

**Diversity, Equity & Inclusion
Institutionalization (DEII)**
Spring 2024 Administration



INGA
Next Generation Assessment

Spring 2024 DEII Survey Administration Calendar

February 5, 2024

- Institutions conduct spam testing of survey system email addresses

February 15, 2024

Institutions will submit:

- Population files
- The following communication documents:
 - Communication Plan
 - Endorsement Email from President or Other Administration Officer
 - Follow-up Emails to be Distributed by Campus Stakeholders
 - Institution Nickname, if any
 - Full Names of:
 - Institution President
 - Other Administration Officer, e.g., CDO contact
- Confirmation of whitelisting of email addresses
- List of institution emails for spam testing

February 20, 2024

- Greenlight to be sent for President or Other Administration Officer Endorsement
- Institution sends President or Other Administration Officer Endorsement to Population

February 27, 2024

- Survey Launches
- Email bounceback list sent to Institution

March 12, 2024

- Email Reminder 1

March 26, 2024

- Email Reminder 2

April 9, 2024

- Email Reminder 3

April 23, 2024

- Email Final Reminder

April 29, 2024

- Survey Closes

August 2024

- Survey Report Provided to Institution

DEII Administration Materials

Population File Specifications

Finalized population files must be submitted to Surveys@brooklyn.cuny.edu by no later than February 15, 2024

Along with this packet, you will be receiving the record layout for the population files – the database files that will be used by the survey system to identify those to be surveyed and that contains pertinent demographic information that will allow relevant analyses. One file will be expected to be submitted for each group to be surveyed. If an institution will be conducting all four analyses, submitted files will be:

- File of all students to be surveyed
- File of all faculty to be surveyed
- File of all staff to be surveyed
- File of one (1) contact to represent the institution for the institution-level survey
 - It is recommended that this single contact be part of a team of content experts at the institution who will complete the institution-level survey in consultation with and on behalf of the team.

IRB

The University of Florida and City University of New York Brooklyn College completed their IRB review through their respective universities. For the majority of DEII partner institutions, a copy of the IRB approval letter is adequate documentation of this project's bona fides.

Communication Planning

We recommend a robust communication plan to help build awareness and buy-in for taking the survey. We have provided a sample communication plan.

- President and/or Other Administration Officer Endorsement Letter
 - We will provide institutions with a “greenlight” to distribute this communication the week prior to the start of survey administration
- Follow-up Communications from stakeholders on your campus

Sample Communication Plan

For an institution distributing all four surveys: institution-level, faculty, student, and staff

[INSTITUTION NAME] will participate in the administration of the Diversity, Equity, and Inclusion Institutionalization survey scheduled for the Spring 2024 semester. The following outlines the communication plan to maximize our response rates in order to increase the representation of the respondent pools and validity of the survey results.

Late January/Early February 2024

- DEII Communication and Administration Team will be formed
 - A representative team is recommended, including – as appropriate – representatives from the to-be-surveyed populations
- DEII Institution-level Survey Team will be formed
- Draft Communication Plan
- Consider a theme/tag line for DEII Survey and graphic to promote survey participation
- Work with the Communications Office for ideas to promote the DEII Survey
 - Include social media, institution website, and any other relevant communication platforms
 - Consider creating a 1-page infographic or short video
 - Highlight the importance of the survey and expected usage of results
 - Coordinate with Communications Office to generate these media
- Meet with President/Other Administration Officer and fundraising office to consider any incentives that may be offered for survey completion
- Notification of the DEII administration dates at Faculty Council, Staff Meetings, Student Government Meetings

February 2024

- Finalize Promotional Materials
- Communications Office finalizes and implements formal communication plan, including social media, etc.
 - Advertise any incentives
- Wait for “green light” to send President/Other Administration Officer’s endorsement letter to faculty by February 20

February to April 2024

- Email messages will be sent to faculty every week during the DEII administration window
 - Co-PI reminder schedule accounts for 4 reminders
 - Additional reminders will come from campus stakeholders
- Faculty, Staff, and Student Government meetings will be used promote the survey during the administration time period.
 - Consider including the survey as an agenda item
 - Consider any meetings with wide reach and strong attendance for the relevant populations
 - Informational media (i.e., suggested 1-pager and/or video) will be discussed to underscore survey importance to the campus community
- Departments may wish to allow time within a department meeting for faculty and/or staff to complete the survey
- Student clubs and organizations may consider using some meeting time for survey completion

President and/or Other Administration Officer Endorsement Letter

Finalized endorsement letter(s) must be submitted to Surveys@brooklyn.cuny.edu no later than February 15, 2024

Endorsement by leadership such as the institution President and/or Other Administration Officer maximizes survey visibility and respondent buy-in. It is an integral part of the communication plan and the survey planning process. This letter will be sent by the institution to constituents upon receiving the “greenlight” from Surveys@brooklyn.cuny.edu.

President and/or Other Administration Officer Endorsement Letter Templates

Pre-launch endorsement letter to [Faculty](#)

Date: [DATE]

Memo to: [FIRSTNAME] [LASTNAME]

From: [NAME], President AND/OR Other Administration Officer

Re: Helping Our Faculty through the Diversity, Equity, and Inclusion Institutionalization (DEII) Survey

Dear Colleagues,

I am pleased to inform you of an important opportunity you will be offered in the coming days to participate in a survey of the institutionalization of Diversity, Equity, Inclusion, and Belongingness on our campus. Participation will entail completing a 15-minute web-based survey; your unique link to the survey will be emailed to you from Surveys@brooklyn.cuny.edu in the coming days.

While there are many surveys that faculty are asked to complete, this one was designed entirely to determine the state of diversity, equity, inclusion, and belongingness among campus faculty. Your views are especially important to us as we strive to attract and retain the best and brightest scholars and teachers, increase the satisfaction of all faculty, and to make [INSTITUTION] a great place to work.

The survey is completely confidential and will be handled through the survey provider’s project team.

We welcome this opportunity to learn from an independent and research-driven study. We believe that [INSTITUTION] has the potential to be one of the best places for our faculty to thrive. However, data from the DEII study will be meaningful only if we have broad participation.

Within a week, you will receive an e-mail from surveys@srs.brooklyn.edu, directing you to the online survey. The survey is easy to complete. If you have any questions about this survey, please contact [INSTITUTION CONTACT] at [EMAIL] or [PHONE], or Surveys@brooklyn.cuny.edu.

Thank you in advance by helping us through participation in this study. Sincerely,

[PRESIDENT or Other Administration Officer]

Pre-launch endorsement letter to Staff

Date: [DATE]

Memo to: [FIRSTNAME] [LASTNAME]

From: [NAME], President AND/OR Other Administration Officer

Re: Helping Our Staff through the Diversity, Equity, and Inclusion Institutionalization (DEII) Survey

Dear Colleagues,

I am pleased to inform you of an important opportunity you will be offered in the coming days to participate in a survey of the institutionalization of Diversity, Equity, Inclusion, and Belongingness on our campus. Participation will entail completing a 15-minute web-based survey; your unique link to the survey will be emailed to you from Surveys@brooklyn.cuny.edu in the coming days.

While there are many surveys that staff are asked to complete, this one was designed entirely to determine the state of diversity, equity, inclusion, and belongingness among campus staff. Your views are especially important to us as we strive to attract, retain, and increase the satisfaction of all staff, and to make [INSTITUTION] a great place to work.

The survey is completely confidential and will be handled through the survey provider's project team.

We welcome this opportunity to learn from an independent and research-driven study. We believe that [INSTITUTION] has the potential to be one of the best places for our staff to thrive. However, data from the DEII study will be meaningful only if we have broad participation.

Within a week, you will receive an e-mail from surveys@srs.brooklyn.edu, directing you to the online survey. The survey is easy to complete. If you have any questions about this survey, please contact [INSTITUTION CONTACT] at [EMAIL] or [PHONE], or Surveys@brooklyn.cuny.edu.

Thank you in advance by helping us through participation in this study. Sincerely,

[PRESIDENT or Other Administration Officer]

Pre-launch endorsement letter to Students

Date: [DATE]

Memo to: [FIRSTNAME] [LASTNAME]

From: [NAME], President AND/OR Other Administration Officer

Re: Helping Our Students through the Diversity, Equity, and Inclusion Institutionalization (DEII) Survey

Dear Students,

I am pleased to inform you of an important opportunity you will be offered in the coming days to participate in a survey of the institutionalization of Diversity, Equity, Inclusion, and Belongingness on our campus. Participation will entail completing a 15-minute web-based survey; your unique link to the survey will be emailed to you from Surveys@brooklyn.cuny.edu in the coming days.

This survey was designed entirely to determine the state of your sense of belonging on our campus. Your views are especially important to us as we strive to increase the satisfaction of all students and to make [INSTITUTION] a great place to learn.

The survey is completely confidential and will be handled through the survey provider's project team.

We welcome this opportunity to learn from an independent and research-driven study. We believe that [INSTITUTION] has the potential to be one of the best places for our students to thrive. However, data from the DEII study will be meaningful only if we have broad participation.

Within a week, you will receive an e-mail from surveys@srs.brooklyn.edu, directing you to the online survey. The survey is easy to complete. If you have any questions about this survey, please contact [INSTITUTION CONTACT] at [EMAIL] or [PHONE], or Surveys@brooklyn.cuny.edu.

Thank you in advance by helping us through participation in this study.

Sincerely,

[PRESIDENT or Other Administration Officer]

Institution Survey Reminders

A robust reminder schedule, coordinated with the reminders distributed by the Co-PIs, will keep the survey relevant to the respondent pool. A set of sample reminders, meant to originate from the institution's appointed DEII Team leadership and distributed on weeks alternating with the Co-PIs reminder schedule, will optimize survey visibility and response rates.

SAMPLE Survey Reminders to Originate from Institution

Reminders to Faculty

Institution Reminder 1 (Distribution Recommended Week of March 4)

From: DEII Team Co-chair 1

Subject: Thank you

Dear Colleagues —

As [INSTITUTIONAL ROLE] at [INSTITUTION], I continue to marvel at the work of our outstanding faculty, students, staff, and alumni. The College/University is home to the world's future pacesetters who are supported every day by each of you.

I write to you today to emphasize that [INSTITUTION] is committed to working with you to identify areas of strength and areas requiring additional focus related to diversity, equity, inclusion, and belongingness for faculty.

Last week, you were sent an invitation to participate in the Diversity, Equity, and Inclusion Institutionalization (DEII) Survey. When the survey results are in hand, the DEII Team – comprised of [INSTITUTION] faculty, staff, students, and administration – will share the findings broadly and work with you to build a concrete action plan based on the survey data.

If you have already completed the survey, please accept my thanks. If you have not had an opportunity to do so, I hope that you will consider this request to participate.

Sincerely,

[FIRST NAME]

[TITLE]

Institution Reminder 2 (Distribution Recommended Week of March 18)

From: DEII Team Co-chair 2

Subject: Diversity, Equity, and Inclusion Institutionalization (DEII) Survey

Colleagues!

If you have completed the survey, I want to thank you for making your voice heard.

If you have not yet taken the survey, please do! The survey will be used to inform decisions regarding the DEI climate on campus. There is much work to be done. That is why we need to hear from everyone.

One of the ways that we can foster belongingness on campus is to let the administration know what is working well and what isn't. We need to make our voices heard as the college plans to meet the challenges we face.

[CO-CHAIR 2 NAME]

Institution Reminder 3 (Distribution Recommended Week of April 1)

From: DEII Team Co-chair 1

Subject: College improvements

Dear colleagues,

You should have received an invitation to participate in the Diversity, Equity, and Inclusion Institutionalization (DEII) survey.

Next week, you will be receiving an email with a link to the survey originating from *Surveys@srs.brooklyn.cuny.edu*.

If you do not receive the survey link, please let us know. If you have already completed the survey, thank you for taking the time. If you have yet to respond, **there is still time to contribute your valuable feedback.**

Please contact [CO-CHAIR 2 NAME] or me if you have any questions about the survey.

Kindest regards,
[CO-CHAIR 1 NAME]

Institution Reminder 4 (Distribution Recommended Week of April 15)

From: DEII Team Co-chair 1

Subject: Spring!

Dear Colleagues -

The semester is well underway and finals are approaching. While taking a break in your busy schedule, please consider taking a few minutes to complete the DEII survey, closing on Monday, April 29th. The DEII Team Co-Chair, [CO-CHAIR 2 NAME], and I hope that you will take the opportunity to contribute your thoughts about DEI at [INSTITUTION] (if you havent already had the chance).

The data collected through the DEII survey will be used to inform future planning.

Please contact [CO-CHAIR 2 NAME] or me if you have any questions about the survey.

I wish you all a wonderful week!

[CO-CHAIR 1 NAME]

Institution Reminder 5 (FINAL) (Distribution Recommended Two to Three Days Before Survey Close)

From: DEII Team Co-chair 1

Subject: You still have time!

Dear Faculty -

Please dont forget to complete the DEII survey by Monday, April 29th.

We need to hear FROM YOU so we can make [INSTITUTION NICKNAME] an even better place FOR YOU! You should have received another link originating from *surveys@srs.brooklyn.cuny.edu*.

On behalf of the entire DEII Team, we hope you all have a wonderful end of the semester!

[LIST OF TEAM MEMBERS AND THEIR DEPARTMENTS, WHERE APPLICABLE]

Reminders to [Staff](#)

Institution Reminder 1 (Distribution Recommended Week of March 4)

From: DEII Team Co-chair 1

Subject: Thank you

Dear Colleagues —

As [INSTITUTIONAL ROLE] at [INSTITUTION], I continue to marvel at the work of our outstanding faculty, students, staff, and alumni. The College/University is home to the world's future pacesetters who are supported every day by each of you.

I write to you today to emphasize that [INSTITUTION] is committed to working with you to identify areas of strength and areas requiring additional focus related to diversity, equity, inclusion, and belongingness for staff.

Last week, you were sent an invitation to participate in the Diversity, Equity, and Inclusion Institutionalization (DEII) Survey. When the survey results are in hand, the DEII Team – comprised of [INSTITUTION] faculty, staff, students, and administration – will share the findings broadly and work with you to build a concrete action plan based on the survey data.

If you have already completed the survey, please accept my thanks. If you have not had an opportunity to do so, I hope that you will consider this request to participate.

Sincerely,

[FIRST NAME]

[TITLE]

Institution Reminder 2 (Distribution Recommended Week of March 18)

From: DEII Team Co-chair 2

Subject: Diversity, Equity, and Inclusion Institutionalization (DEII) Survey

Dear Colleagues!

If you have completed the survey, I want to thank you for making your voice heard.

If you have not yet taken the survey, please do! The survey will be used to inform decisions regarding the DEI climate on campus. There is much work to be done. That is why we need to hear from everyone.

One of the ways that we can foster belongingness on campus is to let the administration know what is working well and what isn't. We need to make our voices heard as the college plans to meet the challenges we face.

[CO-CHAIR 2 NAME]

Institution Reminder 3 (Distribution Recommended Week of April 1)

From: DEII Team Co-chair 1

Subject: College improvements

Dear colleagues,

You should have received an invitation to participate in the Diversity, Equity, and Inclusion Institutionalization (DEII) survey.

Next week, you will receive an email with a link to the survey originating from *Surveys@srs.brooklyn.cuny.edu*.

If you do not receive the email with a link to the survey, please let us know. If you have already completed the survey, thank you for taking the time. If you have yet to respond, **there is still time to contribute your valuable feedback.**

Please contact [CO-CHAIR 2 NAME] or me if you have any questions about the survey.

Kindest regards,
[CO-CHAIR 1 NAME]

Institution Reminder 4 (Distribution Recommended Week of April 15)

From: DEII Team Co-chair 1

Subject: Spring!

The semester is well underway and finals are approaching. While taking a break in your busy schedule, please consider taking a few minutes to complete the DEII survey, closing on Monday, April 29th. The DEII Team Co-Chair, [CO-CHAIR 2 NAME], and I hope that you will take the opportunity to contribute your thoughts about DEI at [INSTITUTION] (if you havent already had the chance).

The data collected through the DEII survey will be used to inform future planning.

Please contact [CO-CHAIR 2 NAME] or me if you have any questions about the survey.

I wish you all a wonderful week!

[CO-CHAIR 1 NAME]

Institution Reminder 5 (FINAL) (Distribution Recommended Two to Three Days Before Survey Close)

From: DEII Team Co-chair 1

Subject: You still have time!

Dear Staff,

Please dont forget to complete the DEII survey by Monday, April 29th.

We need to hear FROM YOU so we can make [INSTITUTION NICKNAME] an even better place FOR YOU! You should have received another link originating from surveys@srs.brooklyn.cuny.edu.

On behalf of the entire DEII Team, we hope you all have a wonderful end of the semester!

[LIST OF TEAM MEMBERS AND THEIR DEPARTMENTS, WHERE APPLICABLE]

Reminders to Students

Institution Reminder 1 (Distribution Recommended Week of March 4)

From: DEII Team Co-chair 1

Subject: Thank you

Dear Students —

As [INSTITUTIONAL ROLE] at [INSTITUTION], I continue to marvel at the work of our outstanding college community. We are home to the world's future leaders.

[INSTITUTION] is committed to working to identify areas of strength and areas requiring additional focus related to diversity, equity, inclusion, and belongingness for students.

Last week, you were sent an invitation to participate in the Diversity, Equity, and Inclusion Institutionalization (DEII) Survey. When the survey results are ready, the DEII Team – comprised of [INSTITUTION] faculty, staff, students, and administration – will share the findings and work with you to build a concrete action plan based on the survey data.

If you have already completed the survey, thank you. If you have not had an opportunity to do so, I hope that you will consider this request to participate.

Sincerely,

[FIRST NAME]

[TITLE]

Institution Reminder 2 (Distribution Recommended Week of March 18)

From: DEII Team Co-chair 2

Subject: Diversity, Equity, and Inclusion Institutionalization (DEII) Survey

Students!

If you have completed the DEII survey, I want to thank you for making your voice heard.

If you have not yet taken the survey, please do! The survey will be used to inform decisions regarding the DEI climate on campus. We need to hear from everyone!

One of the ways that we can foster belongingness on campus is to let the administration know what is working well and what isn't. We need to make your voices heard as the college plans to meet the challenges we face.

[CO-CHAIR 2 NAME]

Institution Reminder 3 (Distribution Recommended Week of April 1)

From: DEII Team Co-chair 1

Subject: College improvements

Dear students,

You should have received an invitation to participate in the Diversity, Equity, and Inclusion Institutionalization (DEII) survey.

Next week, you will receive an email with a link to the survey originating from Surveys@srs.brooklyn.cuny.edu.

If you do not receive the email with a link to complete the survey, please let us know. If you have already completed the survey, thank you. If you have yet to respond, **there is still time to provide your valuable feedback.**

Please contact [CO-CHAIR 2 NAME] or me if you have any questions about the survey.

Kindest regards,

[CO-CHAIR 1 NAME]

Institution Reminder 4 (Distribution Recommended Week of April 15)

From: DEII Team Co-chair 1

Subject: Spring!

Dear Students -

The semester is well underway and finals are approaching. While taking a break in your busy schedule, please consider taking a few minutes to complete the DEII survey, closing on Monday, April 29th. The DEII Team Co-Chair, [CO-CHAIR 2 NAME], and I hope that you will take the opportunity to contribute your thoughts about DEI at [INSTITUTION] (if you haven't already had the chance).

The data collected through the DEII survey will be used to inform future planning.

Please contact [CO-CHAIR 2 NAME] or me if you have any questions about the survey.

I wish you all a wonderful week!

[CO-CHAIR 1 NAME]

Institution Reminder 5 (FINAL) (Distribution Recommended Two to Three Days Before Survey Close)

From: DEII Team Co-chair 1

Subject: You still have time!

Dear Students,

Please don't forget to complete the DEII survey by Monday, April 29th.

We need to hear FROM YOU so we can make [INSTITUTION NICKNAME] an even better place FOR YOU! You should have received another link originating from surveys@srs.brooklyn.cuny.edu.

On behalf of the entire DEII Team, we wish you the best of luck on finals!

[LIST OF TEAM MEMBERS AND THEIR DEPARTMENTS, WHERE APPLICABLE]

Whitelisting

We take steps to ensure that solicitation emails are not blocked by spam filters, but filtering software still has the potential to block our attempts to reach your faculty. Contact your IT staff to have the following email addresses “whitelisted” on spam filters running on your institution’s email servers:

- Surveys@srs.brooklyn.cuny.edu
- Surveys@brooklyn.cuny.edu

Spam Testing

Approximately one week prior to survey administration, we will send a test solicitation email to you, your IT staff, and others as appropriate. To participate in the spam filter test, please:

- Provide the email addresses of the people who should receive the test message by uploading a spreadsheet file. Consider including individuals across multiple divisions. Some divisions have additional spam filtering systems (e.g., Schools of Medicine or Colleges of Computer Science) due to the types of data they work with. To ensure that the whitelisting covers all divisions, make sure that your list is representative. Your IT staff should be able to advise you about this issue.
- Confirm receipt of the email by replying to the message.