

UCDAVIS



Student Affairs Research & Information

Quick Survey # 309

Report # 371

Retrospective on 2006 UCUES Participation

Prepared at the Request of

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By

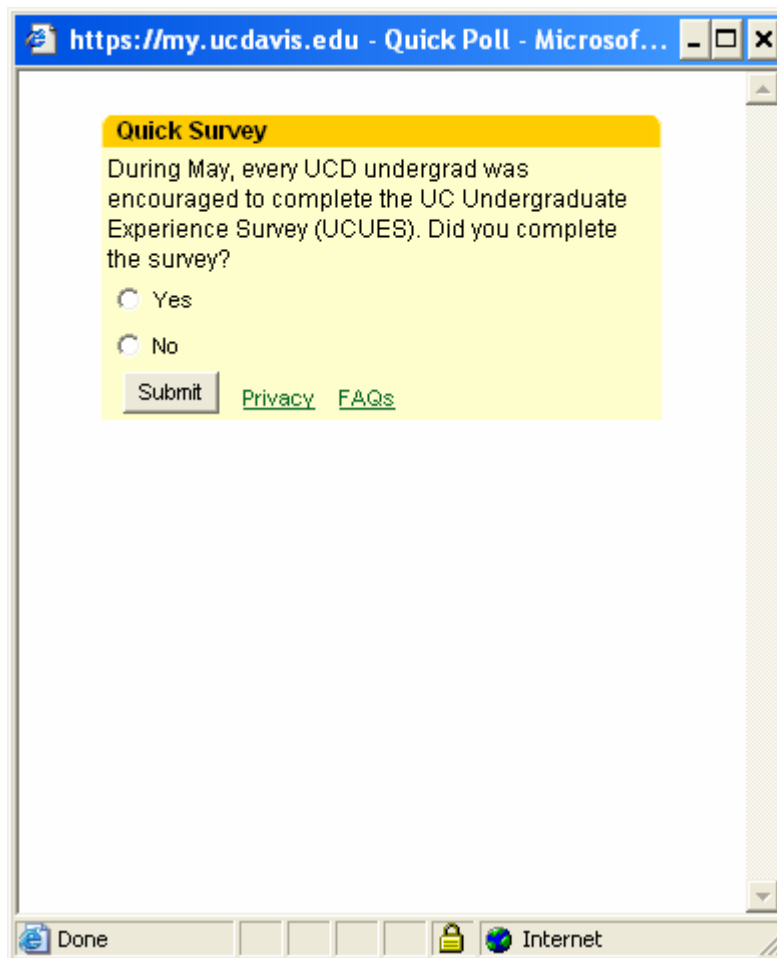
Kaiwen Li, SARI

AUGUST 2006

Survey Background and Methods

In May 2006, UC Davis participated in the UC-wide administration of the University of California Undergraduate Experience Survey (UCUES). All undergraduates at UC Davis were encouraged to participate. The UCUES response rate at UC Davis was somewhat lower than expected, prompting Student Affairs Research and Information (SARI) to explore further.

From June 8th 2006 to June 22nd 2006, SARI delivered a Quick Survey to all undergraduates via the MyUCDavis portal (<http://my.ucdavis.edu>). Students were asked whether they had completed the UCUES survey. If they had responded to the survey, they were asked to identify the factor that prompted them to complete it. If they had not responded they were asked to explain why not. A total of 3338 undergraduate students responded to this Quick Survey (15% of the enrolled undergraduate population).



If Yes ...

https://my.ucdavis.edu - Quick Poll - Microsof... - [min] [max] [close]

Quick Survey

What prompted you to complete the survey?
(Check all that were important.)

- Prizes
- Email invitation and reminders from SARI
- Email reminders from campus administrators
- Email reminders from student leaders
- Email reminders from academic departments
- Announcements/reminders from faculty
- Announcements/reminders from leaders of student organizations
- Announcements/reminders from student services and programs
- Publicity on campus (posters, flyers, lawn signs, etc.)
- Article in the California Aggie
- Message on Facebook

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If No ...

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Quick Survey

Why not? (Check all that were important.)

- I didn't know about it.
- I never complete surveys.
- I didn't have time.
- The survey was too long.
- I didn't believe it was important for me to respond.
- I didn't believe it was official.
- I didn't believe it would make a difference.
- I had difficulty with the log-in.
- The questions didn't seem relevant.
- The prizes didn't interest me.
- I was annoyed by the email reminders.

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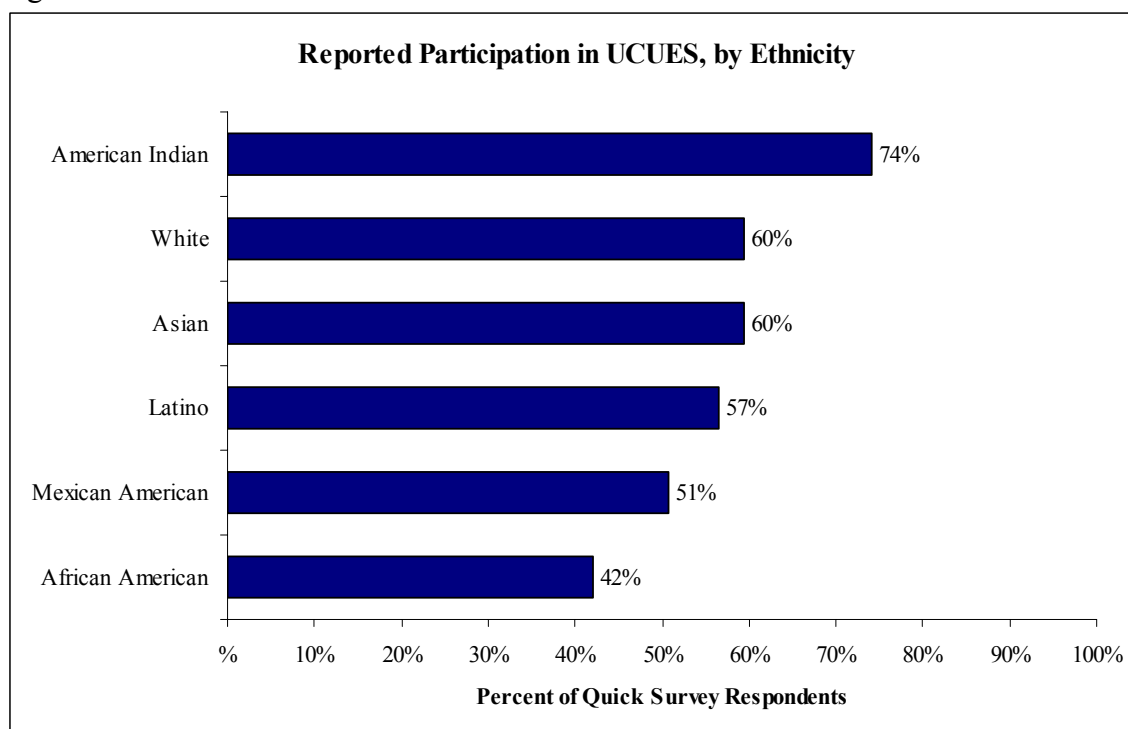
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Results

Over half (58%) of the Quick Survey respondents indicated they had completed the UCUES survey, while 42% indicated they had not. (In actuality, only 28% of UC Davis undergraduates responded to the UCUES survey, suggesting a strong “survey-taker” bias among Quick Survey respondents.)

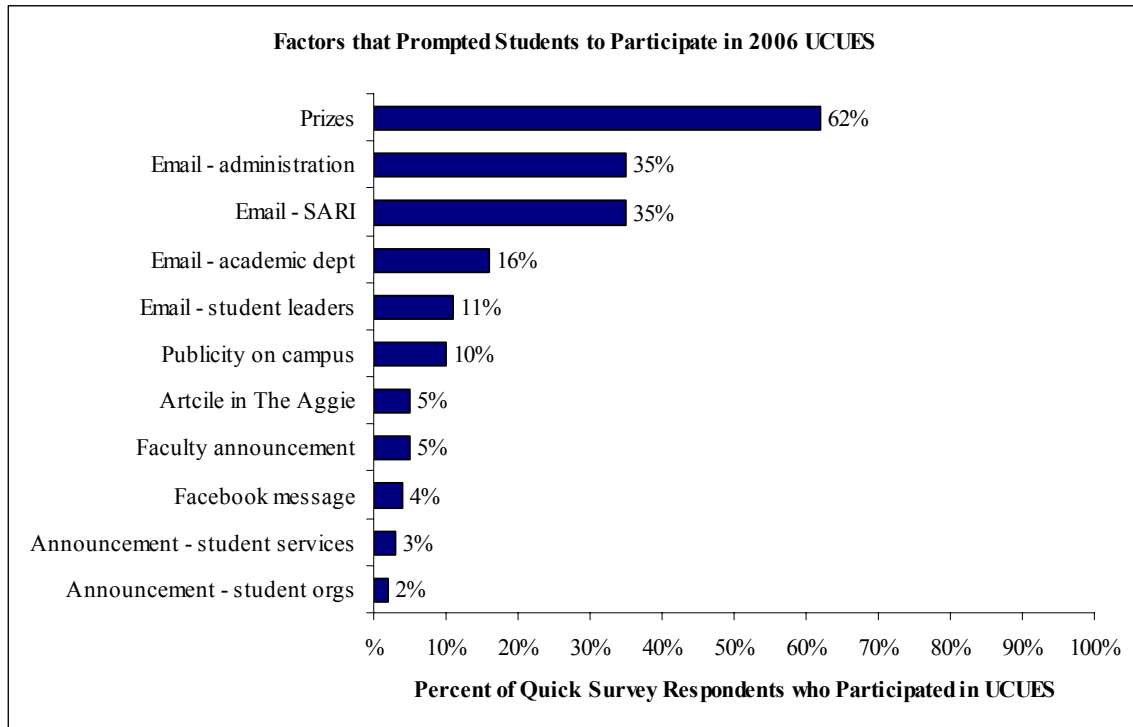
As seen in Figure 1, results of the survey showed that American Indians reported the highest level of UCUES participation (74%). About 60% of White and Asian students indicated they had taken the UCUES survey and more than 50% of both Latino and Mexican American students reported participating in UCUES. African American students had the lowest rate of participation at 42%.

Figure 1.



If students answered “yes”, they had completed the UCUES survey during May, a follow-up question was asked to find out what prompted students to complete the survey. Students could choose more than one answer. Results are shown in Figure 2.

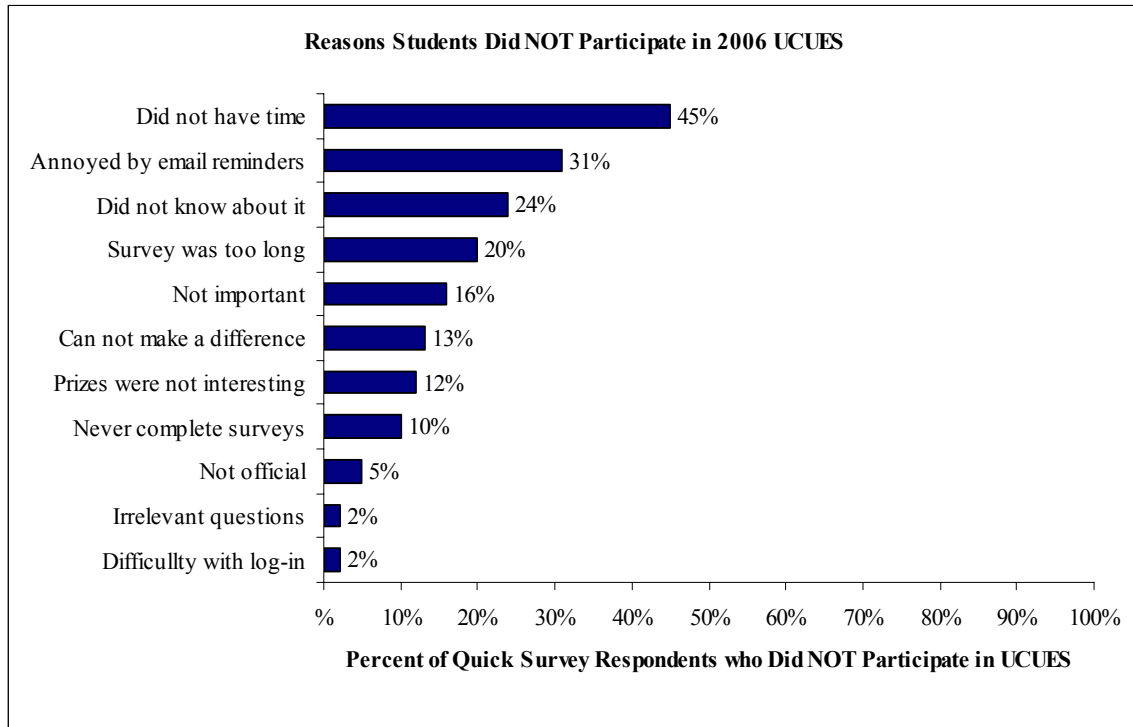
Figure 2.



The results showed that prizes were the most influential factor, accounting for 62% of the respondents. E-mails from administrators and SARI were the second most influential factors. Both accounted for 35% of the respondents.

If students answered “no”, they did not complete the UCUES survey, a follow-up question was asked to find out why they did not complete the survey. Results are shown in Figure 3.

Figure 3.



The results showed that “did not have time” was the main reason given by students for not completing the survey, accounting for 45% of the respondents who did not participate in UCUES. It’s difficult to separate this response from “survey was too long”, selected by 20% of the respondents, because students might have had time to complete a shorter survey. “Annoyed by e-mail reminders” was the second most often reason, given by 31% of the respondents. Nearly a quarter (24%) of those who failed to respond to UCUES claimed they did not know about it. This is a surprising result, because the survey was widely advertised on campus throughout the month of May, and students received multiple email reminders.