



Implementation Guidelines for the Adult Learner Inventory™

January 2009

Implementing your survey

Place an order online for your online administration at www.noellevitz.com/ALI or by calling us at 800-876-1117.

Please allow at least one week's notice for Noel-Levitz to create your online administration account. This will provide time for customization and preview of the survey. Your administration account will be created by Noel-Levitz and notification of your access will be e-mailed approximately 24-48 hours of receipt of your order.

Estimated Completion Time

The Adult Learner Inventory (ALI) will take most students approximately 10-15 minutes to complete.

Selecting your Sample

We recommend that you invite 100% of your targeted adult learner population to complete the survey. Typical response rates are 10 to 30 percent.

Administration of the survey

The recommended approaches to administering the ALI appear below. You may determine another suitable alternative, or a combination of these, appropriate for your institution. Contact Noel-Levitz to discuss your options further.

Option for e-mail communication

Three e-mails are included as added value for your administration. The e-mail messages are included with your online administration fee of \$0.25 per student. E-mails are sent from Noel-Levitz on your behalf. As indicated earlier, typical response rates range from 10-30 percent.

You are able to create, edit, and verify e-mail communications within our system. You will identify the date of your e-mail messages are sent. On the indicated days, an alert is sent to Noel-Levitz that the e-mail is in the queue awaiting approval before sending. Sample e-mails are reviewed and determined ready for distribution Monday through Friday. The e-mails are typically sent early to mid-morning depending on the day's volume. Sample text will be provided. Additional information to gather for use of the e-mail tool includes the following:

From name - the sender's name and/or department or title

Reply to e-mail - the e-mail address that will receive away messages and questions or comments from the recipient

Subject – highlighting a message to access the survey

Send date – the date for the communication to be distributed

E-mail text – from edits to the attached Word document or the e-mail templates provided within the tool

We recommend you notifying your IT (technology) staff of the dates e-mails are scheduled to arrive on campus. This assists with SPAM blockers and other security settings your network administrators may have in place. To register our system e-mail and avoid many security settings you may provide them with the IP address sending the messages: 12.2.169.19 using the address invite@survey.noellevitz.com.

Option for Computer lab completion

Students complete the survey during a computer lab time. Typical response rates with this method are higher.

Contact Noel-Levitz with questions at 800-876-1117



Survey Customization

You will be able to customize portions of the online survey prior to student access. These areas include the student greeting line, campus-defined items, the campus-defined demographic item, and campus-defined majors. These are optional value added areas. Responses are included in your standard reporting. There is no charge for asking these additional items. Charges only apply if you request specific target group reporting and indicate this through the order process.

- 1) The welcome line appears after the student enters their unique password. An example of the welcome line is "Dear Demonstration University Student:"
- 2) Campus-defined items may be added. The text for these items will appear seamlessly as part of the online survey. Noel-Levitz can provide assistance with editing any items you are proposing. There are some length constraints with the text for these items for being accepted by the system. (110 characters) These are items rated for importance and satisfaction.
- 3) Campus-Defined Demographic items may be added. The campus-defined item is a question that will appear with up to 6 responses in a drop down menu. Students select the response that best fits their experience or represents them.
- 4) Majors or Department codes may be added. A 4-digit numeric code and corresponding "title" of the major, program, or department is loaded. The title will appear in a drop down menu for students to select from. This is an unlimited list, but your students will see the entire drop-down list when they select the item.

Survey Preview

Review your survey as it appears to your audience by clicking the [Sample Survey](#) button. As you make edits they are captured and presented for your review. You may also check the sample survey by logging into the survey's URL directly using a sample password that will be provided in your order confirmation.

Completing the survey

Students access the inventory using a unique password at <https://survey.noellevitz.com>

The unique passwords serve two purposes: 1) Passwords connect your students to the appropriate survey, including any customized items you have added. 2) Passwords allow you to identify an individual's data if you so choose.

Access passwords are created or loaded using one of these options:

- 1) Student information (e-mail address, first name, and last name) may be added to the account in a "tab delimited" format. A system generated "passcode" is generated and assigned to each student as the file is loaded. You may prefer the option of including a student ID (or related unique code) as the first field of your file and use it as the passcode (passcode, e-mail address, first name, and last name).

Note: Your code must be unique to all other passcodes generated or loaded into our database. We recommend an alphanumeric code if you are loading your institution IDs into our system. Contact Noel-Levitz for more information.

- 2) A specific number of system generated passcodes may be generated upon request and distributed with the URL (Web site address) for survey completion. This choice requires a local communication (via e-mail or memo) that includes the link and unique passcode be distributed to each of the survey participants.

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Increasing Response Rates

Consider locally advertising the survey with flyers and announcements. An early e-mail directly from your institution prior to the administration can be a great way to alert students of the upcoming survey event. You may also want to post information on your institution's Website alerting students to the fact that the survey will be conducted.

We also encourage you to offer an incentive to students for completing the survey to help improve your response rate. Examples include a bookstore gift certificate, gas cards, Amazon gift cards, etc. You may download a list of completed students through the administration site to assist with timely awarding of the incentives.

Results

Electronic delivery is the primary way you will be receiving your results. Reports are prepared in an HTML format. Unless you order the optional paper reports, your reports are made available through your *myNoelLevitz* account through a "Safe Mail" feature. Separate instructions will be sent when the administration and processing of your administration are complete.

If you would like to request bound paper copies, additional fees apply.

All billing for the online accounts occurs when the account closes. You will be billed the following:

- 1) Per survey fee of \$2.30 based on the number of surveys completed in the system.
- 2) A processing fee of \$210 (this includes the processing fee of \$135 and online account set up fee \$75.)
- 3) Additional online administration fee of \$0.25 per access passcode created or loaded.
- 4) Optional reporting materials (refer to order form).