



# Promoting in a Crunch: Increasing NSSE Response Rates

Dajanae Palmer

*Graduate Assistant, NSSE Institute and Project Services*

Bridgette Holmes

*Graduate Assistant, Project Services*



# Outline

- ✓ 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](http://newscenter.sdsu.edu/student_affairs/nsse.aspx)

## Campus Billboard



# Examples

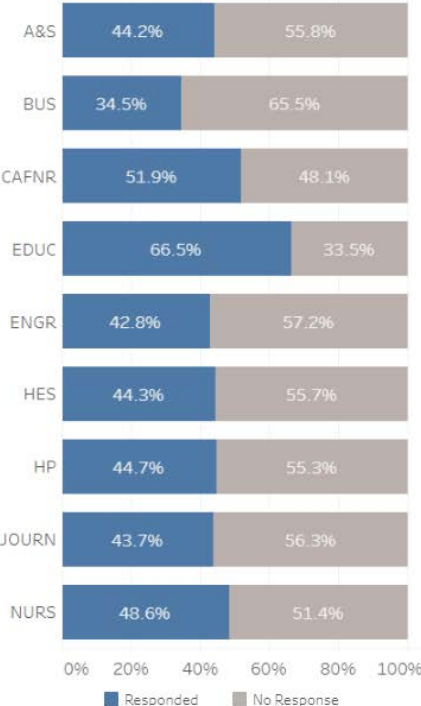
## Tableau Response Rates

2019 NSSE Administrative Overview  
University of Missouri

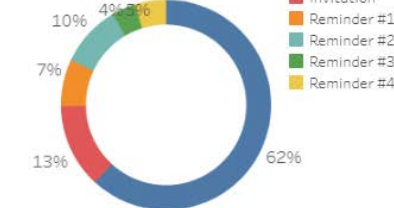
Institutional Research & Quality Improvement  
University of Missouri

# Students	# Responses	Response Rate
9,329	4,129	44.3%

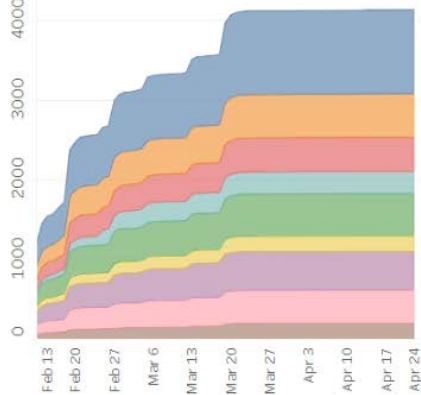
### Distribution of Response Type



### Login Source



### Running Sum of Responses



**Filters**

**Academic Unit**  
(All)

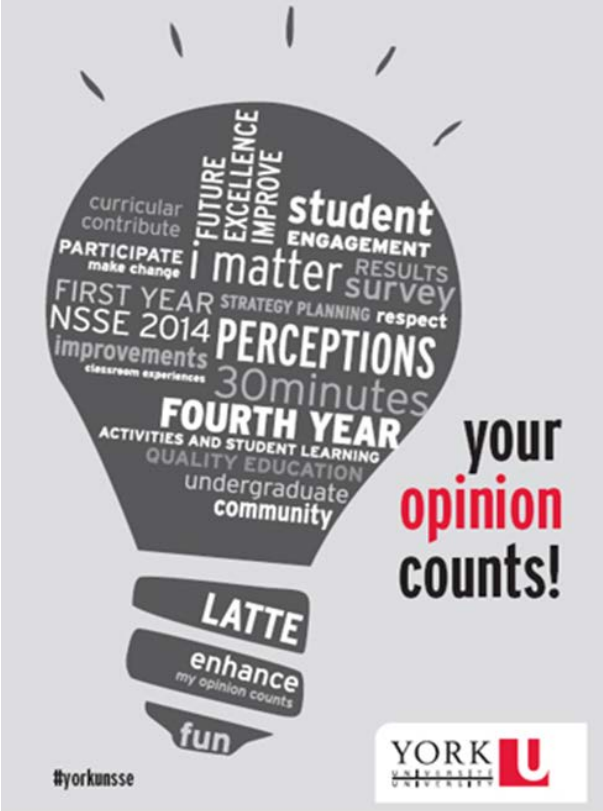
**Class**  
(All)

**Survey Schedule**  
 Feb 13 - Invite sent  
 Feb 19 - Reminder #1  
 Feb 27 - Reminder #2  
 Mar 5 - Reminder #3  
 Mar 13 - Reminder #4  
 Mar 22 - Survey Closed

**Academic Unit**

- A&S
- BUS
- CAFNR
- EDUC
- ENGR
- HES
- HP
- JOURN
- NURS

Heather Hoffman, Sr. Analyst  
hoffmanh@missouri.edu  
Last updated 4/26/19





# 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!

Dajanae Palmer

Bridgette Holmes

Blog: [NSSEsightings.indiana.edu](http://NSSEsightings.indiana.edu)

@NSSEsurvey

