

## Campus and Community Survey

Based on a request from Visioneering Wichita's College Mecca and the Urban League's Advance Kansas project, WSU's Center for Community Support and Research developed a survey for current college students to identify the campus and community factors that influence decisions regarding where to attend college and where to live after graduation. The results of this survey will assist institutions in South Central Kansas to better meet the needs of students who plan to attend and enroll in area colleges.

### Background on Survey Development

It was decided that an electronic survey would be the best option to capture interest and participation from students. CCSR developed questions based on input from Visioneering Wichita's College Mecca and the Urban League's Advance Kansas project. The survey was designed to be brief, taking only five to ten minutes to complete, in order to increase the likelihood that students would respond. Additionally, the majority of questions are "multiple choice" as a way to standardize responses across institutions as much as possible. A limited number of questions are open-ended to allow students to express more individualized answers (e.g., "when you graduate, where would you like to live").

In order to provide students with "response sets" (the list of answers from which they can choose) that are most reflective of common responses, CCSR conducted a focus group with current WSU undergraduates and asked them how they would answer the questions. From their responses, CCSR developed the response sets that are used in the survey. Additionally, based on the wide range of responses from this focus group to certain questions, CCSR identified those that were most appropriate as open-ended questions.

As a way to determine how long the survey would take to complete as well as any potential problems (e.g., questions that were confusing), CCSR administered the survey to a small group of WSU undergraduates. Based on their input, CCSR revised the survey and determined that it would take the majority of students less than 10 minutes to complete.

### Analysis/Dissemination of Results

CCSR will collect and analyze all surveys from the participating institutions. Only aggregate results will be released or disseminated to general audiences. However, CCSR will provide participating institutions with their own data upon request.