

2020 UCUES Survey Administration Summary

The 2020 UCUES survey administration was unprecedented given the COVID-19 pandemic. However, we did successfully launch the survey to over 210,000 undergraduates at all nine UC campuses during the spring term and received over 62,000 completed responses. This report provides summaries on survey duration, completion and response rates, representativeness, new items related to COVID-19, and campus marketing strategies.

COVID-19 and distance learning questions

To address COVID-19 related issues, UC created two modules and added them to the UCUES instrument. We invited all undergraduate students to respond to the questions in these two modules.

- **The COVID-19 Related Module:** This module included questions regarding students' health, concerns on study and other aspects of life, and plans for re-enrollment in fall 2020.
- **The Remote Learning Module:** UC Academic Senate developed a set of questions specific to student remote learning during COVID-19 pandemic.

Responses to the questions in both modules were used to inform campus policy-making starting in May. A dashboard was created using recorded data on those questions and has been updated regularly to inform leadership of important changes.

Survey duration

UCUES was launched earliest on April 7, 2020 for UC San Diego and latest for UC Santa Cruz on May 5, 2020. The survey was closed for all campuses by August 11, 2020, with average active days of 90 for each campus, compared to 108 in 2018. On average, 14 email reminders were sent for each campus, compared to 17 in 2018 (Figure 1).

Figure 1. Days in Administration of UCUES 2020

Campus	Launch Date	Close date	Active days 2020	# Reminders 2020	Active days 2018	# Reminders 2018
Berkeley	4/14/2020	7/14/2020	92	8	98	11
Davis	4/14/2020	7/17/2020	88	8	91	15
Irvine	4/20/2020	7/20/2020	92	13	99	15
Los Angeles	4/28/2020	8/11/2020	106	11	120	14
Merced	4/13/2020	6/22/2020	71	16	71	16
Riverside	4/21/2020	6/8/2020	48	12	133	18
San Diego	4/7/2020	8/11/2020	112	27	139	30
Santa	4/22/2020	8/6/2020	107	16	127	15
Santa Cruz	5/5/2020	8/9/2020	97	12	94	17
Average			90	14	108	17

Completion rate, response rate and representativeness

Figures 2-3 provide the information on completion and response rates by campus, gender, and race/ethnicity.

- Completion Rate:** Completion rate is defined as the percentage of respondents in the overall valid survey invitees who responded to at least one survey question after the consent form and clicked the “submit” button at the end of the survey. Survey completers do not have to answer all questions. Rather, they can skip questions. The overall completion rate is 30%, slightly higher than the final completion rate in 2018 at 27% (Figure 2).
 - There is not huge variability in completion rates across racial/ethnic groups and other SES characteristics (e.g., Pell, first generation and applicant type), but male students and international students have a significantly lower completion rate.
 - Senior students used to be slightly less likely to respond to UCUES by about 2 percentage points, but this year, their completion rate is 25%, compared to more than 30% for other students. This might be largely because UCUES was launched later on many campuses and most seniors had graduated before the survey was closed.
- Response Rate:** Response rate is defined as the percentage of respondents that answered at least one survey question after the consent form, regardless of submitting the survey or not, among the overall valid survey invitees. The overall response rate is 35%, compared to 33% in 2018. Campus response rates vary from 25% to 48% (Figure 2).
- Representativeness:** Representativeness is a measure to indicate the degree to which the respondents represent the population. A simple direct way to check the representativeness is to compare respondents and population by key characteristics, such as gender, race/ethnicity, residency, and etc. In general, the respondents are representative of the population by most demographics. The most significant difference is in gender. Female respondents are overrepresented by about nine percentage points and male respondents underrepresented by about nine percentage points (Figure 3). International respondents are also slightly underrepresented by about four percentage points (Figure 3).

Figure 2. Completion rate, response rate, and representativeness by campus

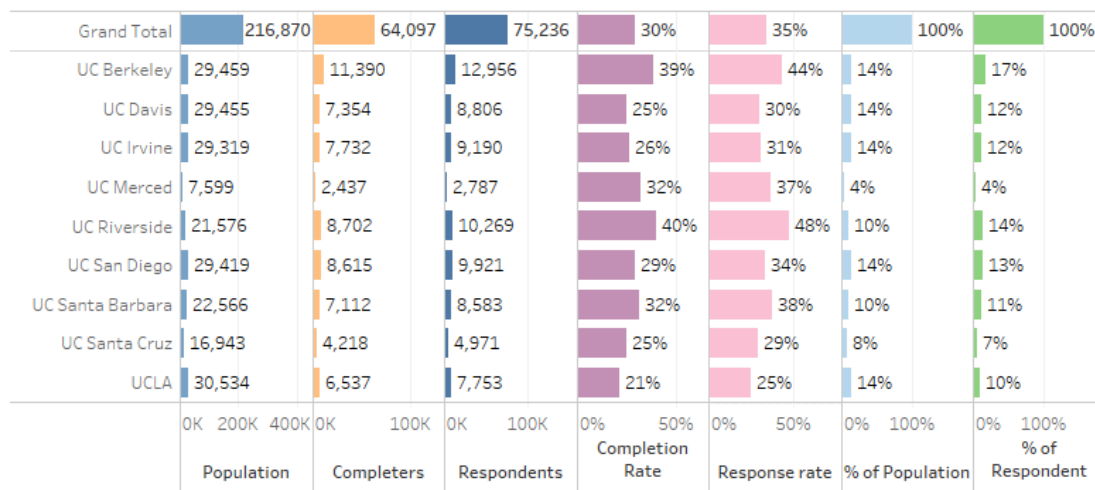
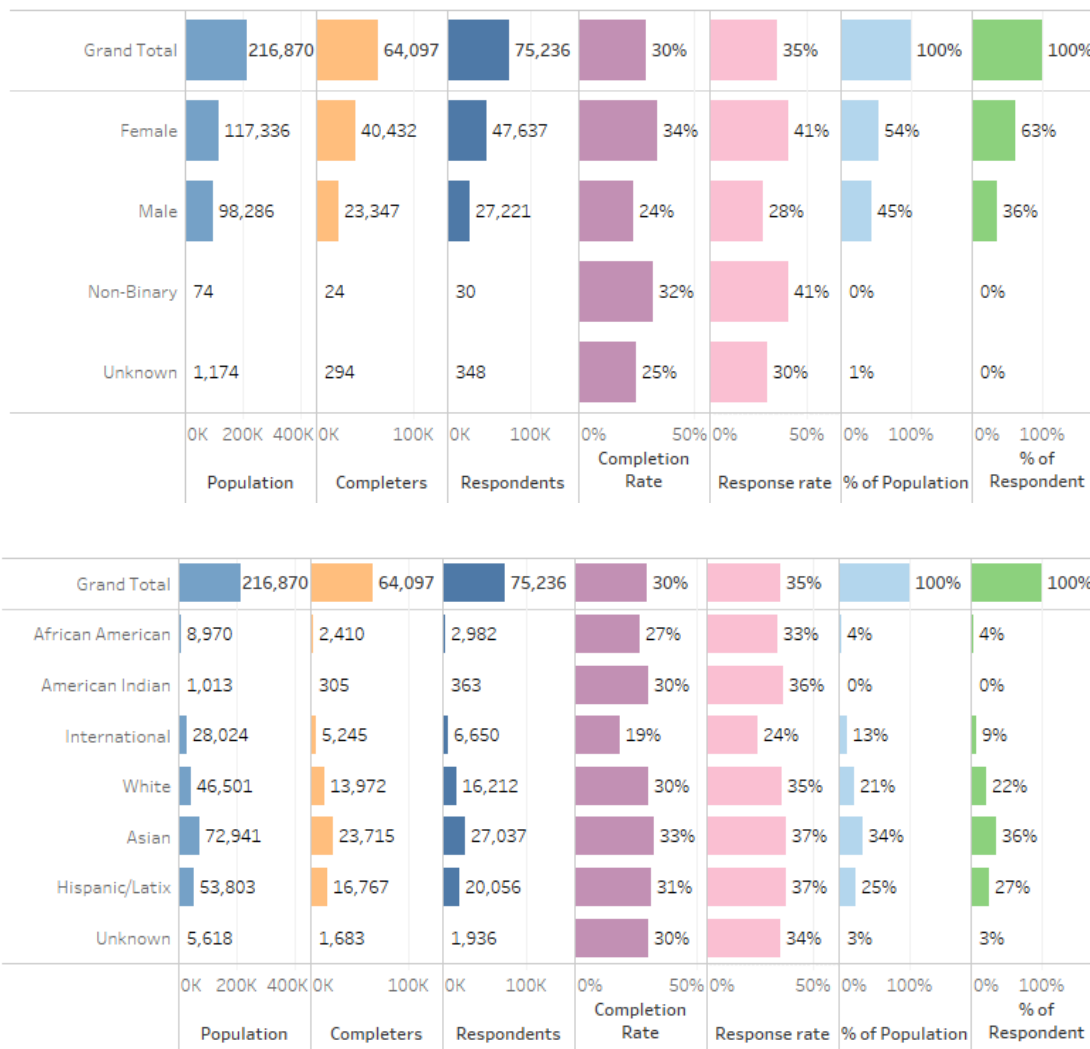


Figure 3. Representativeness by gender and race/ethnicity



Marketing strategies

Due to the COVID-19 pandemic, campuses were not able to use the printed publicity materials and have campus events as originally planned. Therefore, campuses had to rely on email, social media, and other digital strategies in combination with prizes for promoting UCUES. Each campus has its campus specific strategies. Due to COVID-19, campuses had some limitations in marketing strategies. As a result, campuses mainly focused on digital strategies including multi-layered use of email and social media along with some other strategies.

- **Email strategies** included email blasts, invitations authored by leadership, rotated signatories, highlighted information about prizes, as well as sending reminders on varied days and times.

- **Social media efforts** included posts with incentive information on student portals by Student Affairs Marketing and Communications. UC Riverside, that yielded the highest response rate at 48%, found posting about UCUES on Instagram and Marketing Communications by ASPB (student organizations) was particularly effective.
- **Posting messages on student portals and registration website** was also a frequently used tool for marketing.
- **Other strategies** included a donation campaign at UCD, a special promotion week with Apple product prizes, inserting a UCUES message into the AB540 & Undocumented Newsletter, and publishing an article about UCUES in the California Aggie. UC Riverside revamped the ucues.ucr.edu website with UCUES information. Some other strategies like LCD ads in dining and resident halls and bus ads were creative but not effective due to COVID-19.