respond to the survey will also be entered in a drawing for one of three UNM T-shirts or one of five Lobo Louie Bobbleheads.

Please participate now by clicking on this link. *{This sentence linked to URL with auto-login ID}*

This survey is being conducted by SoundRocket, an Ann Arbor-based survey research company. SoundRocket is an independent organization with a specialty in conducting web-based surveys. Your participation and the data you share are strictly confidential: Only de-identified data will be provided to UNM.

If you have any questions about this survey, if you would like assistance, or if you need an accommodation to complete the survey, please contact us via email at NCCS@ssgresearch.com, or by phone at 734-527-2199.

Thank you very much in advance for sharing your time and insights!

Sincerely,

Scott D. Crawford
Data Collection Study Director
SoundRocket
NCCS@ssgresearch.com

Email Reminder #3

- *Email to students who have partially or not responded to the survey*

FROM Name: Scott D. Crawford

FROM Email: NCCS@ssgresearch.com

SUBJECT: {USERDATA:UNIV_NAME} Campus Climate Survey – A Commitment to Excellent Response Rates!

Dear {USERDATA:DATSTAT_FIRSTNAME},

{USERDATA:UNIV_NAME}'s leadership is committed to providing the safest possible environment for all students. An important step in preventing and addressing sexual misconduct is to assess the experiences of students and the degree to which students feel safe and respected with regard to issues of sexual misconduct. This survey is at the heart of that goal.

Please participate now by clicking on this link. *{This sentence linked to URL with auto-login ID}*

As a token of appreciation for your time and consideration, you will be included in a random drawing to win one of five \$50 VISA gift cards. In addition, students who respond to the survey will also be entered in a drawing for one of three UNM T-shirts or one of five Lobo Louie Bobbleheads.

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If you have any questions about this survey, if you would like assistance, or if you need an accommodation to complete the survey, please contact us via email at NCCS@ssgresearch.com, or by phone at 734-527-2199.

Thank you very much in advance for sharing your time and insights!

Sincerely,

Scott D. Crawford
Data Collection Study Director
SoundRocket
NCCS@ssgresearch.com

If you prefer not to participate in the survey, you may opt-out now by clicking this link. *{This sentence linked to opt-out URL}*

Email Reminder #4

- *Email to students who have partially or not responded to the survey*

FROM Name: Scott D. Crawford

FROM Email: NCCS@ssgresearch.com

SUBJECT: {USERDATA:UNIV_NAME} Campus Climate Survey – Let Your Voice be Heard!

Dear {USERDATA:DATSTAT_FIRSTNAME},

We are nearly complete - only about one week away from the end of the {USERDATA:UNIV_NAME} Campus Climate Survey regarding Sexual Misconduct! If you are receiving this email, we want to hear from you!

As a token of appreciation for your time and consideration, you will be included in a random drawing to win one of five \$50 VISA gift cards. In addition, students who respond to the survey will also be entered in a drawing for one of three UNM T-shirts or one of five Lobo Louie Bobbleheads.

Please participate now by clicking on this link. *{This sentence linked to URL with auto-login ID}*

This survey is being conducted by SoundRocket, an Ann Arbor-based survey research company. SoundRocket is an independent organization with a specialty in conducting web-based surveys. Your participation and the data you share are strictly confidential: Only de-identified data will be provided to UNM.

If you have any questions about this survey, if you would like assistance, or if you need an accommodation to complete the survey, please contact us via email at NCCS@ssgresearch.com, or by phone at 734-527-2199.

If you prefer not to participate in the survey, you may opt-out now by clicking this link. *{This sentence linked to the opt-out}*

Thank you very much in advance for sharing your time and insights!

Sincerely,

Scott D. Crawford
Data Collection Study Director
SoundRocket
NCCS@ssgresearch.com

Last Chance Email Invitation

- *Email to students who have partially or not responded to the survey*

FROM Name: Scott D. Crawford

FROM Email: NCCS@ssgresearch.com

SUBJECT: {USERDATA:UNIV_NAME} Campus Climate Survey – Last Chance to Participate!

Dear {USERDATA:DATSTAT_FIRSTNAME},

The {USERDATA:UNIV_NAME} Campus Climate Study on Sexual Misconduct is ending soon, but it's not too late to participate. Please take this opportunity to provide your input and share your insights on these important topics. The University is committed to supporting diverse, inclusive and safe campus communities; the data collected in this study will help provide a strong understanding that will guide the design of programs and services to better meet the needs of our students. Your time and your input is important – your contribution to this study is valuable and will be very much appreciated.

The survey only takes 12-15 minutes and as a token of appreciation for your time and consideration, you will be included in a random drawing to win one of five \$50 VISA gift cards. In addition, students who respond to the survey will also be entered in a drawing for one of three UNM T-shirts or one of five Lobo Louie Bobbleheads.

Please participate now by clicking on this link. *{This sentence linked to URL with auto-login ID}*

This survey is being conducted by SoundRocket, an Ann Arbor-based survey research company. SoundRocket is an independent organization with a specialty in conducting web-based surveys. Your participation and the data you share are strictly confidential: Only de-identified data will be provided to UNM.

If you have any questions about this survey, if you would like assistance, or if you need an accommodation to complete the survey, please contact us via email at NCCS@ssgresearch.com, or by phone at 734-527-2199.

Thank you very much for your assistance in participating in this survey today!

Sincerely,
Scott D. Crawford
Data Collection Study Director
SoundRocket
NCCS@ssgresearch.com

Resend Email Invitation

- Email to students who request email invite be re-sent

FROM Name: Scott D. Crawford

FROM Email: NCCS@ssgresearch.com

SUBJECT: Campus Climate Survey – Your Login Instructions

Dear {USERDATA:DATSTAT_FIRSTNAME},

Thank you for agreeing to share your time and input by participating in the {USERDATA:UNIV_NAME} Campus Climate Survey regarding Sexual Misconduct! Per your request, we are sending this email to you so that may complete the survey at a convenient time for your schedule.

To participate now, please click on this link and follow the on-screen instructions. *{This sentence linked to URL with auto-login ID}*

Participation will take approximately 15 minutes.

As a token of appreciation for your time and consideration, you will be included in a random drawing to win one of five \$50 VISA gift cards. In addition, students who respond to the survey will also be entered into a drawing for one of three UNM T-shirts or one of five Lobo Louie Bobbleheads.

This survey is being conducted by SoundRocket, an Ann Arbor-based survey research company. SoundRocket is an independent organization with a specialty in conducting web-based surveys. Your participation and the data you share are strictly confidential: Only de-identified data will be provided to UNM.

If you have any questions about this survey, if you would like assistance, or if you need an accommodation to complete the survey, please contact us via email at NCCS@ssgresearch.com, or by phone at 734-527-2199.

We truly appreciate your time and thank you in advance for helping us with this important study!

Sincerely,

Scott D. Crawford
Data Collection Study Director
SoundRocket
NCCS@ssgresearch.com