Techniques for Increased Race Re-survey Participation

Daeng Khoupradit
Administrative Support

Institutional Research and Planning
Humboldt State University
November 18, 2010
California Association for Institutional Research
Outline of Presentation

- Why Resurvey?
- HSU vs. CSU
- Marketing Strategy
- Spring Re-survey
- Fall Re-survey
- Final Results
Why Resurvey Race (Why so important? What are the stakes?)

- Changes in Federal Guidelines
- High Unknown Rate
- Data for Dissecting Diversity Report (also work in Diversity Office)

**CSU Graduation Initiative**: cut in half the existing gap in degree attainment by CSU’s under-represented minority (URM) students
<table>
<thead>
<tr>
<th>Institution</th>
<th>Enrollment</th>
<th>White</th>
<th>Black</th>
<th>Hispanic</th>
<th>Asian</th>
<th>American Indian</th>
<th>Race unknown</th>
<th>Two or more races</th>
<th>Nonresident foreign</th>
<th>Total minority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grossmont C</td>
<td>13,501</td>
<td>25%</td>
<td>2%</td>
<td>18%</td>
<td>29%</td>
<td>1%</td>
<td>10%</td>
<td></td>
<td>2%</td>
<td>50%</td>
</tr>
<tr>
<td>Hartnell C</td>
<td>16,082</td>
<td>47%</td>
<td>8%</td>
<td>19%</td>
<td>11%</td>
<td>1%</td>
<td>9%</td>
<td></td>
<td>4%</td>
<td>40%</td>
</tr>
<tr>
<td>Harvey Mudd C</td>
<td>10,455</td>
<td>20%</td>
<td>3%</td>
<td>57%</td>
<td>7%</td>
<td>1%</td>
<td>9%</td>
<td></td>
<td>0%</td>
<td>68%</td>
</tr>
<tr>
<td>Humboldt State U</td>
<td>7,800</td>
<td>52%</td>
<td>3%</td>
<td>10%</td>
<td>4%</td>
<td>2%</td>
<td>9%</td>
<td></td>
<td>3%</td>
<td>31%</td>
</tr>
<tr>
<td>Imperial Valley C</td>
<td>8,456</td>
<td>6%</td>
<td>1%</td>
<td>87%</td>
<td>1%</td>
<td>0%</td>
<td>4%</td>
<td></td>
<td>1%</td>
<td>20%</td>
</tr>
<tr>
<td>Irvine Valley C</td>
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<td>55%</td>
<td>0%</td>
<td>1%</td>
<td>4%</td>
<td></td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Humboldt Culture

CSU Unknowns vs. HSU Unknowns

Year 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009
CSU 12.7 13.2 13.9 14.1 13.5 12.7 12 11.9 11.4 11.7
HSU 17.2 19.1 20.6 21 22.6 22.7 24.2 26.4 27.4 23
The Marketing Effort Focused On:

- a) Encourage students to resurvey → new reporting system more “inclusive”.

- b) Appeal to as many students as possible without the students feeling too encroached upon
Mass E-mail:
List provided by enrollment management. Students emailed were:
- a) students that have not reported yet
- b) chose “other”
- c) were in previous reporting system prior to Fall 2009

First Deployment: April 6, 2010
- Email sent to student body
- n=3,383

Second Deployment: April 14, 2010
- E-mail is sent to those who haven’t resurveyed minus the students who e-mailed with complaints and/or asked to be removed from list.
- n=3,135
Dear X,

We would like to give you the opportunity to re-report your race and ethnicity because federal guidelines have changed to more accurately reflect race and ethnicity data. Please visit the student self-service center to update your race and ethnicity. By updating this important information you increase the University’s ability to identify scholarships and services for student success, retention and graduation. Your participation is greatly appreciated.

1) Logon to your Student Center
URL: http://welcome.humboldt.edu/studentcenter/
2) Scroll down to “Personal Information” and Choose “Race and Ethnicity”
3) Respond to the questions
4) Scroll to the bottom of the page and choose “Save” (by clicking “Save”, you have updated your information. You may now navigate back to the student center homepage or close the browser).
5) Thank you for your participation!

Inserted into body of e-mails
Dear «NAME»,
We at Humboldt State are trying to measure where we are succeeding and where we are failing. That’s why the ethnicity box matters...So that we can all make a positive difference at HSU.

We encourage you to re-report your race and ethnicity because federal guidelines have changed to more accurately reflect race and ethnicity data. Please visit the student self-service center to update your race and ethnicity. By updating this important information you increase the University’s ability to
Deployment: Online Marketing • Part 2

- University Notices/Humboldt NOW/HSU homepage
- Student Center (Welcome Page)
- Institutional Research and Planning Website
- EOP list serve n=595
University Notices- HSU Homepage - Humboldt NOW

- University Notices-online weekly announcements (available on Humboldt homepage)
- Link to IRP site

13) We have moved... Over to a more inclusive (table of contents →) reporting system for race & ethnicity. We encourage you to update your info@ the online student center. For more info: http://www.humboldt.edu/irp/resurvey.html

http://welcome.humboldt.edu/studentcenter/

Daeng Khourpadit
Research and Planning
dk24@humboldt.edu

14) We have moved to inclusive report system (table of contents →) for race & ethnicity. Pls. encourage your students to update their info@ the online student center. For more info: http://www.humboldt.edu/irp/resurvey.html

http://welcome.humboldt.edu/studentcenter/

Daeng Khourpadit
Research and Planning
dk24@humboldt.edu

Leaving the message on the student center has steadily decreased unknowns.
Race And Ethnicity

The Federal government has issued new guidelines on collecting and maintaining race and ethnicity data. Students are encouraged to re-identify their race and ethnic backgrounds by responding to the questions on the link below.

Race and Ethnicity
Information on IRP website explained how data collected would be used

- HSU on campus Diversity Report
- Federal Financial Aid
- Federal Work Study
- Student Success and Retention Initiatives
- STEM (Science, Technology, Engineering and Math) Grants
- US Department of Education Grants
- Private Grants
- Articles and Videos of Interest
Deployment: Traditional

- Table Tents
- The “J”
- Announcement Monitors
- Flyers
- The Lumberjack (most expensive, not effective)
When you register for Fall 2010 classes...

Please take 8 seconds to re-survey your race and ethnicity while at the online student center.

By updating this important information you will help our school identify scholarships and services for student success, retention and graduation.

Please join us in moving over to a more inclusive reporting system!

For more information, please contact Daeng Khoupradit @ (707) 826-5489 or dk24@humboldt.edu
Results: Email

Evidence of Culture:

- Money
- Program Elimination
- Race Shouldn’t Matter
- Not good to report Race/Ethnicity for $
- Reporting Structure
Previous Race Questionnaires

**ETHNICITY**

Are you Hispanic or Latino? Y or N _____

- HM Mexican American
- HR Central American
- HS South American
- HX Other Hispanic

What is your race/ethnicity? (Check one or more)

- AC Chinese
- AI Asian Indian
- AJ Japanese
- AK Korean
- AL Laotian
- AM Cambodian
- AV Vietnamese
- AX Other Asian
- B Black or African American
- F Filipino
- N American Indian
- PG Guamanian
- PH Hawaiian
- PS Samoan
- PX Pacific Island Other
- W White

**Ethnic Background**

- A Asian
- AA African/American
- AC Asian/Chinese
- AI Asian/Indian
- AJ Asian/Japanese
- AK Asian/Korean
- AL Asian/Laotian
- AM Asian/Cambodian
- AV Asian/Vietnamese
- AX Asian/Other
- C Caucasian/Non-Hispanic
- FI Filipino
- H Hispanic
- HCA Hispanic/Central America
- HM His/Mex Hisp/Amer
- HSA Hispanic/South America
- HX Hispanic/Other
- NA Native American
- OTH Other Non-White
- PACG Pac Islander/Guam
- PACH Pac Islander/Hawaii
- PACS Pac Islander/Samoa
- PACX Pac Islander/Other
- UNK Unknown
- XD Declined to State
Increased Categories

#3: Drive our categorization

California State University often needs to report ONLY ONE summary race/ethnicity description for a person. Please select your reporting preference:

- ASIAN
- AMERICAN INDIAN/ALASKA NATIVE
- ASIAN
- BLACK
- HISPANIC/LATINO
- NATIVE HAWAIIAN/OTH PAC ISLAND
- TWO OR MORE ETH/RACES
- WHITE
Resurvey came after...

- Budget Cuts
- Program Elimination
- Academic Senate suggested cut nursing program
- No spring admissions, (cut off fall early)
- Increased class sizes
- Limited fall applications (took no new students, no new data)
Fall 2010 Survey: Why did you resurvey?
Fall Re-survey

- n=356
- Survey Coordinator assisted with survey
- IRP coordinates all student surveys on campus to prevent student survey fatigue
- Limited to 2 deployments (best response rate happens during this period)
- Response n=110
1. Where did you hear about the race-resurvey? Choose all that apply.

- E-mail from Daeng Khoupadit
- Student Center Announcement Page
- Student Center "To-Do List"
- The Lumberjack
- University Notices/Humboldt NOW
- Flyer
- Email from EOP
- TV monitors at the "J"/Housing and Dining
- Table advertisements at the Depot/library
- Other (please specify below)

Other

2. What reason was most influential in convincing you to change your race/ethnicity?

- Federal guidelines that have changed to more accurately reflect race and ethnicity data
- Increasing the University's ability to identify scholarships and services for student success, retention and graduation
- Other (Please specify below)

Other
Survey Results: Question #1

Where did you hear about the race-resurvey?

- E-mail from Daeng Khoupradit: 40%
- Student Center Announcement Page: 6%
- Student Center “To-Do List”: 0%
- The Lumberjack: 8%
- University Notices/Humboldt NOW: 1%
- Flyer: 8%
- Email from EOP: 23%
- TV monitors at the “J”/Housing and Dining: 1%
- Table advertisements at the Depot/library: 0%
- Other (please specify below): 0%
Survey Results: Question #2

What reason was most influential in convincing you to change your race/ethnicity?

- Federal guidelines that have changed to more accurately reflect race and ethnicity data (26%)
- Increasing the University’s ability to identify scholarships and services for student success, retention and graduation (45%)
- Other (Please specify below) (29%)

Other (Please specify below):
Survey Results: Question #2-Other

What reason was most influential in convincing you to change your race/ethnicity?

- Increase categories: 47%
- University Success: 40%
- Perceived no choice: 6%
- Race should not matter: 7%
Final Results
Decrease in Unknowns

Fall 2009 20.3% → Fall 2010 11%

- Reached out to: Over 3,000 Students → 9.4%
  (358) responded
- New freshmen have not become acculturated
  and report (utilize new instrument)
- Outgoing graduates → Old system
Conclusions:

- Understand target market & culture → Cater to that
- Perceived mandatory
- Marketing/e-mails personal and/or participatory
- If there are more categories, students are more likely to report
Thank You!

- Staff at Humboldt State Institutional Research & Planning
- Graduate Students
  James Clifton & Michael Le
Utilized to figure out target market behavior.
Contact Information

- Daeng Khoupradit
dk24@humboldt.edu
(707) 826-5489 or (707)826-4503

Institutional Research and Planning
www.humboldt.edu/irp

Office of Diversity and Inclusion
www.humboldt.edu/diversity
Dear «NAME»,

We at Humboldt State are trying to measure where we are succeeding and where we are failing. That's why the ethnicity box matters... So that we can all make a positive difference at HSU.

We encourage you to re-report your race and ethnicity because federal guidelines have changed to more accurately reflect race and ethnicity data. Please visit the student self-service center to update your race and ethnicity. By updating this important information you increase the University’s ability to identify scholarships and services for student success, retention and graduation. Your participation is greatly appreciated. For more information, please visit: http://www.humboldt.edu/irp/resurvey.html

Directions:
1. Login to your online Student Center at URL: http://welcome.humboldt.edu/studentcenter/
2. Scroll down to “Personal Information” and Choose “Race and Ethnicity”
3. Respond to the 3 questions
4. Scroll to the bottom of the page and choose “Save” (by clicking on “Save“, you have updated your information. You may now navigate back to the student center homepage or close the browser).

Sincerely,
Daeng Khoupradit
Administrative Support
Research and Planning
Humboldt State University
(707)826-5489
dk24@humboldt.edu
Dear <<Name>>,

We would like to give you the opportunity to re-report your race and ethnicity because federal guidelines have changed to more accurately reflect race and ethnicity data. Please visit the student self-service center to update your race and ethnicity. By updating this important information you increase the University's ability to identify scholarships and services for student success, retention and graduation. Your participation is greatly appreciated.

1) Logon to your Student Center
URL: https://cmsweb.humboldt.edu/psp/HHUMPRD/?cmd=login&languageCd=ENG

2) Scroll down to “Personal Information” and Choose “Race and Ethnicity”

3) Respond to the 3 questions

4) Scroll to the bottom of the page and choose “Save” (by clicking on “Save”, you have updated your information. You may now navigate back to the student center homepage or close the browser).

5) Thank you for your participation!

Figure 1: When you register for Fall 2010 classes...clock with hands up.

Sincerely,
Daeng Khoupradit
Administrative Support
Humboldt State University
dk24@humboldt.edu
Question 1a:

With regards to your ethnicity, do you consider yourself Hispanic or Latino?

No

If you answered "Yes" to the question 1a above, Please answer question 1b, 2 and 3 as applicable.

If you answered "No," Please skip question 1b and proceed to questions 2 and 3 below.

Question 1b:

If you indicated above that you consider yourself Hispanic or Latino, please select the ONE category that best describes your background:

If you selected "Other Hispanic or Latino," Please specify:
Question 2:

Regardless of your answer to question 1a above, please select below one or more of the following groups in which you consider yourself to be a member.

American Indian or Alaska Native:

If you selected "Other Alaska Native tribes," please specify:

If you selected "Other American Indian tribes," please specify:

Asian:

If you selected "Other Asian," please specify:

Black or African American:

If you selected "Other Black," please specify:

Native Hawaiian or Pacific Islander:

If you selected "Other Pacific Islander," please specify:

White:

If you selected "Other White," please specify: