

Stanford Sampling Methodology 2005 V4

Survey Population

The survey will solicit feedback from three customer communities: faculty, students and administrators. Most of the survey data will be presented based on these three mutually exclusive categories. In cases where cumulative data is presented, each category will represent about one-third of the combined statistic.

Selection Criteria - All Communities

- Must have a SUNet ID number.
- Must have an email address.

Selection Criteria – Faculty (31 excluded)

- Tenured, Non-Tenured, Non-Tenured Line Professional are included.
- SLAC Faculty are excluded – 31
- Visiting faculty are not included.

Selection Criteria – Students (4,380 excluded)

- Includes undergraduates and graduates living on campus
- Off campus are excluded – 3,780 graduate and 600 undergraduate students

Selection Criteria – Administrative (2,756 excluded)

- ITSS staff are excluded – 415 (not including 42 ITSS bargaining unit staff)
- Bargaining units are excluded – 909 (including 42 ITSS staff)
- SLAC (Stanford Linear Accelerator Center) staff are excluded - 1432

The table below presents a summary of the population and sample size estimates that result from applying the above criteria.

Stanford Sample Size Estimates

Group	Initial Population Size	Adjusted Population Size	Percent of Adjusted Population	Target Sample Size	Anticipated Response Rate	Initial Sample Size
Faculty	1,746	1,715	9%	150	30%	500
Students	14,460	10,080	54%	150	40%	375
Admin Staff	9,634	6,878	37%	150	50%	300
Total	25,840	18,673	100%	450	20%-50%	1175

Stanford 2003 Survey Responses (as of 4:30 pm EST, 11/21/03)

Group	Initial Sample Size	Target No. Responses	Actual No. Responses	Projected Response Rate	Actual Response Rate
Faculty	750	150	273	20%	36%
Students	428	150	196	35%	46%
Admin Staff	428	150	263	35%	61%
Total	1606	450	*764	20%-35%	*48%

* Please note that The "Total" response values in the second table reflect the number of respondents to the general survey. This number includes 32 respondents who did not go on to complete Section II of the survey.

Notes:

- The Adjusted Population Size reflects the selection criteria described above applied to the Initial Population Size.
- The Target Sample Size was derived assuming a Confidence Interval of .20 and a Confidence Level of 99%.
- There may be minor fluctuations in the population numbers by the time the sample is drawn for the survey, but the Target Sample Size and Initial Sample size will remain the same.
- For any cumulative statistics there will be relative over and under weighting of the specific groups (faculty, students and staff) because each groups representation of the population is not equal to their target sample representation of 33%. Basically, faculty will be heavily overweighed, students will be under weighted, and staff will be roughly equivalent to their population representation. The exact potential weighting for each group can be seen by comparing the Percent of Adjusted Population column to 33%.

Demographic Data

There will be an attempt to use a sample data source that includes demographic information such as gender, length of service, age, and academic year (students). Additional fields may be included.

Next Steps:

- Identify the specific source(s) for the samples (sampling frame).
- Determine what demographic data is available.
- Draw a test sample.
- Develop specifics for invitation, incentives and reminders.