Promoting in a Crunch: Increasing NSSE Response Rates

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✓ What influences response rates
✓ Examples of Promotions
✓ Strategies to involve faculty, administrators and students
Last minute preparation for a successful survey administration

Where campuses are in NSSE 2020 survey administration:

• Survey invitations are set.
• Offers for incentives (or not) are final.
• Campus IT offices are ready to ensure email invitations reach students. Test emails 3 weeks before launch.
• Administration dates are set.

What else can you do to notify your students and the campus community of the upcoming survey administration? How can you lend credibility to the invitation and assure students the invite is not spam?

*It’s not too late to promote!* (and still comply with IRB policies)
What Influences Student Response Rates?
Factors Contributing to Response Rate

- Institution Size
- Campus Culture
- Campus Survey Schedule
- Effectiveness of Survey Promotion Efforts
Survey Promotion Efforts

- Who is your audience?
- What promotion efforts do you currently have in place?
- What do you plan to do?
- Who does and doesn’t know about the upcoming NSSE administration?
- Who should know and be involved with it?
Type of Promotions
How NSSE can be Promoted

- Posters, flyers
- Announcements by faculty
- Social media
- Print advertisements
- Learning management systems
- Radio or TV Ads
- Youtube
Timing Campus Promotion Activities

- A great way to connect the email students receive to their campus experience is to time institutional promotion activities to survey invites.

- Consider reaching out to organizations planning to have events on your NSSE administration launch date.
Examples

Youtube video

http://newscenter.sdsu.edu/student_affairs/nsse.aspx

Campus Billboard
Examples

Tableau Response Rates

2019 NSSE Administrative Overview
University of Missouri

<table>
<thead>
<tr>
<th># Students</th>
<th>#Responses</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,329</td>
<td>4,129</td>
<td>44.3%</td>
</tr>
</tbody>
</table>

Distribution of Response Type

<table>
<thead>
<tr>
<th>Distribution</th>
<th># Students</th>
<th>#Responses</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABS</td>
<td>44.2%</td>
<td>55.9%</td>
<td></td>
</tr>
<tr>
<td>BUS</td>
<td>34.5%</td>
<td>63.2%</td>
<td></td>
</tr>
<tr>
<td>CAFNR</td>
<td>51.9%</td>
<td>48.1%</td>
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</tr>
<tr>
<td>EDUC</td>
<td>66.5%</td>
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<td>42.8%</td>
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<td>HES</td>
<td>44.3%</td>
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<td>HP</td>
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<tr>
<td>JOUR</td>
<td>43.7%</td>
<td>56.3%</td>
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</tr>
<tr>
<td>NURS</td>
<td>48.6%</td>
<td>51.4%</td>
<td></td>
</tr>
</tbody>
</table>

Login Source

Survey Schedule
- Feb 13: Invite sent
- Feb 15: Reminder #1
- Feb 17: Reminder #2
- Mar 5: Reminder #3
- Mar 13: Reminder #4
- Mar 22: Survey Closed

Running Sum of Responses

Academic Unit

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Last update: 01/26/12

NYU Stern
Universities
Maximizing Technology

Course Management System

Electronic Bulletin Boards

Screen Savers/Backgrounds

Social Media

NSSE Web page
Strategies to Increase Campus Involvement
Tips for How to Involve Faculty

• Create NSSE committee, task force, or work group
• Reach out to faculty who teach 101 courses or capstones to make announcements in class
  • Ask faculty to announce that survey invites went out on or around the day that they’re sent out
  • Ask faculty to share data points in class, i.e. “The last time we administered NSSE 60% of seniors reported the institution provided substantial support for their academic success” what will you share about your experience?
• Facilitate presentations to faculty councils and individual colleges/departments on NSSE’s importance
Tips for How to Involve Administration

• Think about the best way to involve administrators in the NSSE campaign:
  • Educate about the survey instrument & what kind of data comes from it
  • Inform about survey administration
    ▶ Reach out to your Provost and other VPs to share statistics from the last time NSSE was administered on campus and share the invite mailing schedule
    ▶ Send example Snapshot report to VP to think about what information they want to learn from the survey
    ▶ Ask administrators to share info about the survey at staff meetings
Tips for How to Involve Student Affairs Personnel

• If your campus has a year long first-year course, or offers other courses taught by SA professionals in the spring ask them to mention the survey in the courses

• Share with SA professionals data from the last NSSE administration and/or how data will be used from the 2020 administration

• Invite students to be involved in the NSSE promotion campaign
Tips for How to Involve Students

• Invite students to be involved in the NSSE promotion campaign
• Collaborate with student groups and organizations, such as student government, dean’s advisory council, or programming board
• Share with them the dates messages will be sent
• Ask the students to make announcements on/near to those dates at events and meetings
Thanks so much for joining us!

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