

A Roadmap to Conducting the HxA Campus Expression Survey on Your Campus

1 Define Goals



Clearly state the purpose, target audience, and intended impact of your survey.

2 Assess Skills and Resources



Evaluate your expertise in survey methods and the resources available at your institution, including personnel and financial support.

6 Secure Necessary Approvals



Obtain any required approvals or permissions from ethical oversight bodies like the IRB.

5 Customize the Survey



Adapt the survey to address the specific needs and context of your target audience.

4 Determine the Audience



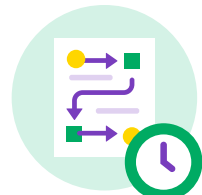
Choose the appropriate participants for the survey (e.g., students, faculty, staff) and establish a sampling frame.

3 Review and Understand the Survey



Familiarize yourself with the CES questions to ensure you know what data will be collected.

7 Plan Data Analysis



Outline how you will process and analyze the survey data to extract relevant insights.

8 Set Up the Survey Platform



Use an online platform to create and launch your survey, incorporating any needed logic for different respondent pathways.

9 Collect and Manage Responses



Distribute the survey, monitor participation over a set period, and send reminders as necessary.

10 Analyze and Report Results



Analyze the data, identify key findings, and produce a report that communicates the results clearly to your intended audience.