Teach Me How to NSSE! A Crash Course in Customizing and Promoting for Your Most Successful NSSE Administration Ever!

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Webinar presented live on November 9, 2022
Outline of Session

Getting started
- Why NSSE? What does one get out of a NSSE administration?

Customizing your administration
- Modules, schedules, messages, oh my!

Survey launch
- Last minute preparations, then sit back and relax (kind of)

FAQs

Q&A
Why Do NSSE?

• Institutions use NSSE results to gain a better understanding of student engagement on their campuses.

• NSSE doesn’t assess student learning directly, but survey results point to areas where colleges and universities are performing well and aspects of the undergraduate experience that could be improved.

• The results provide an estimate of how undergraduates spend their time and what they gain from attending college.
NSSE provides several resources to aid institutions in the analysis and presentation of NSSE survey results: https://nsse.indiana.edu/nsse/reports-data/sample-report/index.html

- Resources include:
  - *Using NSSE Data*: an overview of resources and tips for getting started
  - *Data User’s Guide*: tips for facilitation in workshops, presentations, or discussions
  - *Analysis Resources*: syntax for common coding requests
  - *Psychometric Portfolio*: evidence for the validity of NSSE data
    - *Content Summaries*: NSSE results for content areas
  - *Interactive Data Visualizations*: aggregate results by majors, class level, and institution characteristics
  - Publications, presentations, webinars, workshops, etc.
Getting Started: How to get Assistance

• Project Services teams
  • Team One (Institutions A-I)
    • Alethia Russell
    • Toni Bacigalupa Albaum
  • Team Two (Institutions J-SO)
    • Yihan Zhu
    • Filiz Akyuz
  • Team Three (Institutions SP-Z)
    • Gavin Mariano
    • Steven Feldman
This Webinar will cover:

Survey Customization
- Prompt for Open Ended Student Comments
- Topical Modules
- Consortia
- State Systems

Customizing your Administration
- Recruitment Messages
- Recruitment Schedule
- Incentives for Respondents
- Creating Promotional Materials to Encourage Student Participation
- Logo
Survey Customization

Prompt for Open ended student comments

Topical modules

Consortia & State Systems
I. If you have any additional comments or feedback that you’d like to share on the quality of your educational experience, please enter them below.

II. What has been most satisfying about your experience so far at this institution, and what has been most disappointing?

III. Please describe the most significant learning experience you have had so far at this institution.

IV. What one change would most improve the educational experience at this institution, and what one thing should not be changed? [default]

Four prompts are available or submit your own (new in 2021)
NSSE Topical Modules - Allows focused assessment

- Academic Advising (updated in 2020)
- Experiences with Writing
- Career & Workforce Preparation (new in 2021)
- Civic Engagement
- Development of Transferable Skills
- Experiences with Online Learning (new in 2021)
- Inclusiveness and Engagement with Cultural Diversity
- First-Year Experiences and Senior Transitions
- High-Impact Practice (HIP) Quality (new in 2022)

New in 2023
- Mental Health & Well-Being

Topical Module Local Administration Option
- Recently participating institutions may license Topical Modules and administer them locally during their years off from NSSE participation
Has your Institution considered using Topical Modules to assess specific engagement practices on your campus? If so which ones?
Consortia

- NSSE consortium participants additionally can add parallel consortium questions to a FSSE administration.

- Examples:
  - Catholic Colleges & Universities
  - Consortium of Online Learning Experiences
  - Kentucky Council on Postsecondary Education
  - Mission Engagement Consortium for Independent Colleges
  - Work Colleges

- https://nsse.indiana.edu/nsse/administering-nsse/customizing-nsse/consortia.html

- State systems or Multi-Campus Systems can participate in this collective administration process.

- Systems do this to receive side by side institutional comparisons and comparative institution data file.

- State Systems use this to encourage and support institutional participation in NSSE while gathering large scale data on how multiple institutions are providing resources and educational practices.
Customizing your Administration

- Recruitment Messages
- Recruitment Schedule
- Incentives for Respondents
- Creating Promotional Materials to Encourage Student Participation
Recruitment Messages

• Campus contacts customize recruitment messages in an online form, which is pre-filled with IRB-approved templates for each of the five recruitment messages.

• The subject line, message body, and signatory fields may all be customized so that NSSE is understood by students to truly be an initiative of your campus.

• NSSE recommends keeping the "from name" consistent with the sending email address ("NSSE") to avoid the appearance of phishing. More information can also be found on the portal.
Customize NSSE Recruitment Messages

• Up to 8 recruitment messages are sent to students; by default, **NSSE sends 5 messages** and institutions may also send up to 3 additional messages from their campus.

• All messages can be significantly customized but must use NSSE's IRB pre-approved templates that are on the portal.

Recruitment Messages (Email)

Up to 8 recruitment messages are sent to students; by default, NSSE sends 5 messages and institutions may also send up to 3 additional messages from their campus. All messages can be significantly customized but must use NSSE's IRB pre-approved templates.

First, click on each message type below to customize text for the 5 messages sent by NSSE (note that some fields cannot be modified due to IRB guidelines). Do not insert incentive language directly into the messages below. If you choose to offer an incentive the language will be integrated into your messages by NSSE staff after you provide details under the Incentive section of this page, and it has been reviewed and approved. Read these tips for recruitment message customization.

- Message 1
- Message 2
- Message 3
- Message 4
- Message 5
Sending Additional Recruitment Messages

- Sending additional messages to students is optional but possible.
- Institutions can do this on their own and more information regarding the same can be found on the portal.

Additional Messages (Optional)
Institutions may send up to three additional recruitment messages to students from their own campus. These additional messages can be sent at any point before, during, or after the five messages sent by NSSE, before the survey closes on May 14. Additional details:

- Use this IRB-approved template to create additional messages. You may customize all sections except those that are highlighted.
- Messages sent from your campus will not include the unique, personalized survey links for each student; instead, students are directed to nssesurvey.org where they can log in to the survey after completing an easy, one-step verification process.
- A disposition file will be available on the Institution Interface after data collection begins. Use this to identify non-respondents to create your mailing list. If sending a pre-survey announcement before the disposition file is available, simply download the population file to create your mailing list instead.
- Consult NSSE's Dos and Don'ts document for customization guidelines.
- If you are offering an incentive, be sure to include the incentive text submitted to NSSE in additional messages too, per IRB guidelines.

Indicate whether you will send additional messages from your campus.

☐ My campus will send additional messages.
Recruitment Schedule

• Although the online survey is open from late February to mid-May, institutions can choose the window for active recruitment.

• An online calendar tool is provided which asks for relevant dates for your campus (i.e., term start and end dates, Spring Break, and other campus holidays) and generates an auto-schedule for you based on those parameters.

• However, institutions may request any alternate dates if the auto-generated schedule do not suit your needs. Recruitment messages are sent only Monday-Thursday.
NSSE offers a number of preset recruitment schedules.

- Enter the start and end date of your spring term (the first message will be sent beginning the third week of classes, to ensure students are grounded in coursework before completing the NSSE).

- Select the "Recruitment Start Date"; after making your selection, several schedules will be displayed, with the option to skip spring break week.

- Submit your selection.
Institutions electing to offer an incentive will customize incentive text separately, and NSSE staff will integrate this text into body of the recruitment message.

You can also review the do's and don’ts of message customization at this [link](#).

"Customize the message so that it fits the "voice" of your campus. Are messages to students usually formal, or informal? Are there certain words or phrases that help appropriately brand the message for your institution?"
Incentives for Respondents

• Incentives are commonly used in NSSE and are effective in boosting response rates. Institutions can choose to incentivize participation through a reward of their choice.

• NSSE analyses suggest that lottery incentives generally boost response rates by 3 to 6 percentage points, depending on the incentive type used (Sarraf & Cole, 2014).

• Using lotteries led to a 5- to 9-point increase (Laguilles, Williams, & Saunders, 2011)

• Other studies found that a prepaid incentive of $2 to be even more helpful, with response-rate increases of 11 to 17 points (Millar & Dillman, 2011; Parsons & Manierre, 2014).
What kinds of incentives has your institution offered in past administrations?
Incentives for Respondents

• Common choices include drawings for an electronic gift (i.e., iPad), for gift cards to local shops (i.e., campus bookstores) or to large retailers (i.e., Amazon).

• Experiential incentives may also be used; for example, you can raffle a lunch with your college or university's President, or priority access to a campus event.
Incentives for Respondents

• Per IRB, incentives must be described explicitly (i.e., must say Amazon gift card instead of just "gift card" and must stipulate the quantity of prizes available).

• Incentives must also include an odds statement (if the incentive involves a drawing/lottery) providing the student a reasonable estimate of their likelihood of winning.

• NSSE provides an IRB-approved template for incentive text.

• Useful resource: NSSE's FAQ on incentives
Creating Promotional Materials to Encourage Student Participation

- Beginning with the NSSE 2022 survey administration, Indiana University’s Institutional Review Board (IRB) is requiring greater oversight of language used in promotional materials.
- All participating institutions’ promotional materials will be submitted for IRB review except when these materials closely follow IRB pre-approved content.
- NSSE is providing guidance and template text to satisfy this new level of IRB review while also facilitating participating institutions creation of attractive and appropriate promotions to encourage students’ response.
CREATING PROMOTIONAL MATERIALS FOR STUDENT ENGAGEMENT

Some examples of IRB approved content:

Poster example

Twitter example

Screensaver example
CREATING PROMOTIONAL MATERIALS FOR STUDENT ENGAGEMENT

Some examples of IRB approved content:

**Flyer example**

Take the NSSE survey to help make [school nick name] become the best it can be. [Incentive details]. Check your email starting [date] for a link to the survey. Alternatively, go to [nseesurvey.org](http://nseesurvey.org) and provide your email address to access NSSE.

This text message has been sent by [institution formal name], not NSSE.

**Text message example**

**Infographic example**

For questions contact [insert contact information].
• IU’s Institutional Review Board (IRB) is requiring greater oversight of language used in promotional materials.

• Promotional materials solely featuring IRB pre-approved phrases are considered IRB approved.

• Alternatively, institutions can develop their own promotional materials and then submit the text for IU IRB review.

• For more information, visit this link.
LMS Portals

- To supplement email recruitment, institutions can post unique survey links to their student portal and/or learning management systems, such as Canvas, Blackboard, and Moodle.
- NSSE provides individualized survey links for each student in your population, which are then posted on the individual page for distinct students within the portal by IT staff on your campus.
- NSSE staff cannot provide technical support for how to post links because portal applications are typically customized when adopted by campuses, and there are so many applications in use.
- Some institutional examples can be found here.
Boosting Student Responses

• Effective promotional campaigns appear to increase response rates by about 4 to 5 percentage points (Sarraf & Cole, 2014).
  • Using multiple strategies (e.g., posters, advertisements, YouTube videos) and coordinate among multiple campus offices and constituencies, appear to increase response rates above and beyond lottery incentives alone.

• Consider a multi-faceted approach:
  • Campus posters
  • Social media channels
  • Enlisting faculty members who can encourage students
  • Getting everyone involved: Institutional leaders, multiple campus offices, academic departments, and student leaders promote NSSE
What strategies have you used on your campus to increase student participation?
Survey Launch: Preparing for Administration

• Preparing for NSSE Survey Message Delivery
  • Each year, several institutions’ systems treat our e-mails as spam, which prevents them from reaching their students.
  • We will provide a resource called “Preparing for Message Delivery,” which is available on the interface as soon as it opens, containing information regarding how to prepare your campus email system to receive NSSE messages.
    • This information should be shared with appropriate information technology staff at your institution.

• Utilizing one of your three Additional Messages as a (Pre-Survey Announcement) optional but strongly encouraged:
  • The additional message would (pre-survey announcement) precede the Invitation, its purpose being to alert students of the upcoming survey administration.
  • The Pre-survey Announcement is sent directly to the students by your institution.
Institution Logo

- Include an institution-specific logo image on the Informed consent page of the online survey and in recruitment messages sent by email.
- Images should be no wider than 215 pixels and between 150 and 300 pixels tall.
- Use a resolution of 72 pixels per inch.
- Use the Logo Specifications and Troubleshooting Guide for more information
Survey Launch: NSSE Survey Administration

- NSSE administrations begin in late February or early March (dependent on previously created schedule)
- NSSE will handle all aspects of the survey administration process
- Response and mailing returned rates will be updated on the NSSE portal
- The survey instrument closes early to mid-May for all institutions
- Additional reports, including the NSSE-FSSE combined report, will release throughout the summer and fall
NSSE Population File

• Institutions provide all first-year and Senior class students eligible to take the survey during the current academic year.

• Information Needed:
  • First and last name
  • Student ID
  • Email address
  • Birth Year (New 2021)
  • Sex (no longer for Canadians)
  • Class Level

• Download the template and submit the document on the as a .CSV
• NSSE frequently asked questions/answers: Visit this link
• NSSE Customization Options: Visit this link
• NSSE message customization (Do's and don'ts): Visit this link.
• Incentives resource: NSSE's FAQ on incentives
• IRB approved promotion materials: Visit this link.
• Past NSSE webinars: Visit this link.
The deadline to submit the NSSE customization requests is December 2, 2022!
Thanks for joining us!

Find our slides and other information about NSSE at nsse.indiana.edu

Email: nsse@indiana.edu
Blog: NSSEsightings.indiana.edu
Twitter: @NSSEsurvey