

Academic Program Review | Survey Administration Kit

Notes about this resource:

This resource includes the following:

Section	Pages	Description
Survey Process Guidelines	3	These guidelines provides details about the process for obtaining survey results from IAP, and administering an individual survey Academic Program Reviews (APR).
Survey process Flowchart	2	Similar to the guidelines, this chart outlines the survey administration process for Academic Program Reviews (APR).
Sample survey questions	3	These are a series of original Waterloo questions for conducting a survey of current students (Section 1) and/or alumni (former students) (Section 2) for APRs.
Invitation/ reminder letter templates	17	These are sample invitation and reminder letters.

Stakeholders are encouraged to review these pre-approved resources before developing individual survey questions or invitations and reminders. Any other questions or materials developed that are not included in this resource or the survey toolkit will need to be reviewed by IAP. Consult the APR survey process flowchart for details.

For more information and resources about how to develop and implement surveys at Waterloo, please see the [Survey Toolkit](#) or the [IAP website](#).

Academic Program Review | Survey Process Guidelines

IAP Standard Reports

IAP has a [survey repository](#) for all major surveys conducted at the University of Waterloo. For all programs undergoing a review, IAP evaluates data from these major surveys in the [IAP survey repository](#) to see if the program sample size (total number of survey respondents from a specific program) is large enough for effective analysis and reporting of important question responses.

If IAP determines that the sample size is adequate:

- IAP prepares the results for the following standard survey questions:
 - Satisfaction with quality of teaching, would recommend program, program contribution growth & development [Canadian University Survey Consortium (CUSC) Graduating Survey]
 - Employment rate, related skills/subject, and salary [Ontario University Graduate Survey (OUGS)]
 - Program contribution to solving real-world, and quality of overall experience [National Survey of Student Engagement (NSSE)]
 - Availability of courses needed to complete program [Canadian Graduate and Professional Students Survey (CGPSS)]
- If there are additional questions from IAP's surveys that are of interest, programs can send a [data request](#) to IAP.

If IAP determines that the program sample size is not adequate:

- Stakeholders can conduct an individual survey. IAP has provided important guidelines for stakeholders interested in conducting a survey below.
- Stakeholders can also use another method (e.g. focus groups) to obtain student feedback. Campus groups like the Center for Teaching Excellence (CTE) and the Student Success Office (SSO) can help you to engage students in these types of forums.

Conducting an Original Survey

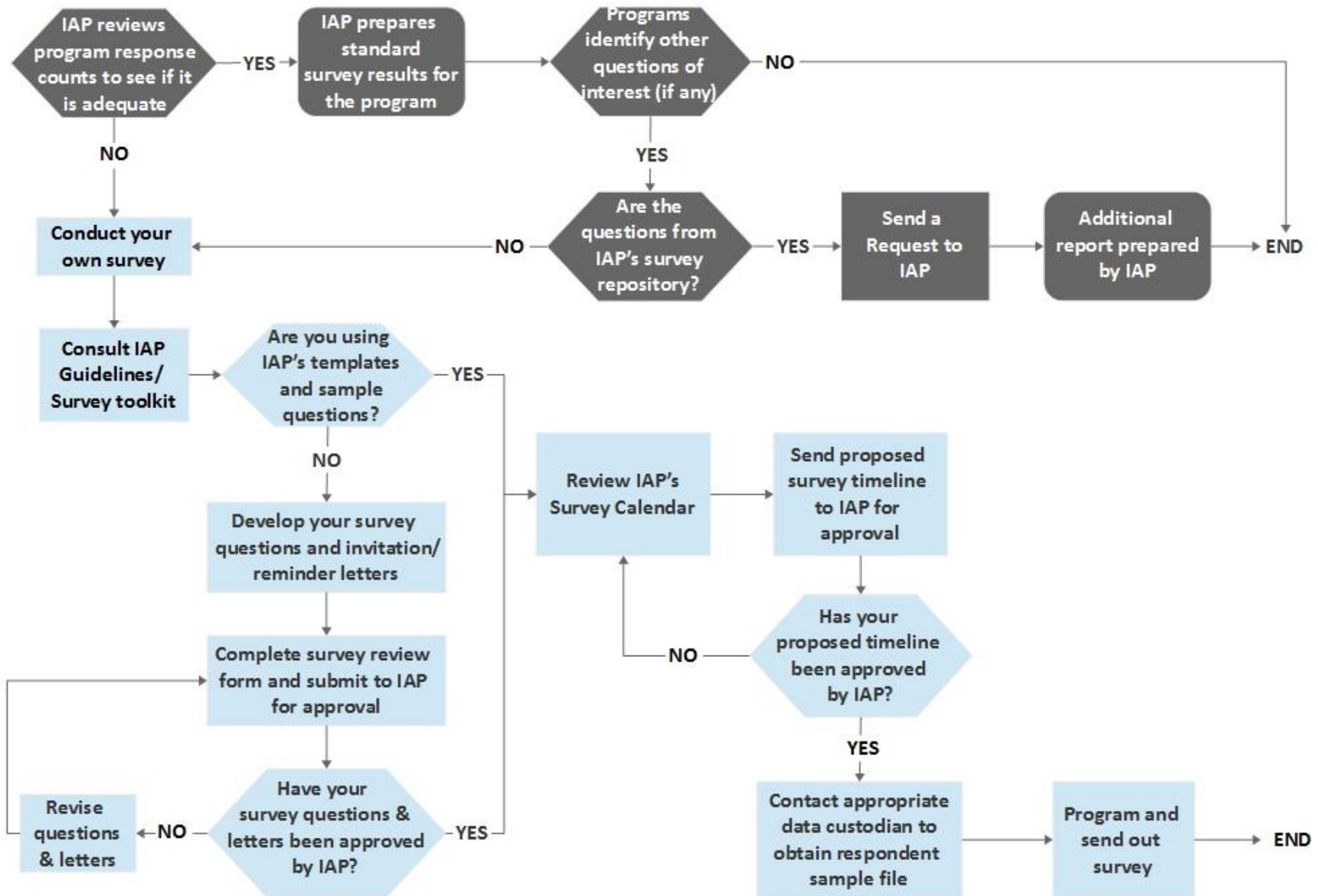
For stakeholders interested in administering a survey for the Academic Program Review, the following points should be considered:

- sample survey questions, and invitation and reminder letters are included in this document to help the development and deployment of surveys;
- if there are no plans to use the sample questions and materials in this kit or the survey toolkit, stakeholders can develop their survey questions, invitation/ reminder letters and submit these, along with a proposed timeline, to IAP for approval using the survey [review form](#)
- to select an appropriate timeline (with minimal overlap with other surveys), please review IAP's survey calendar.

Please see IAP's [survey administration process webpage](#) or contact [Rohem Adagbon](#) for additional details.

Once the survey has been reviewed and approved by IAP, stakeholders need to contact the appropriate data custodians to determine how to access a contact information (sample file) and send out a survey. Data custodians include the Registrar (current undergraduate students), Graduate Studies and Postdoctoral Affairs (current graduate students), and Alumni Relations Office or Faculty alumni officers (Alumni). Each data custodian has its own procedures for how to obtain contact information and send out surveys. Custodians require IAP approval before preparing a sample file. Surveys can be programmed and sent out to participants through the data custodians above, within the program or department, or with assistance from campus groups like the Center for Teaching Excellence (CTE). Additional tips on survey best practices are available in the [survey toolkit](#) on the [IAP's survey website](#).

Academic Program Review | Survey Process Flowchart



Academic Program Review | Sample Survey Questions

Using this resource:

- **Yellow Highlighting:** words or phrases in yellow highlighting are additional tips or instructions for how to use the survey materials. These should be removed before using the document.
- **UPPERCASE WHITE FONT COLOUR ON BLACK BACKGROUND:** these alert you to where you need to insert your own customized wording related to your survey needs.

Instructions

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2. Delete all highlighted tips or instructions for the researcher.
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Section 1: Current Student Core Questions

1A: Academic Profile		
#	Question	Response Categories
A1	What is your current year of study in the program?	1 st year; 2 nd year; 3 rd year; 4 th year; 5 th year; Other, please specify; Prefer not to answer [If prefer not to answer is selected; exit survey]
A2	Thinking about this current academic term, are you a full-time student?	Yes; No; Prefer not to answer
A3	What type of degree are you pursuing?	[Select either option A or option B response categories] [Option A:] Undergraduate degree; Undergraduate diploma or certificate; Graduate degree; Graduate diploma or certificate; Prefer not to answer [Option B: Tailor response categories for program being surveyed. See the example below for Kinesiology] <i>Bachelor of Science Honours Kinesiology;</i> <i>Bachelor of Science, Honours Kinesiology, Minor in Human Nutrition;</i> <i>Bachelor of Science, Honours Kinesiology, Ergonomics Specialization;</i> <i>Bachelor of Science, Honours Kinesiology, Pre-Health Professions Option;</i> <i>Master of Science, Biomechanics;</i> <i>Master of Science, Neuroscience;</i> <i>Master of Science, Physiology and Nutrition;</i> <i>Prefer not to answer</i> [If prefer not to answer; exit survey]

1A: Academic Profile		
#	Question	Response Categories
A4	Why did you choose this program? (Select all that apply)	[Develop response categories relevant to the program. These are some potential categories. Keep “not applicable” and “prefer not to answer” as options] Personal interest; Most relevant for the desired job; Most relevant for professional school or graduate program; Felt could succeed; Wanted to attend this university; Other, please specify; Prefer not to answer; Not applicable
A5	[DO NOT ASK if joint degrees are listed above] Do you hope to complete a minor or joint degree?	Yes; No; Prefer not to answer
A6	[Determines questions in B2 d, B16] Are you a co-op student?	Yes; No; Prefer not to answer
A7	[Determines questions in B2 e, B17] While in this program, have you pursued course-related international opportunities?	Yes; No; Prefer not to answer
A8	How many courses are you taking for credit this current academic term?	0; 1; 2; 3; 4; More than 4; Prefer not to answer
A9	[Determines questions in B1 d, e, f] While in this program, how many courses are you taking which are entirely online?	[Revise options based on what is appropriate/relevant in programs] 0; 1-3; 4-6; More than six; Prefer not to answer

1B: Program Satisfaction and Quality		
#	Question	Response Categories
B1	Please indicate your level of agreement with each item in the following list.	Disagree strongly; Disagree; Agree; Agree Strongly; Don't Know; Not Applicable; Prefer not to answer
	a) Satisfied with the variety of courses that were available in your program	
	b) Satisfied with the balance of required courses to electives	
	c) Satisfied with the availability of program courses when I needed to take them	
	d) [Based on skip pattern from A9] Variety of online courses	
e) [Based on skip pattern from A9] Quality of online courses		

1B: Program Satisfaction and Quality		
#	Question	Response Categories
	f) [Based on skip pattern from A9] Quality of the online (e-learning) platform for taking online courses	
B2	Thinking about the [PROGRAM], rate your level of agreement with the following statements	
	a) Overall, the mandatory courses required in the program were of high quality	Disagree strongly; Disagree; Agree; Agree Strongly; Not applicable; Prefer not to answer
	b) The mandatory courses required by the program were relevant and important to the program	
	c) The instruction methods used in mandatory courses were appropriate to the course	
	d) [Based on skip pattern from A6] Co-op work terms made important contributions to my overall success at university	
e) [Based on skip pattern from A7] International program-related activities made important contributions to my overall success at university		
B3	If it were up to you, would you keep the number and type of mandatory courses the same, add new courses, or remove courses?	Keep the same; Add, please specify; Remove, please specify; Not applicable; Prefer not to answer
B4	If it were up to you, would you keep the number and type of elective courses the same, add new courses, or remove courses?	Keep the same; Add, please specify; Remove, please specify; Not applicable; Prefer not to answer
B5	If it were up to you, would you add a new minor or joint program to the existing options in the program?	Keep the same; Add, please specify; Remove, please specify; Not applicable; Prefer not to answer
B6	What types of instruction did you receive in courses offered through the program? Select all that apply.	[Create response selections to match program offerings]
	a) Online	Yes; No; Not applicable; Prefer not to answer
	b) Mix of classroom with online support	
	c) Classroom only	
d) Other, please name		
B7	[Based on skip pattern from B6; for each responded yes, insert name] How would you rate the quality of this instruction you received?	Poor; Fair; Good; Very good; Excellent; Not applicable; Prefer not to answer
B8	Of the types of instruction you received [List types selected in B6], which did you enjoy the most?	[List types selected in B6]; Not applicable; Prefer not to answer

1B: Program Satisfaction and Quality		
#	Question	Response Categories
B9	Why did you prefer [INSERT NAME OF TYPE SELECTED IN B8] ?	[Develop response selections to match program offerings. See examples below] Flexibility; Learn what I want to; Good mix of different instruction types; Quality of instruction; Amount of information provided; Learn at own pace; Prefer face to face instruction; Like to meet other students; Other, please specify; Not applicable; Prefer not to answer
B10	What methods of assessment did you experience in courses offered through the program? [Create options to match program offerings]	Yes; No; Not applicable; Prefer not to answer
	a) Essays	
	b) Projects, group based	
	c) Projects, sole author	
	d) Exams	
	e) Quizzes	
	f) Tests	
	g) Presentations, group based	
	h) Presentations, sole presenter	
	i) Lab reports	
j) Other, please name		
B11	[Skip pattern; for each responded yes] How would you rate the quality of the [INSERT NAME] assessment?	Poor; Fair, Good; Very good; Excellent; Not applicable; Prefer not to answer
B12	While you were at university, did you have an opportunity to use / participate in any of the following services offered by your program:	Yes; No; Not applicable; Prefer not to answer
	a) Tutoring services / learning or study supports offered by the program	
	b) Social events sponsored by the program	
	c) Extra-curricular activities (including volunteer) sponsored by the program	
	d) Technology required for the program (not assistive devices)	
	e) Instructional study space	
	f) Program-specific facilities (including laboratories)	
	g) Program-specific study space (e.g., [INSERT NAME OF STUDY SPACES OFFERED AND SUPPORTED BY THE PROGRAM])	

1B: Program Satisfaction and Quality		
#	Question	Response Categories
B13	[Skip pattern; for each responded yes] How would you rate your satisfaction with [INSERT NAME]?	Poor; Fair; Good; Very good; Excellent; Not applicable; Prefer not to answer
B14	[Skip pattern; for responded yes to B12c Extracurricular] Is participating in extracurricular activities beneficial to your studies and personal growth and development?	Yes; No; Not applicable; Prefer not to answer
B15	[Skip pattern; for responded no to B14] Why not?	[Open ended response]
B16	[Skip pattern; for responded yes to A6] What was most useful about your co-op experiences?	[Open ended response]
B17	[Skip pattern; for responded yes to A7] What was most useful about your international experiences (non-co-op)?	[Open ended response]

1C: General Satisfaction Questions		
#	Question	Response Categories
C1	Please indicate your level of agreement with the following:	Disagree strongly; Disagree; Agree; Agree Strongly; Don't Know; Not Applicable; Prefer not to answer
	a) I feel connected to the [PROGRAM NAME]	
	b) I feel connected to the [FACULTY NAME]	
	c) I feel connected to a university athletic team	
	d) I feel connected to a university club or organization	
	e) I feel connected to the university overall	
C2	What are the greatest strengths of the program? Please select all applicable strengths.	[Note: modify to specific program needs] The program; Professors; Program supports and resources; Student services; Relevance of the program to job opportunities; Quality of student / campus life; None specified; Other please specify; Prefer not to answer [OR open-ended response]
C3	What are the greatest weaknesses of the program? Please select all applicable weaknesses.	[Note: modify to specific program needs] The program; Professors; Program supports and resources; Student services; Relevance of the program to job opportunities; Quality of student / campus life; None specified; Other please specify; Prefer not to answer

1C: General Satisfaction Questions		
#	Question	Response Categories
		[OR open-ended response]

Section 2: Alumni Core Questions

2A: Academic Profile		
#	Question	Response Categories
A1	Our records indicate that you graduated in [DEGREE YEAR] with a [DEGREE NAME] . Is that correct?	Yes; No [If no – exit survey]
A1a	Is this the program that you were admitted to when you started university at Waterloo?	Yes; No; Not sure; Prefer not to Answer
A1b	[Skip pattern: for those who answered no] Why did you change programs?	[Open ended response category]
A2	Why did you choose this program? (Select all that apply)	[Develop response categories relevant to the program. These are some potential categories. Keep “not applicable” and “prefer not to answer” as options] Personal interest; Most relevant for the desired job; Most relevant for professional school or graduate program; Felt could succeed; Wanted to attend this university; Other, please specify; Not applicable; Prefer not to answer
A3	Did you complete a minor or joint degree? [Determines questions in B1 h]	Yes; No; Prefer not to answer [Remove question if joint degrees are not possible, or are identified in A1, and ensure skip patterns are accurate]
A4	While you were pursuing this [DEGREE NAME] , were you:	Mostly a full-time student; Sometimes a full-time student; Mostly a part-time student; Not applicable; Prefer not to answer
A5	Were you a co-op student? [Determines questions in B1 f, g and B2 d, B13, D1 d]	Yes; No; Not applicable; Prefer not to Answer
A6	While in this program, did you course-related international opportunities? [Determines questions in B1 i, j and B2 e, B14, D1 e]	Yes; No; Not applicable; Prefer not to Answer
A7	While in this program, how many courses did you take that were entirely online? [Determines questions in B1 l, m, n]	[Revise based on what is appropriate / relevant in programs] 0; 1-3; 4-6; More than six; Prefer not to answer
A8	In the year after your graduation, were you:	[Only If survey is sent out more than a year after graduation] [Allow to select all that apply] Began further education [Go to A8 a]; Began full-time work; Began part-time work; Attempted to find work but was unsuccessful; Attempted to further education but was unsuccessful; Other, please specify; Prefer not to answer

2A: Academic Profile		
#	Question	Response Categories
	a) [Determined by skip pattern] What education are you pursuing (name of degree or diploma) and at what institution?	[Name of degree or diploma and institution name]
A9	Are you currently:	[Select all that apply] Full-time student [go to A10a, B17] ; Part-time student [go to A10a, B17] ; Employed full-time [go to A10b, c, d, e, f, B17, C1] ; Employed part-time [go to A10b, c, d, e, f, B17, C1] ; Self-employed full-time [go to A10b, c, d, e, f, B17, C1] ; Self-employed part-time [go to A10b, c, d, e, f, B17, C1] ; Unemployed [go to A10g] ; Other, please specify; Not applicable; Prefer not to answer
A10	a) [Based on skip pattern from A9] What degree / diplomas have you pursued / are you pursuing, and at what institution?	[Name of degree or diploma and institution name]
	b) [Based on skip pattern from A9] In what field is your current employment?	[Provide field classifications from Statistics Canada or other employment-related survey]
	c) [Based on skip pattern from A9] What type of organization do you currently work for? Please be specific. E.g., bank or credit union instead of Financial Organization; General Hospital instead of hospital or health care; Mechanical engineering instead of engineering; retail clothing store instead of retail	[Suggest using industry sectors as response categories, or open-ended response category]
	d) [Based on skip pattern from A9] What is your current job title?	[Open ended response category]
	e) [Based on skip pattern from A9] List three key words to describe the nature of your work?	[Open ended response category]
	f) [Based on skip pattern from A9] What aspects of the program you took are beneficial to your current career? Select all that apply.	[Modify response selections based on specific program] Course(s); field work; research; co-op; practicum / internship; service learning (community service or volunteer activities recognized by the university)
	g) [Based on skip pattern from A9] What is the main reason why you are currently not employed?	Permanently or temporarily unable to work due to an illness or disability; Temporary or seasonal layoff; Casual part-time worker, Lost or quit job; Business conditions (cannot find work/lack of suitable opportunities); Caring for children full-time, Other personal or family responsibilities, Personal preference, On a leave of absence from job / maternity leave, Lack the skills for the job that I want, Just finished school, Other, please specify, Not applicable, Prefer not to answer

2A: Academic Profile		
#	Question	Response Categories
A11	Now that you have graduated, do you believe that the program you graduated from help you to achieve your education or employment goals?	Yes; No; Not applicable; Prefer not to answer

2B: Program Satisfaction and Quality		
#	Question	Response Categories
B1	Please indicate your level of agreement with each item in the following list.	Disagree strongly; Disagree; Agree; Agree Strongly; Don't know; Prefer not to answer
	a) Satisfied with the variety of courses that were available in your program	
	b) Satisfied with the balance of required courses to electives was appropriate	
	c) Satisfied with the availability of program courses when I needed to take them	
	d) Satisfied with the number of students in classes [or class size]	
	e) Satisfied with the opportunities to engage in interdisciplinary work	
	f) [Based on skip pattern from A5] Satisfied with the quality of the co-op work terms available to me	
	g) [Based on skip pattern from A5] Satisfied with the relevance of co-op work terms to program of study	
	h) [Based on skip pattern from A3] Satisfied with the quality of my minor as a degree option	
	i) [Based on skip pattern from A6] Satisfied with the quality of the international opportunities you pursued	
	j) [Based on skip pattern from A6] Satisfied with the relevance of the international opportunities you pursued to your program of study	
	k) Satisfied with the balance between required courses and elective courses	
	l) [Based on skip pattern from A7] Satisfied with the variety of online courses	
m) [Based on skip pattern from A7] Satisfied with the quality of online courses		

2B: Program Satisfaction and Quality		
#	Question	Response Categories
	n) [Based on skip pattern from A7] Satisfied with the quality of the online (e-learning) platform for taking online courses	
B2	Thinking about the [PROGRAM] that you completed, rate your level of agreement with the following statements	
	a) Overall, the mandatory courses required in the program were of high quality	Disagree strongly; Disagree; Agree; Agree strongly; Don't know; Not applicable; Prefer not to answer
	b) The mandatory courses required by the program were relevant and important to the program	
	c) The instruction methods used in mandatory courses were appropriate to the course	
	d) [Based on skip pattern from A5] Co-op work terms made important contributions to my overall success at university	
	e) [Based on skip pattern from A6] International program-related activities made important contributions to my overall success at university	
B3	If it were up to you, would you keep the number and type of mandatory courses the same, add new courses or remove courses?	Keep the same; Add, please specify; Remove, please specify; Not applicable; Prefer not to answer
B4	If it were up to you, would you keep the number and type of elective courses the same, add new courses or remove courses?	Keep the same; Add, please specify; Remove, please specify; Not applicable; Prefer not to answer
B5	If it were up to you, would you add a new minor or joint program to the existing options in the program?	Keep the same; Add, please specify; Remove, please specify; Not applicable; Prefer not to answer
B6	What types of instruction did you receive in courses offered through the program? Select all that apply. [Create options to match program offerings]	
	a) Online	Yes; No; Not applicable; Prefer not to answer
	b) Mix of classroom with online support	
	c) Classroom only	
	d) Other, please name	
B7	[Based on skip pattern from B6; for each responded yes, insert name] How would you rate the quality of this instruction you received?	Poor; Fair; Good; Very good; Excellent; Not applicable; Prefer not to answer
B8	Of the types of instruction you received [LIST TYPES SELECTED IN B3] , which did you enjoy the most?	[LIST TYPES SELECTED IN B7] ; Not applicable; Prefer not to answer

2B: Program Satisfaction and Quality		
#	Question	Response Categories
B9	Why did you prefer [INSERT NAME OF TYPE SELECTED IN B9] ?	Flexibility; Learn what I want to; Good mix of different instruction types; Quality of instruction; Amount of information provided; Learn at own pace; Prefer face to face instruction; Like to meet other students; Other, please specify; Not applicable; Prefer not to answer
B10	What methods of assessment did you experience in courses offered through the program? [Create options to match program offerings]	Yes; No; Not applicable; Prefer not to answer
	a) Essays	
	b) Projects, group based	
	c) Projects, sole author	
	d) Exams	
	e) Quizzes	
	f) Tests	
	g) Presentations, group based	
	h) Presentations, sole presenter	
	i) Lab reports	
j) Other, please name		
B11	[Skip pattern; for each responded yes] How would you rate the quality of the [INSERT NAME] assessment?	Poor; Fair; Good; Very good; Excellent; Not applicable; Prefer not to answer
B12	While you were at university, did you have an opportunity to use / participate in any of the following services offered by your program [Create options to match program offerings] :	Yes; No; Not applicable; Prefer not to answer
	a) Tutoring services / learning or study supports offered by the program	
	b) Social events sponsored by the program	
	c) Extra-curricular activities (including volunteer) sponsored by the program	
	d) Technology required for the program (not assistive devices)	
	e) Instructional study space	
	f) Program-specific facilities (including laboratories)	
	g) Program-specific study space (e.g., [INSERT NAME OF STUDY SPACES OFFERED AND SUPPORTED BY THE PROGRAM])	

2B: Program Satisfaction and Quality		
#	Question	Response Categories
B13	[Skip pattern; for each responded yes] You indicated you used the following program services. How would you rate your satisfaction with [INSERT NAME]?	Very dissatisfied; Dissatisfied; Satisfied; Very satisfied Not applicable; Prefer not to answer
B14	[Skip pattern; for responded yes to B12c Extracurricular] Do you feel that participating in extracurricular activities was beneficial to your studies and personal growth and development?	Yes; No [go to B14 a]; Not applicable; Prefer not to answer
	a)[Skip pattern; for responded no to B14] Why not?	[Open ended response category]
B15	[Skip pattern; for responded yes to A5] What was most useful about your co-op experiences?	[Open ended response category]
B16	[Skip pattern; for responded yes to A6] What was most useful about your non-co-op international experiences?	[Open ended response category]
B17	[Skip pattern; for responded A9, full or part-time student] Thinking back on the courses during your [NAME OF PROGRAM], which courses have been most relevant to your work / studies?	[Open ended response category]
	a)Why does the content of those courses remain relevant to your work / studies?	[Open ended response category]
B18	Looking back on your program and your educational experiences, what should the program have taught you?	[Open ended response category]

2C: Skills and Competencies		
	Question	Response Categories
C1	[Skip pattern; for responded yes to A9 employed or self-employed full- or part-time employed] What skills did you learn during your program that are the most relevant to your current job?	[Open ended response category]

2D: General Satisfaction		
	Question	Response Categories
D1	Please indicate your level of agreement with the following: a)I feel as if I am part of the university community	

2D: General Satisfaction		
	Question	Response Categories
	b) I feel connected to the [PROGRAM NAME]	Disagree strongly; Disagree; Agree; Agree strongly; Don't know; Not applicable; Prefer not to answer
	c) I feel connected to the [FACULTY NAME]	
	d) I feel connected to a university athletic team	
	e) I feel connected to a university club or organization	
	f) I feel connected to the university overall	
D2	Would you recommend [PROGRAM NAME] to others?	Yes [go to D3]; No [go to D4]; Not applicable [go to D4]; Prefer not to answer [go to D4]
D3	[Skip pattern; for each responded D2 yes] Why would you recommend the program to others? Please select all applicable reasons?	[Note: modify response categories to specific program needs] The program; Professors; Program supports and resources; Student services; Relevance of the program to job opportunities; Quality of student / campus life; None specified; Other please specify; Prefer not to answer [OR open-ended response category]
D4	Would you recommend this university to someone considering another program?	Yes; No; Not applicable; Prefer not to answer
D5	What were the greatest strengths of the program?	[Note: modify response categories to specific program needs] The program; Professors; Program supports and resources; Student services; Relevance of the program to job opportunities; Quality of student / campus life; None specified; Other please specify; Prefer not to answer [OR open-ended response category]
D6	What were the greatest weaknesses of the program?	[Note: modify response categories to specific program needs] The program; Professors; Program supports and resources; Facilities; Student services; Relevance of the program to job opportunities; Quality of student / campus life; None specified; Other please specify; Prefer not to answer [OR open-ended response category]

2E: Post Graduation Experiences		
	Question	Response Categories
E1	How do you stay connected with the university?	[Note: modify response categories to match university / program Alumni communication resources] Twitter; Facebook; LinkedIn;

2E: Post Graduation Experiences		
	Question	Response Categories
		Google +; Email newsletters; Magazine; Other, please specified; None; not applicable; Prefer not to answer
E2	[Create options to match available activities] Are you interested in any of the following Alumni activities?	
	a)Networking receptions	Yes; Maybe; No; Not applicable; Prefer not to answer
	b)Guest speakers	
	c)Pub night	
	d)Career development workshop	
e)Family event		

Academic Program Review | Invitation and Reminder Letter Templates

Using this resource:

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- **UPPERCASE WHITE FONT COLOUR ON BLACK BACKGROUND:** these alert you to where you need to insert your own customized wording related to your survey needs.

Instructions

1. Delete this instruction box
2. Delete all highlighted tips or instructions for the researcher.
3. Update the white text on black background, change the font to black and remove the background once you have inserted your own customized words

Invitation Letter Template

From: **CONTACT NAME, UNIT OR FACULTY NAME**, University of Waterloo

Subject: Tell us about **SURVEY TOPIC**

Dear **NAME**,

You are invited to participate in a survey that asks about **STATEMENT ABOUT SURVEY PURPOSE**.

The purpose of this survey is to ask your opinions about **STATEMENT ABOUT SURVEY PURPOSE**. The University will use the results of the survey to **STATEMENT ABOUT HOW SURVEY RESULTS WILL BE USED**. Public reports of this survey will include only summarized results, ensuring that no individual can be identified. **USE THE NEXT SENTENCE ONLY IF THE SURVEY IS CONFIDENTIAL, AND PARTICIPANTS MAY SHARE SENSITIVE INFORMATION.**

This survey should take about **#** minutes and will be available for you to complete until **SURVEY CLOSE DATE**. Participation in this survey is confidential and voluntary. You may decline to answer any question by leaving it blank.

If you have difficulty logging in, completing the survey, or wish to no longer receive messages related to this survey, please contact **CONTACT EMAIL ADDRESS**.

INCLUDE THIS STATEMENT IF AN OPT-OUT MECHANISM IS UNAVAILABLE IN THE SURVEY OPTIONS SECTION OF THE SURVEY TOOL BEING USED:

If you do not wish to participate in this survey and do not wish to receive a reminder, please respond to this email invitation with '*Do Not Wish to Participate*' in the subject line.

ANY DATA COLLECTION USING ONLINE SURVEYS/QUESTIONNAIRES, VOIP/SKYPE CALLS, OR OTHER ONLINE DATA COLLECTION METHODS MUST INCLUDE THE FOLLOWING PARAGRAPH:

Please note: when information is transmitted over the internet privacy cannot be guaranteed. There is always a risk your responses may be intercepted by a third party (e.g., government agencies, hackers). University of Waterloo researchers will not collect or use internet protocol (IP) addresses or other information which could link your participation to your computer or electronic device without first informing you.

Thank you in advance for your participation,

ADDRESSEE NAME

ADDRESSEE TITLE

UNIT OR FACULTY

University of Waterloo

If you want to know more about **NAME OF SURVEY**, or privacy policy, contact **CONTACT NAME**, **TITLE** at **UNIT / FACULTY**, by **EMAIL** or phone at **PHONE NUMBER** ext. **EXTENSION**.

Reminder Letter Template

From **CONTACT NAME, UNIT OR FACULTY NAME**, University of Waterloo

Subject: Tell us about **SURVEY TOPIC**

Dear **NAME**,

You recently received an email inviting you to **STATEMENT ABOUT SURVEY PURPOSE**. The University would like your opinions about **STATEMENT ABOUT SURVEY PURPOSE**. Public reports of this survey will include only summarized results, ensuring that no individual can be identified.

This survey should take about **#** minutes and will be available for you to complete until **SURVEY CLOSE DATE**.

Participation in this survey is voluntary, and you may decline to answer any questions or withdraw from the survey at any time without affecting your relationship with the University. Your answers will be kept confidential.

If you would like more information about the survey or how the data will be used, please contact **CONTACT NAME AND EMAIL**.

INCLUDE THIS STATEMENT IF AN OPT-OUT MECHANISM IS UNAVAILABLE IN THE SURVEY OPTIONS SECTION OF THE SURVEY TOOL BEING USED:

If you do not wish to participate in this survey and do not wish to receive a reminder, please respond to this email invitation with '*Do Not Wish to Participate*' in the subject line.

Thank you in advance for your participation

ADDRESSEE NAME

ADDRESSEE TITLE

UNIT OR FACULTY

University of Waterloo