

## SURVEY ADMINISTRATION CHECKLIST

### 2012 Student Open Textbooks & Educational Resources Survey

We look forward to working with you to collect some important data for better understanding the experiences and perceptions of students of the world about the digital resources they use. This document includes the *checklist*, a list of *frequently asked questions*, and the *survey questions*.

#### DOCUMENTS REQUIRED FOR PARTICIPATION

1. *Memorandum of Understanding*
2. *Survey Participation Application*

#### Submit completed forms to:

**Email:** [Robin Donaldson](mailto:rdonaldson@distancelearn.org), Director, Open Access Textbook Project at [rdonaldson@distancelearn.org](mailto:rdonaldson@distancelearn.org) and David Nelson, Project Manager, [Open Access Textbook Project](http://www.distancelearn.org) at [dnelson@distancelearn.org](mailto:dnelson@distancelearn.org)

**Fax:** (850) 922-3109

**Mail:** Florida Distance Learning Consortium, 1753 West Paul Dirac Drive, Tallahassee, Florida 32310

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#### THE FOLLOWING STEPS ARE DESIGNED TO SERVE AS A CHECKLIST FOR THE SURVEY PROCESS.

1.  **Identify your institution's liaison.** The role of the survey liaison is to serve as the institution's contact with Florida Distance Learning Consortium (FDLC) for the study. The liaison will receive notices regarding the survey process, raw data set, and frequencies.
2.  **Review sample survey.** This survey is open to institutions outside of the United States therefore some question may not be appropriate for your participants. Review the survey and inform FDLC if there are questions that should be omitted. If there are any questions you wish to propose, FDLC will review the proposed add-on questions for inclusion.
3.  **Identify the demographic questions**, if any, for your institution's survey in the *Survey Participation Application*. Demographic questions should be received by FDLC no later than **March 16, 2012**. We are available to provide additional assistance on all your customized options. You may have up to four demographic questions. For example, our sample demographic questions for the state of Florida included:
  - a. For faculty or administrators:
    - i. institution
    - ii. faculty and administrative position
    - iii. general discipline areas in which participants teach
    - iv. types of courses they teach
  - b. For students:
    - i. institution
    - ii. degree sought
    - iii. major area of study

4.  **Identify Participation Timeline.** Each institution should identify the dates and time to administer the survey on the [Survey Participation Application](#). For this year's survey, we ask that the dates be set somewhere between **January 1 and April 30**.
5.  **Complete, sign, and submit the [MoU](#) and [Survey Participation Application](#).** Documentation should be received by FDLC no later than **March 16, 2012**. Please see above for FDLC contact information. We will send you the URL to log into the survey as soon as we have constructed your survey.
6.  **Identify the leaders who can accomplish widespread notification of the surveys.** At the state level, that might include the Chancellor, Vice Chancellor of Academic Affairs, or leaders in faculty organizations (e.g. faculty union). At the institution level, it might be the President, Provost, Vice President of Academic Affairs, or leaders of faculty and student groups. The more different leaders with the most visibility and credibility you can enlist in the process, the better.
7.  **Review your institution's survey.** Using the survey URL provided, you will want to go through the survey to make sure it suits your purposes. Inform us when you are finished so we can clear your trial results. FDLC will set the dates for the survey to be open for your institution's participation.
8.  **Begin your notifications to participants** when the survey opens. It is recommended that at least one reminder is sent during the period the survey is open.
9.  **Review the raw data and frequencies.** FDLC will email the frequencies and raw data to the institution liaison after the survey closes. The methodology used to analyze the data for the research conducted by FDLC will also be emailed to assist you in the analysis of your individual institution's data.

## FREQUENTLY ASKED QUESTIONS

### 2012 Student Open Textbooks & Educational Resources Survey

#### ***What is the goal of the survey?***

The survey is designed to estimate the cost of textbooks and its impact on students and to reveal students' preferences for formats and features of textbooks. Moreover, it is intended to gauge students' familiarity and experience with open textbooks, open courseware, and other open educational resources.

#### ***When did this survey begin?***

The *Student Textbook Survey* is a valuable tool that began in 2009 in response to Florida Distance Learning Consortium's (FDLC) interest in learning about the impact of rising textbook costs on Florida postsecondary students. Since that time, the *Student Textbook Survey* has been updated renamed, and offered to the global community as a resource for understanding students' experiences and preferences for using textbooks, open educational resources, and open courseware.

#### ***Who can participate?***

Any higher education institution—public or private—and any administrative agency of postsecondary education at the state, provincial, or national level is welcome to participate.

#### ***What survey format options are available?***

The survey is only available over the Internet. Participating institutions will be provided with the URL to distribute to their participants.

#### ***Can the survey be customized for my institutions?***

We offer a minimal degree of customization. Participating institutions are allowed four demographic questions. For the question regarding how much money students spent on textbooks, a substitute currency can be used. FDLC will omit non-pertinent questions upon request. Institutions may propose add-on questions, but a fee may be assessed if, after review, FDLC agrees to in the add-on questions.

#### ***What type of data will be delivered?***

After the survey has closed, FDLC will provide the participating institution with its raw data, frequencies, and a description of how Florida's data are analyzed. FDLC will use aggregated data from the participating institution for a state, US, and worldwide analysis. However, FDLC is not responsible for data analysis of the individual participating institution's data.

### ***What are the costs?***

There is no cost to participants, as long as the costs to the FDLC do not exceed the cost of minimal customization the survey (see the question about customization) and supplying the raw data and frequencies to the participant. FDLC will provide assistance on survey customization options. The project is funded by a grant from the US Department of Education, Fund for the Improvement of Postsecondary Education (FIPSE Grant No. P116Y090040).

### ***Who can I contact for more information?***

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