

## **Monitoring Response Rates and Survey Outreach**

February 2023

The Defense Organizational Climate Survey (DEOCS) and the Defense Organizational Climate Pulse (DOCP) are two survey tools that provide commanders and other Department of Defense (DoD) leaders with important feedback about the current climate within their unit or organization. They are also valuable components of an annual Command Climate Assessment (CCA) and a Change of Command CCA, respectively. While a DEOCS or DOCP survey is open, survey administrators, commanders, and leaders should monitor response rates to ensure that unit or organization members are participating. Commanders and leaders can also use response rates to determine if they should conduct their own outreach during survey fielding. This guide provides information on monitoring DEOCS and DOCP survey response rates, as well as strategies to increase response rates.

Note: It is important to remember that in order to receive a report, a unit/organization needs at least 16 individuals to complete a DEOCS or DOCP survey.

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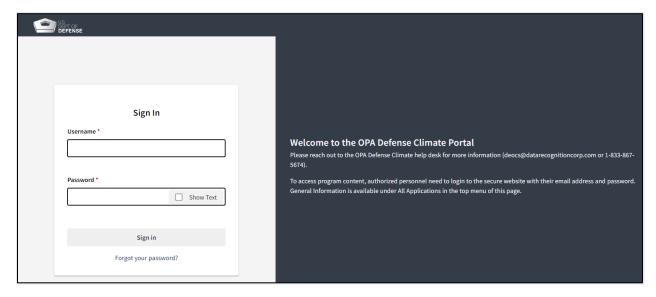
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## **Monitoring Response Rates**

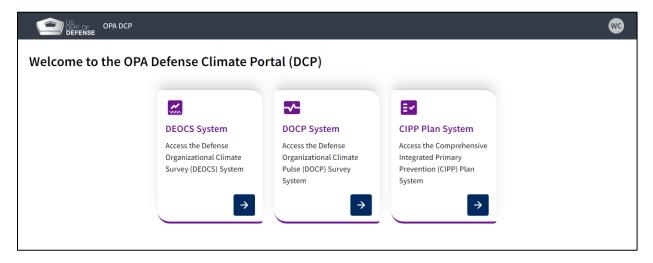
Once a survey is open, survey administrators, commanders, leaders, and their supervisors can monitor response rates via the Office of People Analytics Defense Climate Portal (OPA DCP).<sup>1</sup> Monitoring response rates for the DEOCS and DOCP survey is important. Response rates can let survey administrators, commanders, and leaders know if unit or organization members are taking a survey and help determine whether commanders and leaders should perform survey outreach personally. This section will provide a step-by-step guide for monitoring response rates for the DEOCS and DOCP survey.

<sup>&</sup>lt;sup>1</sup> For more information about the different roles personnel take in managing the DEOCS and DOCP, navigate to <a href="https://www.prevention.mil/Climate-Portal/Defense-Climate-Portal-Survey-Resource-Center/">https://www.prevention.mil/Climate-Portal/Defense-Climate-Portal-Survey-Resource-Center/</a>, and under DEOCS, Manage Users and Permissions, click on the document titled "User Roles and the DEOCS and DOCP Process."

- Step 1 Log in to the OPA Defense Climate Portal. (https://www.drcedirect.com/all/eca-portal-v2-ui/#/login/deocs).
  - Please use Google Chrome, Mozilla Firefox, Microsoft Edge, or Apple Safari. Internet Explorer is not a supported browser at this time.



 Step 2 – Select the DEOCS System or DOCP System, depending on the response rates of interest.



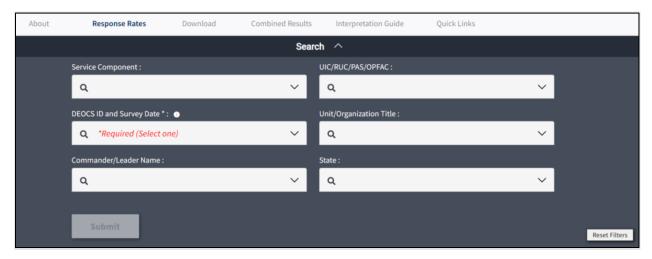
• Step 3a – For DEOCS, click on the "View Response Rates and Reports" tab.



• Step 3b - For DOCP, click on the "View DOCP Reporting Dashboard" tab.



• Step 4 – Select the "Response Rates" tab.

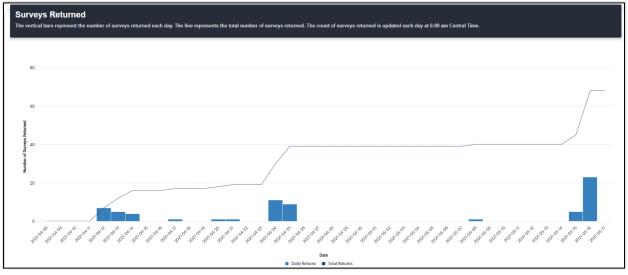


- Step 5 Using the filters at the top of the page, select the survey you would like to view, then click "Submit." You can use any of the available filters to locate the survey, however, the "DEOCS ID and Survey Date" filter is a required selection. Similarly, the "DOCP ID and Survey Date" filter is also a required selection.
- Step 6 Review the first three boxes displayed.
  - Participants Registered. This will match the total number of individuals on the roster uploaded during the registration process.
  - Surveys Returned. This is the number of participants that have completed at least 50% of the items on the survey. As more surveys are completed, this number will continue to grow.
  - Response Rate. This is the percentage of unit or organization members who have returned a survey, or the number of surveys returned divided by the number of participants registered.



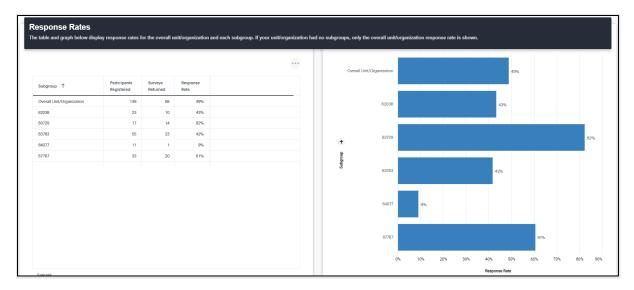
- Step 7 Scroll down to review the "Surveys Returned" graph.
  - This graph shows the number of surveys returned each day the survey has been open. The vertical columns represent the number of completed surveys each day the survey is open, while the line graph represents the total number of surveys completed.
  - Users may notice a spike in responses after an outreach effort, such as an e-mail or verbal reminder. A lag or drop in responses over several days may indicate that it is time to remind individuals to take the survey.

 We recommend that survey administrators, commanders, and/or leaders remind their unit or organization members to complete the survey. This may take the form of an additional e-mail sent by the commander or leader, or simply a verbal reminder to unit or organization members.<sup>2</sup>

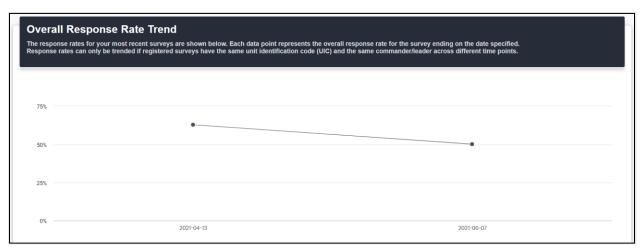


- Step 8 Scroll down to review the "Response Rates" table and graph.
  - This section displays the survey registration information and response rates for the overall unit or organization, as well as subgroups designated in the participant roster.
  - The table on the left describes the participants registered, surveys returned, and response rate for the overall unit or organization, as well as for each subgroup designated on the participant roster.
  - The graph on the right presents a visualization of the response rate for the overall unit or organization and for each subgroup designated on the participant roster.

<sup>&</sup>lt;sup>2</sup> For a template that commanders and leaders can use to e-mail unit and organization members, navigate to <a href="https://www.prevention.mil/Climate-Portal/Defense-Climate-Portal-Survey-Resource-Center/">https://www.prevention.mil/Climate-Portal/Defense-Climate-Portal-Survey-Resource-Center/</a> and under DEOCS, DEOCS Promotion and Participation, click the document titled "Template Emails for Commanders and Leaders."



- Step 9 For DEOCS, Review the "Overall Response Rate Trend" graph at the bottom of the page.
  - This graph displays response rates for all DEOCS 5.0 and 5.1 surveys with the same unit identification code (UIC) and the same commander or leader.
  - If there are no previous surveys that meet the above criteria, you may only see the response rate from the current survey.
  - Survey administrators, commanders, and leaders may find it useful to compare the response rate for a current survey administration to response rates from previous survey administrations.
  - If a survey is nearing its end date with a much lower response rate than previous surveys, survey administrators, commanders, and leaders may consider extending the end date.



### **Strategies to Increase Response Rate**

It is important to have the highest response rate possible for the DEOCS and DOCP survey. A higher response rate means more individuals were able to voice their opinion, providing a more accurate view of the unit or organization as a whole. This section provides strategies that can be used to increase survey response rates.

#### Outreach

A low or slowed response rate may indicate that survey outreach is needed. In this case, the commander or leader should reach out to their unit or organization members to increase participation and encourage them to take the survey. This section will outline several helpful outreach strategies.

- Kick-Off Events. A unit or organization may have a survey kick-off event to set the tone for the upcoming survey. Some units or organizations may develop a theme to go along with the survey, put up posters, hand out flyers, or generally communicate the importance of taking the survey to unit and organization members.
- Daily Announcements. The survey administrator, commander, or leader may choose to discuss the DEOCS or DOCP survey during daily announcements to communicate its importance to unit and organization members.
- Meet and Greet with the Command Climate Assessment (CCA) Team. The
  survey administrator, commander, or leader may hold small gatherings or events
  to interact with unit or organization members while the survey is open. These
  events can encourage unit and organization members to interact with the survey
  administrator, commander, or leader, and provide opportunities for the CCA team
  to discuss the survey and encourage participation. These types of events can
  also provide unit and organization members an opportunity to ask any questions
  about the survey.
- Outreach E-mails. Commanders and leaders may want to personally provide outreach via e-mail. Personal outreach can help increase buy-in for unit or organization members and underline the importance of the survey.<sup>3</sup>
- Encouraging Participation. The survey administrator and commander or leader may want to consider providing incentives for their unit or organization to increase participation in the survey. While the DEOCS and DOCP survey are voluntary and unit or organization members cannot be required to participate, leadership can provide broad incentives for the overall unit or organization. For example, if there is 75% participation in the DEOCS, all unit or organization members will receive a liberty pass.

<sup>&</sup>lt;sup>3</sup> For a template that commanders and leaders can use to e-mail unit and organization members, navigate to <a href="https://www.prevention.mil/Climate-Portal/Defense-Climate-Portal-Survey-Resource-Center/">https://www.prevention.mil/Climate-Portal/Defense-Climate-Portal-Survey-Resource-Center/</a> and under DEOCS, DEOCS Promotion and Participation, click the document titled "Template Emails for Commanders and Leaders."

## **Changing the Survey End Date**

#### **Survey Window Automatic Extension**

During the registration process, survey administrators can opt-in to the auto-extension feature. If opted-in, three business days before the scheduled end date of a survey, the OPA Defense Climate Portal will automatically extend the survey by one week if:

- Fewer than 16 surveys have been returned (i.e., fewer than 16 participants),
   OR
- There is a response rate of less than 30%.

If after the one-week extension, the survey still has fewer than 16 participants and/or the response rate is still below 30%, the OPA DCP will automatically extend the end date an additional week.

#### Remember that you will need at least 16 participants to receive a report!

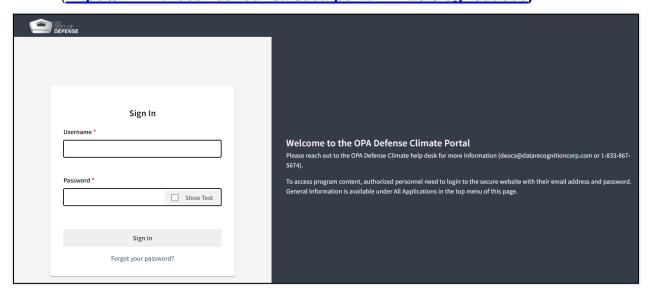
The survey administrator will receive an e-mail about the automatic extension with the new end date. No action is required, but if survey administrators wish to cancel or change the automatic extension, they may do so using the process outlined below. If participants receive auto-generated e-mails from the system, reminder e-mails sent after the extension will include the new end date. Survey administrators should inform commanders and leaders of the new survey end date.

### Manually Extend the Survey

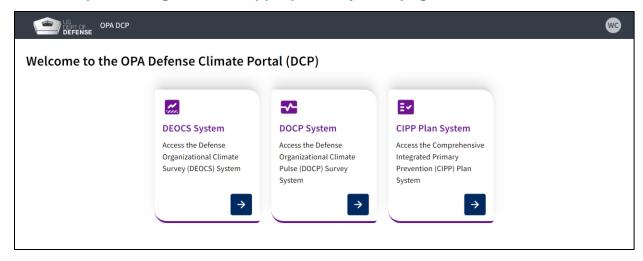
While a survey is open, survey administrators may manually extend it. **To receive a report, you will need at least 16 returned surveys (i.e., 16 participants).** If your survey is nearing its end date and you do not have at least 16 participants, you should extend the end date to ensure you do. **A survey cannot be re-opened if it has already closed.** 

Users may also want to extend a survey past its original end date to gather more responses or close a survey early if the response rates are exceptionally high. Follow the steps below to change the end date of a survey.

 Step 1 – Log in to the OPA Defense Climate Portal (<a href="https://www.drcedirect.com/all/eca-portal-v2-ui/#/login/deocs">https://www.drcedirect.com/all/eca-portal-v2-ui/#/login/deocs</a>)



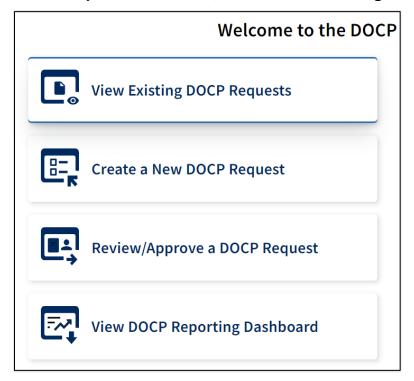
• Step 2 - Navigate to the appropriate System page.



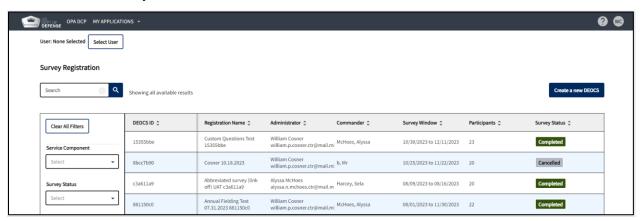
• Step 3a - For DEOCS, select "View Existing DEOCS Requests."



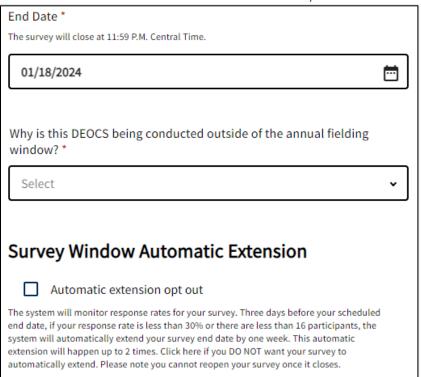
• Step 3b - For DOCP, select "View Existing DOCP Requests."



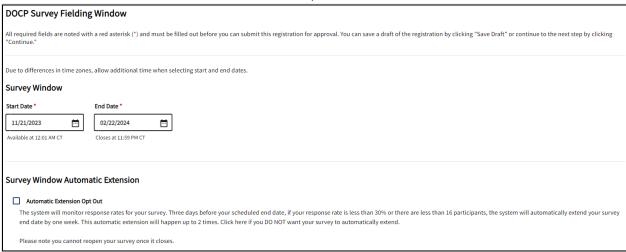
- Step 4 A list of available surveys will be shown in the middle of the screen. Click on the specific survey to be updated.
  - Clicking here will open a new page with more information about the survey.



- Step 5a For DEOCS, scroll to the bottom of the page and select your preference for the survey End Date section and the Survey Window Automatic Extension.
  - To enable the automatic extension, ensure the box is unchecked. To opt out of the automatic extension, ensure the box is checked.



- Step 5b For DOCP, select the "Survey Window" section and select your preference for the End Date and the Survey Window Automatic Extension.
  - To enable the automatic extension, ensure the box is unchecked. To opt out of the automatic extension, ensure the box is checked.



- Step 6 Scroll to the top of the page and select the "Done" button.
- Step 7 If participants receive auto-generated e-mails from the system, reminder e-mails will include the appropriate survey end date.
  - Survey administrators should inform commanders and leaders of any changes to the survey end date.

# **Contacting the Help Desk**

If you have questions or any problems using the OPA Defense Climate Portal to monitor survey response rates or to change the survey end date, please contact our help desk at:

- OPA\_DCP@datarecognitioncorp.com
- 1-833-867-5674