

# What Do Students Know About ORSP and How?

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## Abstract

This research intends to find out what the University of Wisconsin-Eau Claire students know about the Office of Research and Sponsored Programs (ORSP) and through which channels they have received this information, with an attempt to provide baseline data for the Office to plan a new communication campaign. An online survey was distributed through 14 randomly selected department email lists, which included questions about the awareness of, involvement with, and perceptions on faculty/student collaborative research, as well as the channels through which the students receive the related messages. Among 160 responses, less than one third have even heard about ORSP, and only 17% have been involved with an ORSP-funded research project. However, all of the surveyed students agreed that being involved with ORSP would be beneficial, and 81% would like to get involved with research if they were given opportunity. The most suggested channel of communication is personal communication, either through professors, advisors, or student representatives.

## Methodology

The research for this survey was funded by the ORSP grant for SREU, and was conducted during July and August 2012. A survey was created and distributed to 14 randomly selected departments. Approximately 2,000 students received the survey, and a total of 160 students responded. Close to one third of the respondents (29%) are juniors; a quarter (26%) freshman, one-fifth seniors, 12% sophomores, and 12% super seniors. Majority (71%) of the respondents are in School of Arts and Sciences, followed by School of Education (15%), School of Business (6%), and School of Nursing (1%). The low response rate might be attributed to overall low rate of checking campus email during summer break and overall low awareness of ORSP among students.

Figure 1- What prevents you from getting involved in undergraduate research?

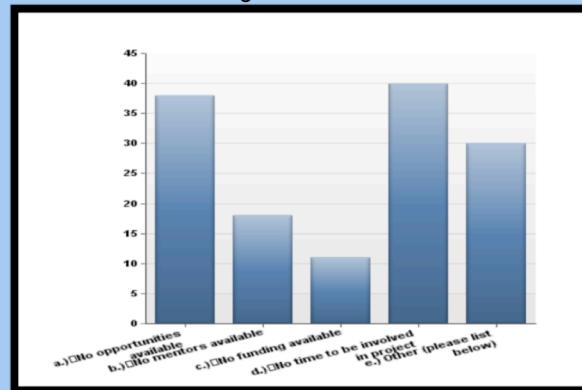
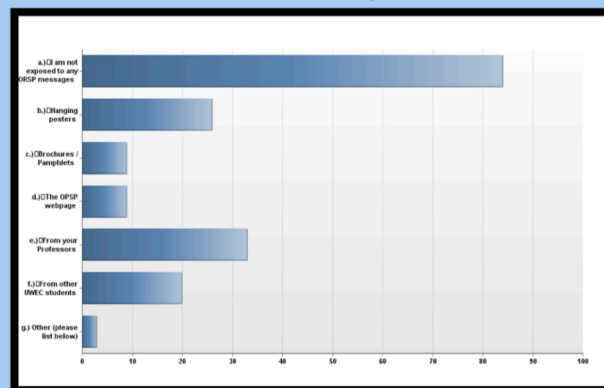


Figure 2- Through which channels are you exposed to ORSP messages?



## Findings

The Survey results showed that 31% of the respondents have ever heard of ORSP, and only 19% have been exposed to any print promotional materials by ORSP. All of the respondents believe that ORSP research is both appealing and beneficial. Those who have already been involved in an ORSP project said that the most appealing parts are “expanding knowledge in the field of study” (67%), “having undergraduate research experience to put on a resume” (67%), “building a relationship with a professor” (52%), and “getting paid” (14%). The survey also suggests that the way students receive campus information is through email (81%), UWEC website (28%), Bulletin boards on campus (17%), and Restroom boards (32%). Figures 1 and 2 visually communicate the findings about what prevents students from getting involved in undergraduate research and through which channels students are exposed to ORSP messages.

## Conclusion

In conclusion we found that personal communications is the most suggested way to let students know about research opportunities. Other effective ways would include department emails, restroom boards, workshop seminars, social media pages, and a website listing all current projects available to students.

## Acknowledgements

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