

North Carolina State University
2015 Campus Climate Survey
Introduction, Research Methods, and Response Rates

Introduction

The 2015 Campus Climate Survey (CCS) was administered in the Spring semester, 2015 by NC State's Office of Institutional Research and Planning (OIRP) in collaboration with the Office of Institutional Equity and Diversity. The overall research design and questionnaires were modeled after the 2004 and 2010 Campus Climate Surveys. The purpose of the survey was to collect information and opinions from undergraduate and graduate students about the campus climate to better enable academic and non-academic units across campus assess and improve the climate for all students, and to help in our efforts to enhance all students' understanding of and appreciation for global perspectives.

Topics covered in the survey include satisfaction with various aspects of being an NC State student, interactions with others on campus, participation in multicultural activities, and perceptions about the role of diversity in higher education. The survey also asks respondents to reflect on experiences that have shaped their attitudes about diversity, and for their perceptions of how supportive the campus environment is for diversity in general and for specific traditionally underrepresented groups in particular. The 2015 CCS also included a section on sexual assault, something that had not been covered in earlier administrations of the survey. Finally, the survey asked respondents a wide range of demographic questions, allowing results to be broken out not just by, for example, gender identity and race/ethnicity, but also by sexual orientation, disability status, age (traditional versus 'nontraditional'), socio-economic status, first-generation student versus non-first generation, and U.S. versus international residency status.

Survey Administration

Separate questionnaires were developed for undergraduate and graduate students, with slight differences in questions and question wording where necessary. The surveys were comprehensive and therefore long, consisting of about 200 closed-end and 6 open-end questions. To ease respondent burden, the survey was divided into nine topical sections. Respondents could submit part of the survey, leave and return at a later date to the section at which they left off.

The survey population consisted of all undergraduate and graduate students enrolled in at least one face-to-face course in the 2015 Spring semester. No sampling was done. The final population included a total of 28,245 students (20,693 undergraduate and 6,856 graduate).

The CCS was available online from April 6 through May 4. On April 6 all students in the survey population were sent an email from NC State Chancellor Woodson inviting them to participate in the survey. The first follow-up reminder to non-respondents was from OIRP, a second reminder came from Dr. Mike Mullen, Vice Chancellor and Dean, Academic and Student Affairs, and the third and final reminder from Dr. Joanne Woodard, Vice Provost for Institutional Equity and Diversity. In addition, the survey was promoted through flyers posted around campus, and through various campus groups and office listservs and Facebook and Twitter posts. Copies of email messages are provided in [Appendix A](#).

To encourage participation the survey included incentives. Twenty-five students who responded by April 15 were randomly selected to win a \$25 Amazon.com gift card. In addition, all students who completed the survey before it closed on May 4 were entered into a drawing in which five students were randomly selected to each win a \$75 Amazon.com gift card.

To access the secure survey, students were required to go through the Office of Information Technology's authentication process (i.e., enter their Unity ID and password). In addition to controlling access to the survey, this allowed UPA to send follow-up reminders to only non-respondents. The survey and all results, however, are confidential

Response Rates and Demographic Profile of Respondents

Undergraduate Students

Table 1 presents the response rate overall and by gender, race/ethnicity¹, age, residence status, academic class, and academic college for undergraduate students. The response rate for undergraduate students was 8.7 percent (1,795 of 20,693) with a margin of sampling error of ± 2.1 percentage points. There are no significant differences between the undergraduate population and survey respondents in terms of residency status, or age. Female students are overrepresented among survey respondents, making up 44.5 percent of the undergraduate population and 52.3 of survey respondents. Asian students are also overrepresented, making up 5.7 percent of the population compared to 8.6 percent of respondents. Juniors are slightly overrepresented and freshmen and seniors are slightly underrepresented among survey respondents. Students in the Colleges of Humanities and Social Sciences, Engineering, and Sciences were slightly overrepresented, while those in the Colleges of Agriculture and Life Sciences, Natural Resources, and the Poole College of Management were slightly underrepresented.

Graduate Students

Table 2 presents the overall response rate for graduate students, as well as response rates by gender, race/ethnicity¹, age, residency status, and academic college. Of the 6,856 graduate students in the survey population, 992 submitted the survey for a response rate of 14.5 percent with a margin of sampling error of ± 2.7 percentage points. **There are no significant differences between the graduate student population and survey respondents in terms of race/ethnicity, age, and residency status.** Females are slightly overrepresented among survey respondents, making up 45.6 percent of the survey population and 50.6 percent of respondents. Graduate students in the Colleges of Education and Engineering are slightly overrepresented among survey respondents, while those in the Colleges of Agriculture and Life Sciences, Veterinary Medicine, and the Poole College of Management are slightly underrepresented.

A complete demographic profile of survey respondents is in [Appendix B](#) (undergraduate students) and [Appendix C](#) (graduate students). Specifically, 2-way crosstabulation tables are provided for each combination of gender, race/ethnicity, age, residency status, academic class, and academic college of respondents.

Table 1: Response Rate and Margin of Sampling Error (Undergraduate Students)

	Survey Population		Survey Respondents		Response Rate	Margin of Sampling Error
	N	%	N	%		
Overall	20,693	100.0%	1,795	100.0%	8.7%	±2.1
Gender						
Female	9,205	44.5%	938	52.3%	10.2%	±2.9
Male	11,488	55.5%	857	47.7%	7.5%	±3.1
Race/Ethnicity*						
African American/Black	1,349	6.5%	112	6.2%	8.3%	±8.5
Asian	1,587	7.7%	150	8.4%	9.5%	±7.2
Hispanic/Latino	999	4.8%	85	4.7%	8.5%	±9.7
White/Caucasian	15,513	75.0%	1,332	74.2%	8.6%	±2.5
Multiple races/ethnicities	765	3.7%	70	3.9%	9.2%	±10.6
Other/Unknown	480	2.3%	46	2.6%	9.6%	±13.1
Residence						
U.S. resident	19,959	96.5%	1,739	96.9%	8.7%	±2.1
International student	734	3.5%	56	3.1%	7.6%	±12.1
Age						
Traditional (18-27)	19,932	96.3%	1,721	95.9%	8.6%	±2.2
Non-traditional (>27)	761	3.7%	74	4.1%	9.7%	±10.3
Academic Class						
Freshman	3,121	15.1%	253	14.1%	8.1%	±5.7
Sophomore	4,446	21.5%	385	21.4%	8.7%	±4.6
Junior	5,362	25.9%	504	28.1%	9.4%	±4.0
Senior	7,764	37.5%	653	36.4%	8.4%	±3.5
College						
Agriculture and Life Sciences	2,330	11.3%	189	10.5%	8.1%	±6.6
Design	520	2.5%	47	2.6%	9.0%	±13.0
Education	545	2.6%	42	2.3%	7.7%	±14.0
Engineering	5,518	26.7%	511	28.5%	9.3%	±3.9
Natural Resources	1,229	5.9%	76	4.2%	6.2%	±10.5
Humanities and Social Sciences	3,271	15.8%	305	17.0%	9.3%	±5.1
Sciences	2,621	12.7%	269	15.0%	10.3%	±5.4
Textiles	933	4.5%	78	4.3%	8.4%	±10.2
Management	2,501	12.1%	194	10.8%	7.8%	±6.5
Division of Academic and Student Success	1,225	5.9%	84	4.7%	6.9%	±10.0

Table 2: Response Rate and Margin of Sampling Error (Graduate Students)

	Survey Population		Survey Respondents		Response Rate	Margin of Sampling Error
	N	%	N	%		
Overall	6,856	100.0%	992	100.0%	14.5%	±2.7
Gender						
Female	3,124	45.6%	502	50.6%	16.1%	±3.7
Male	3,732	54.4%	490	49.4%	13.1%	±3.8
Race/Ethnicity*						
African American/Black	393	5.7%	40	4.0%	10.2%	±13.9
Asian	2202	32.1%	359	36.2%	16.3%	±4.3
Hispanic/Latino	307	4.5%	43	4.3%	14.0%	±12.9
White/Caucasian	3527	51.4%	475	47.9%	13.5%	±3.9
Multiple races/ethnicities	108	1.6%	27	2.7%	25.0%	±14.1
Other/Unknown	319	4.7%	48	4.8%	15.0%	±12.0
Residence						
U.S. resident	4,387	64.0%	597	60.2%	13.6%	±3.5
International student	2,469	36.0%	395	39.8%	16.0%	±4.1
Age						
Traditional (20-35)	6,138	89.5%	882	88.9%	14.4%	±2.8
Non-traditional (>35)	718	10.5%	110	11.1%	15.3%	±7.9
College						
Agriculture and Life Sciences	820	12.0%	107	10.8%	13.0%	±8.2
Design	222	3.2%	23	2.3%	10.4%	±18.3
Education	618	9.0%	120	12.1%	19.4%	±7.2
Engineering	2,281	33.3%	361	36.4%	15.8%	±4.3
Natural Resources	204	3.0%	28	2.8%	13.7%	±16.0
Humanities and Social Sciences	746	10.9%	110	11.1%	14.7%	±8.0
Sciences	805	11.7%	120	12.1%	14.9%	±7.6
Textiles	181	2.8%	39	3.9%	20.4%	±12.5
Veterinary Medicine	439	6.4%	36	3.6%	8.2%	±15.0
Management	442	6.4%	41	4.1%	9.3%	±13.9
Provost Office	88	1.3%	7	0.7%	8.0%	±34.1

Analyses

The data obtained from survey respondents were analyzed using standard statistical methods. Tables presenting results overall and by academic college and demographic profile are available via the [2015 Campus Climate Survey Table of Contents](#). Subgroup analyses consist of crosstabulations of survey items by academic college, academic class, gender, race/ethnicity, residency, socioeconomic background, college generation, sexual orientation, disability status, and age. Statistically significant differences between subgroups are noted with an asterick (*).

Endnotes:

*Population and respondent race/ethnicity presented in Tables 1 and 2 is based on official university records.

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