January 30, 2015

Dear Students:

Sexual assault is a very important issue within our campus community. Several weeks ago, the University of Michigan launched its Campus Climate Survey on Sexual Misconduct. We want to know about the experiences of our students and the degree to which students feel safe and respected within our community. The information that we learn will be used to help us better prevent sexual misconduct and assist survivors.

I am writing because you are one of 3,000 students randomly selected to participate in the survey. We have experienced a tremendous response to date, but it is important that we have cooperation from everyone -- regardless of your past experiences with the topic. If you have already responded, we thank you for your contribution. If you have not yet responded, within the next few hours you will be receiving an email from the Survey Sciences Group, LLC (SSG), the survey research company conducting our survey, inviting you to participate in the survey.

The average time to complete the survey has been under 12 minutes. If for whatever reason you choose not to participate, you may opt out by following the instructions included in response to the SSG email and you will not receive any further communications regarding this survey. If you do not complete the survey or opt out, we will assume you are still interested in participating and SSG will follow up with you as described below.

As a token of appreciation for your participation, you will be included in a random drawing for one of ten $100 VISA gift cards, and when you complete the survey, you will be mailed a small cash payment or be given the opportunity to donate the same amount to the United Way.

To make it as easy as possible for you to participate in the survey, starting next Wednesday, representatives from SSG will be reaching out to those who have not yet responded -- both to ensure that everyone received the invitation, and to facilitate responses by allowing students to participate using an iPad. A representative from SSG may contact you either by phone or travel to you in-person. If you are contacted by phone, you will be reminded how to complete the survey on-line. If it is more convenient, you can meet a SSG representative at a location of your choosing and use a SSG-supplied iPad to complete the survey. A SSG representative may also travel to your residence where they will give you an iPad to complete the survey. Participation in the survey continues to be completely voluntary and you may tell the SSG representative at any time that you are not interested in participating. Your participation will remain confidential. No information identifying student respondents will be provided to University.

For your benefit and the benefit the whole campus community, we urge you to complete the survey.

Thank you,
E. Royster Harper
Vice President for Student Life