

Step-by-step guide for participating universities

Four steps in the preparation for delivery of the 2025 survey

1. Step 1: Initial decision making

Activity for participating university	Description and deliverable	Supporting information provided by the survey team
Sign letter of collaboration	<p>Sign and return letter of collaboration to Ruth Graham.</p> <p>This letter should be signed by a representative from the university leadership and includes a commitment to follow the study timetable, work to maximise response rates and assume responsibility for ethics approval at your institution. It also acknowledges that all participating universities will be named when the amalgamated data is released.</p>	A template letter will be provided by the Teaching Cultures Survey project manager, John Andrew.
Identify institutional project leads	<p>Identify an institutional lead (IL) and administrative lead (AL) for the survey and provide these names to the Teaching Cultures Survey project manager, John Andrew.</p> <p>The IL and AL will be the key liaison points between the institution and the survey team throughout the survey.</p> <p>The IL must hold a decision-making role at the university (for example, to decide when the survey is to run).</p> <p>The AL will provide day-to-day logistic support for the preparation and roll-out of the survey (such as liaising with HR to secure AL access to the relevant email lists, obtaining permission to use the university logo and overseeing any required ethics clearance).</p>	
Agree the dates when the survey will be live	<p>Identify the two-week period during which the survey will run (between Feb and May 2025). Where possible, this period should not coincide with university vacations, exam periods or other institutional surveys.</p> <p>The IL to provide these dates to John Andrew.</p>	
Identify who will send out the survey invitations	<p>The IL to identify who will send out the email inviting academics to complete the survey and survey reminders. This individual should be a university leader – at most participating institutions, this has been the university President or the Vice President for Education.</p>	
Establish Research Ethics Committee approval, if required	<p>Complete and submit application to the university Research Ethics Committee (REC), as required.</p> <p>Where ethics approval is needed, the AL to confirm with John Andrew that this approval has been granted for running the survey at your institution.</p> <p>Please note, if additional time is needed to complete ethics approval, please speak to John Andrew.</p>	<ul style="list-style-type: none"> the survey privacy policy ‘master version’ of survey questions (pdf and on survey tool) the information sheet for survey respondents

2. Step 2: Information needed for preparation of the draft survey

Activity for the participating university	Description and deliverable	Supporting information provided by the survey team
<p>Provide institution-specific information to allow the survey to be tailored to your university</p>	<p>Four questions in the survey will be tailored to your university. The following information is required to tailor these questions:</p> <ul style="list-style-type: none"> the job titles for each academic role at the university and how these relate to globally-recognised academic roles; the disciplines/departments covered by the university and how these relate to broad academic discipline groupings. If a large number of departments/disciplines are provided, we may ask you to suggest how they might best be 'grouped' for the purposes of analysis; the term used at the university to describe the annual review of an academic's achievements/goals (as conducted by their line manager or department head); the terms used to describe the disciplinary-based levels in the university's organisational structure, such as 'Faculty', 'School' and 'Department'. <p>The AL should return the completed and checked 'Tailoring the survey' form to John Andrew.</p>	<p>A form – titled '<i>Tailoring the survey</i>' – will be provided for the institution to complete. If requested, examples of academic groupings used by other participating universities (with a similar institutional profile to your own) can be provided.</p>
<p>Provide data on your academic population</p>	<p>AL to provide the university's total academic population size, to allow for the survey response rate to be calculated for your university.</p> <p>If the university would also like information on survey response rates by group (gender, role, discipline etc.), data on the population sizes of each group should be added to the 'Tailoring the survey' form.</p> <p>PLEASE NOTE – only complete this information if you are able to provide population size data for <u>all</u> sub-groups (including for Department Heads, Deans and university leaders).</p>	<p>If population data for university sub-groups is being provided by the university, this can be added to the '<i>Tailoring the survey</i>' form.</p>
<p>Provide permission to use university logo</p>	<p>In all surveys launched to date, the university logo has been included at the top of the online questionnaire.</p> <p>As appropriate, the AL to establish permission for the university's logo to be used and provide John Andrew with a copy of this logo.</p>	
<p>Identify whether PhD students will be included in the survey</p>	<p>The survey is designed for completion by all academics who hold a contract of employment with the university. At some institutions, this includes PhD students. If PhD students hold such a contract of employment and you would like to include them in the survey, the AL should inform John Andrew.</p>	
<p>Identify the university contact point for the live survey</p>	<p>The AL to identify the named point of contact to be included on the survey information sheet for any queries or feedback from survey respondents at your university.</p> <p>The information sheet will be attached to the survey invitation email. In most of the surveys launched to date, the named point of contact in the sheet was the university AL.</p>	<p>A 'master' version of the information sheet can be provided, for reference.</p>

3. Step 3: Preparations for launch

Based on the information provided in Steps 1 and 2, a draft version of your online survey will be prepared by the TCS survey team. As indicated below, this phase will focus on both reviewing this draft survey and preparing for the launch.

Activity for university	Description and deliverable
Check your online survey and confirm launch details	<p>AL and IL to review the draft online survey and confirm that all relevant university disciplines and roles are covered, and that no other errors are apparent. Prior to confirmation, this survey should be reviewed by academics from across the university and/or HR representatives to check for errors or omissions.</p> <p>AL to also confirm launch details, including: launch date, who will be sending out the survey invitation email and reminders and the university contact point (for the information sheet).</p>

4. Step 4: Survey launch

At least two weeks prior to the agreed date for the survey launch, John Andrew will send you a 'communications guidance pack', which will include:

- sample text for the email to be sent to the university's academic community, informing them about the survey and inviting them to participate;
- the information sheet that will be attached to the email invitation, which includes information about participants' data security and privacy;
- sample text for 'reminder' emails to the academic community to be sent prior to survey close.

For more information on how to maximise survey response rates, please see [this separate document](#).

Activity for university	Description and deliverable	Supporting information provided by the survey team
Invite university's academic community to participate in the survey	<p>The AL to confirm that an email has been sent out (by the nominated university leader) to the university's academic community, inviting them to participate in the survey. The survey information sheet will be attached to this invitation email. If this initial email is sent after the agreed start date, the survey end date should be adjusted accordingly.</p>	Sample text for the invitation email and information sheet (as provided in the communications guidance pack).
Review response rates	<p>AL to review the response rates in the days following the survey launch and (where necessary) work to increase participation in underrepresented groups.</p>	John Andrew to provide details of survey response rates.
Issue two reminder emails	<p>The AL to confirm that two reminder emails have been set out to the university's academic community. Where possible, these two reminders should be sent out 7 days and 2 days prior to the survey close respectively.</p>	Survey team to provide updates on response rates.
Close survey	<p>The AL to confirm that the online survey is ready to be closed.</p> <p>Please note that the online survey does not close automatically on the agreed close date; it will remain open until the AL confirms that they are ready for it to close. With this agreement from the AL, the survey team will close the survey manually. If there is benefit in keeping the survey open for an additional number of days, please let the project manager know.</p>	Following the survey close, the survey team will provide details of the overall survey response rate.

5. Broad timeline and deliverables (shown in weeks prior to survey launch date)

The timeline for the four broad steps for survey preparation and launch is presented below, in weeks prior to the survey launch date. Once the launch date is agreed, a timeline can be provided with specific delivery dates, as required. Shown in green is the two-week period where the TCS survey team will set up the online survey and prepare your ‘communications pack’. Shown in blue is the two-week period when the survey is live. As additional time may be needed for ethics committee approval, an additional ‘extension’ period is allocated below (in Step 1). Please speak to the project manager if such an extension is required.

