



Welcome to NSSE Webinar

Thank you for joining us.

The Webinar will begin at 2:00 pm (EDT).

Some general advice before we begin

Sound:

- Please turn up your computer speakers or plug in your headphones to listen to the presentation. For best results, close all other applications as they may interfere with the audio feed for this webinar.

What to do if you don't hear anything:

- If you cannot hear anything, click on "Meeting" in left of dark grey tool bar at the top of the screen and select "Audio Setup Wizard." Complete the first part of the Wizard, which ends with a speaker test, in order to ensure you are properly connected for webinar audio. If you cannot hear anything after this, please consult your technology support person.
- If this does not work, you may need to consult your technology support person. Since the Webinar is being recorded, you will be able to view the session on the NSSE Web site at a later day.

Using the Chat feature:

- The Chat window will be available throughout the presentation for participants to interact with presenters and with each other.

NSSE Materials Overview



Debbie Santucci
David Hardy



Agenda

- ◆ Materials needed from institutions for survey administration
- ◆ Specifics on correspondence with students
- ◆ Incentives and promotion – creating awareness



Materials Needed

1. Customized Student Messages
2. Academic Calendar/Message Schedule
3. Institution image

Paper schools only:

- ◆ Institutional letterhead
- ◆ Signature

National Survey of Student Engagement
Institution Interface

NSSE 2010 FSSE 2010 BCSSE 2009 Profile Year

Home Materials Survey Administration IRB Cost and Billing Consortia CPR / CSR

nsse 2010 » materials

Welcome David [name]

NSSE University -151351 Sort by Unlist

Materials Orientation [view]

Population/Sample File
Deadline: October 29, 2009
Status: Not submitted
[More details](#)

Mailing Schedule
Not Submitted [submit]

Pre-survey announcement (optional)
Submitted on 09/02/2009
[More details](#)

Invitation
Created on 09/01/2009 [view, edit]
[More details](#)

Follow-up
Created on 09/01/2009 [view, edit]
[More details](#)

Reminder one
Created Follow-up [edit]

Materials Checklist

By September 24, 2009:

- Create messages
- Create mailing schedule
- Upload image (Optional)

By October 29, 2009:

- Submit population file

By two weeks after the date of approval:

- Review approved invitation
- Review approved follow-up
- Review approved reminders
- Review approved image
- Review approved sample

By January 14, 2010:

- Upload list of ineligible students for replacement sampling (Optional)

By March 2, 2010:

- Upload final list of ineligible students (Optional)



Student Messages

- ◆ Content subject to approval by the IUB IRB; limited to five total per IUB IRB
- ◆ Created by NSSE participants via the Institution Interface
- ◆ Reviewed for content by NSSE staff, ensuring language is appropriate and formatting is correct
- ◆ Final approval by NSSE staff
- ◆ Subjected to adjustments in mail date depending on institution's response rate and other variables during administration
- ◆ Mailings tracked and confirmed in Interface; respondent listed always available for you on Interface



Pre-Survey Announcement

Unlike all other student contacts, this is **optional** and is sent **by the institution.**

Used to raise NSSE awareness before survey actually opens

Must be uploaded to Interface like all other materials

Institution can send it using any medium

Example: Web-Only school sends announcement via postal service

Slide 6

tb1

The information in this slide relates to slide 12. Should we split the information between the two slides (and possibly move the other after this one)?

What are your thoughts?

Tiffani Butler, 8/25/2008



Invitation, Follow-up, and Reminders

Customize messages using templates pre-approved by IRB

2. Create on Interface, providing unique content and letting NSSE construct your letters for you:

Step One: Information We Need from You

Please note! The preview on the right will update as you make your selections.

First, we'll need you to select the template you'd like to use.

- Template 1
- Template 2
- Template 3
- No Template (create my own)

Next, we need to know what person at your school you want students to contact with questions. We'll use this information to update the body of your message.

- Ms. Deborah (Debbie) Santucci na, Project Manager
- Mr. Administrative Contact, 1
- Other

Next, tell us who will sign your message.

- Ms. Deborah (Debbie) Santucci na, Project Manager
- Mr. Administrative Contact, 1
- Ms. Deborah (Debbie) Santucci, Project Manager (signatory from 2009)
- Other

[Add another signatory](#)

Below is a suggested subject line for your message. You can type in a different subject if you prefer. Please limit your subject to 100 characters.

Subject:

Finally, will you offer an incentive prize in your message?

NOTE: We encourage you to review [NSSE's guidelines](#) for appropriate, effective incentive prizes.

- No incentives are described in the invitation
- Yes, for ALL survey participants (Every respondent, regardless of response date)

Message Preview

To: [Student E-mail Address]
From E-mail: nsse@nsseurvey.org
From Name: Ms. Deborah (Debbie) Santucci na
Subject: Santucci University wants your feedback!

Dear [Student Name],

Santucci University is interested in learning about your educational activities and what you are gaining from your campus experiences. Completing the *National Survey of Student Engagement* (NSSE) will help SU improve the education it offers.

Your response is valuable for helping us to compare the experiences you and other students at SU report with those of students at hundreds of other colleges and universities. The results will also indicate important trends in undergraduate education.

The survey is available at:
<http://www.nsseurvey.org>

If you have any difficulty logging in, please e-mail help@nsseurvey.org or call 1-800-676-0390 for assistance. More information about NSSE is at nsse.iub.edu. You can e-mail them at nsse@indiana.edu or call 812-856-5824.

If you have any questions about the project on this campus or our interest in using the results, please contact [contact's name] at [contact's e-mail address] or [contact's phone number].

I want to thank you personally for considering this request.

Sincerely,
Ms. Deborah (Debbie) Santucci na
Project Manager

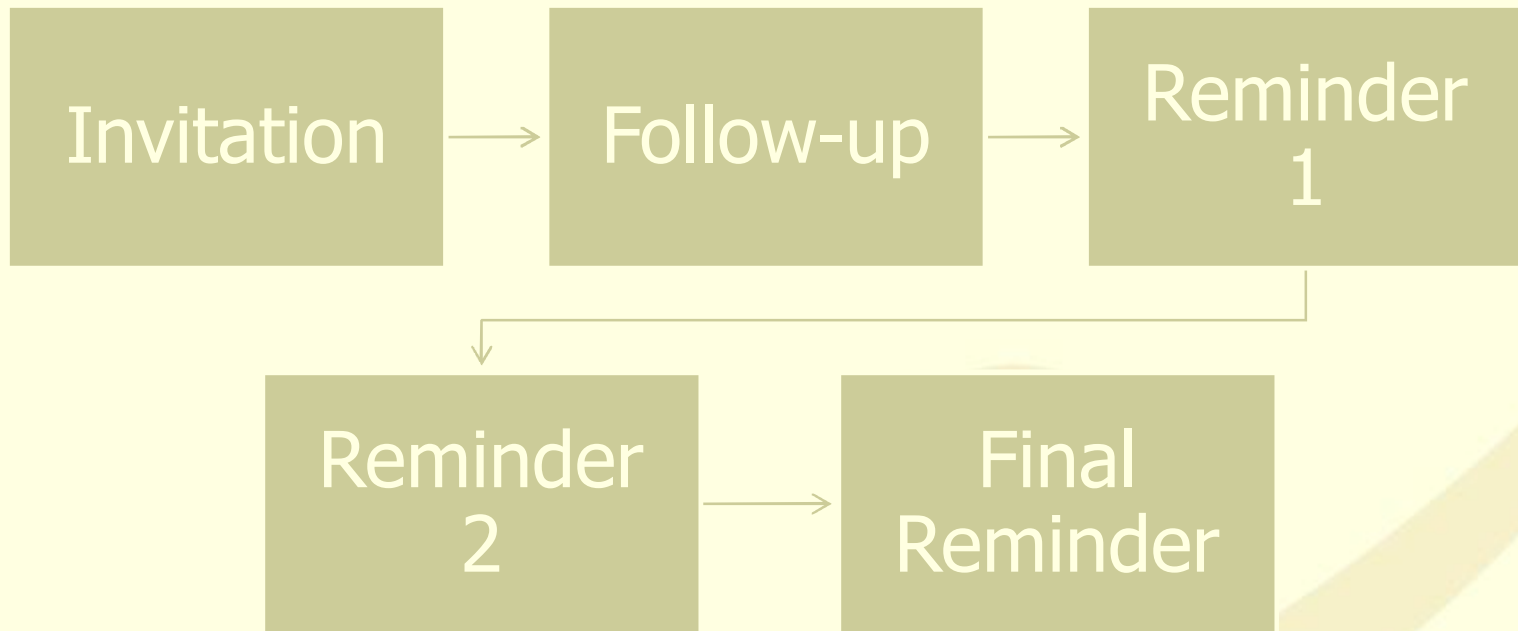
If you have problems accessing the link posted above, please follow these instructions:

In your Web browser, type: www.nsseurvey.org
In the Survey ID box, enter: [caseid]
In the Password box, enter: [password]

If you do not wish to participate or receive further notices about this study, please use the instructions above to access the survey site. Select

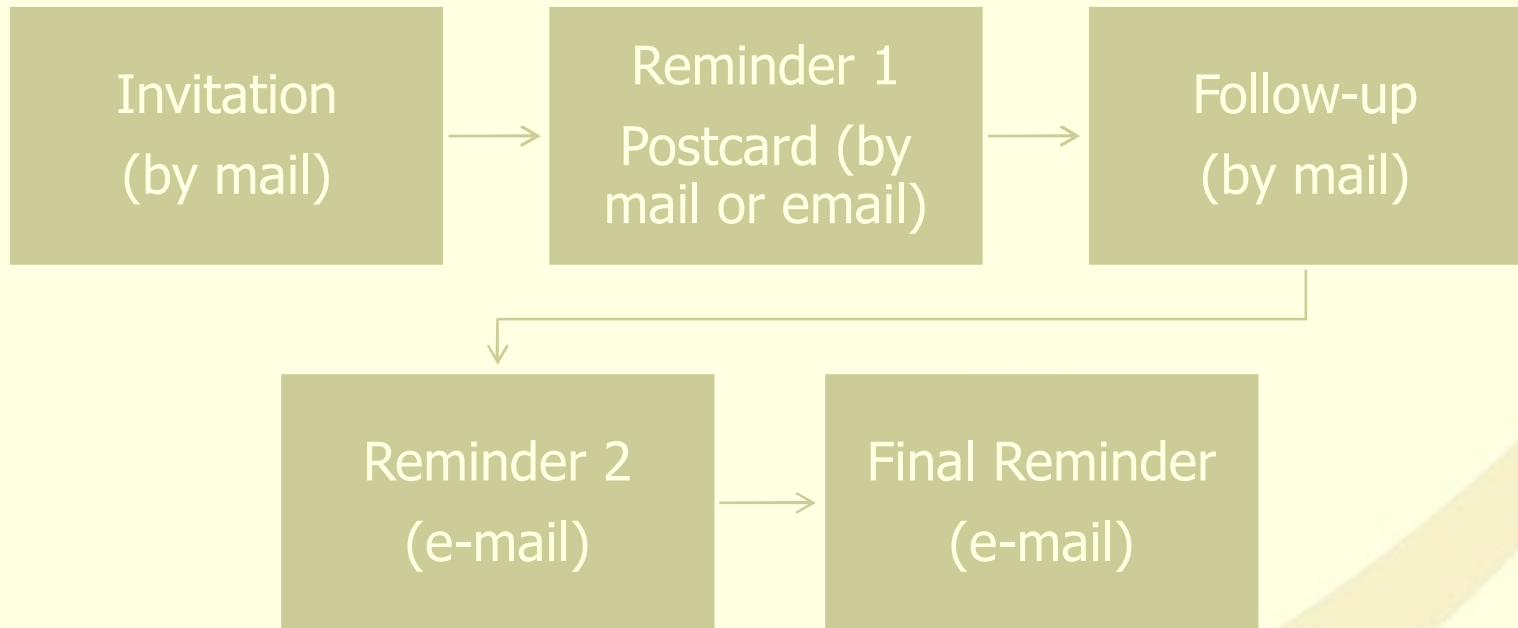


Student Messages: Web-only



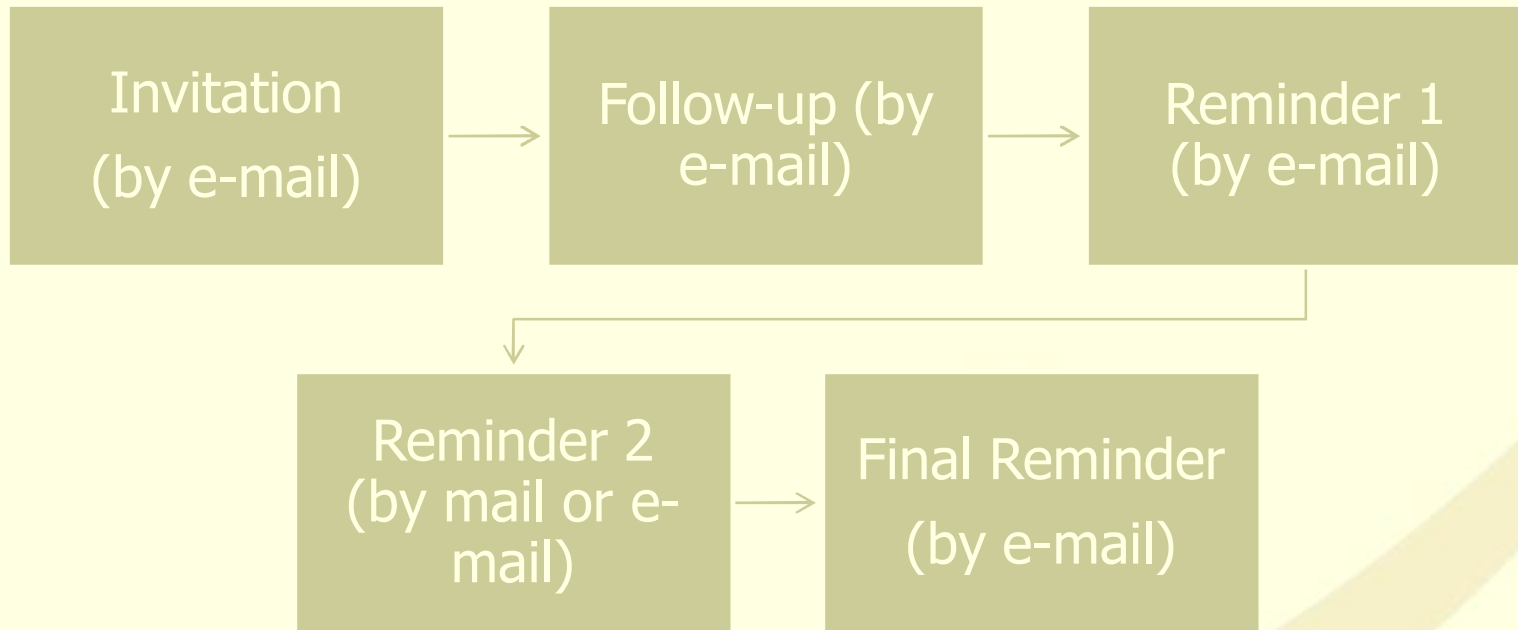


Student Messages: Paper





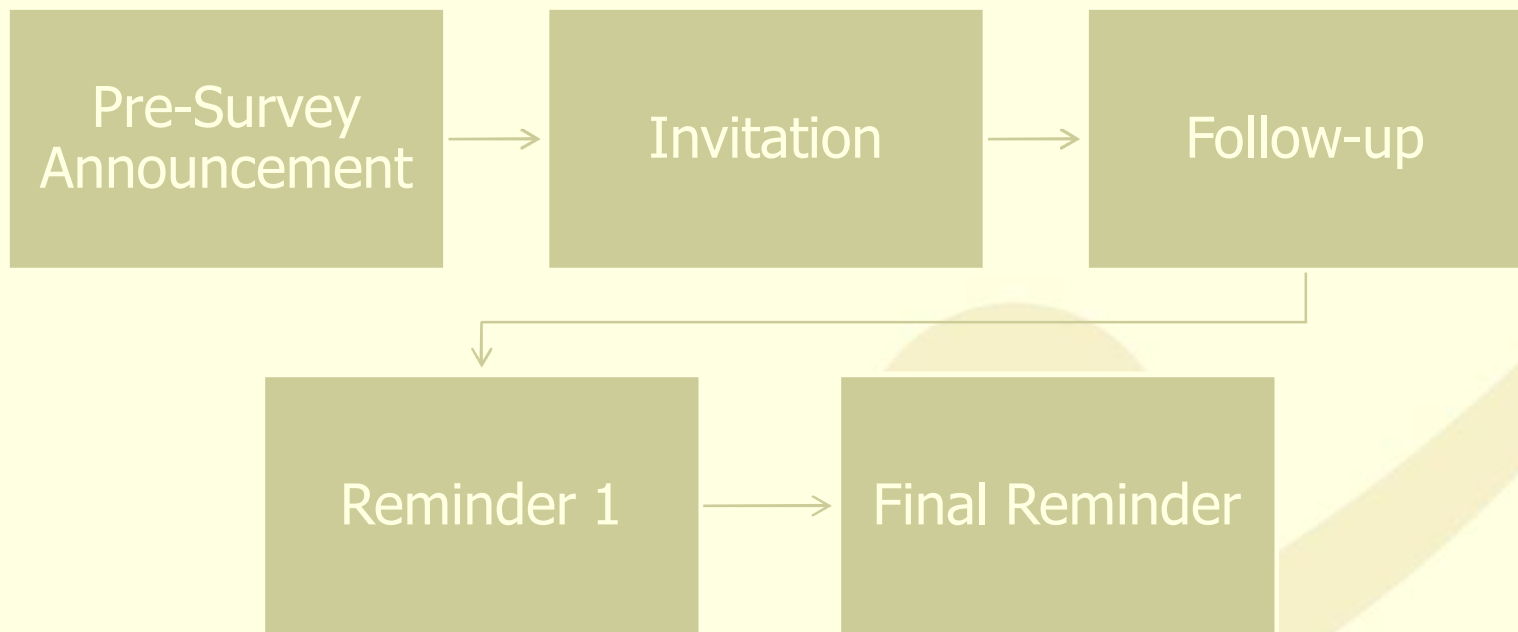
Student Messages: Web+





Student Messages

If you elect to use a Pre-Survey Announcement, it takes the place of one of your contacts – example using Web-Only:

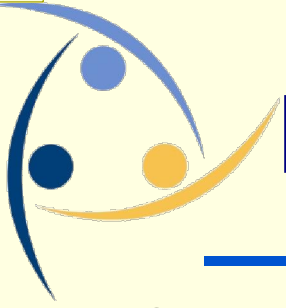


Slide 11

tb2

See slide #6.

Tiffani Butler, 8/25/2008



Publicizing the Survey

- ◆ Getting the word out to:
 - ◆ Students
 - ◆ Student Affairs
 - ◆ Faculty
- ◆ Serves two purposes:
 - ◆ Helps increase response rates and quality of your data
 - ◆ Helps prepare these constituencies to eventually put that data to work!
- ◆ Publicity examples
 - ◆ Posters in key locations
 - ◆ Residence halls/student restrooms
 - ◆ Table tents in dining areas
 - ◆ Public transportation
 - ◆ Screen savers in computer labs
 - ◆ Faculty advocacy in classes
 - ◆ Campus radio/newspaper/other media

Slide 12

tb3

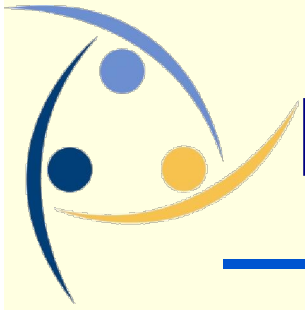
I changed the notes text a bit...does this make sense? I wanted to avoid language that hints "if you do this, your administration will automatically be better".

Tiffani Butler, 8/25/2008



Student Messages: Incentives

- ◆ Can not be very high value
- ◆ Must include in messages:
 - ◆ General description of incentives
 - ◆ Number of incentives and number of students invited to participate (i.e. odds of winning)



Ethical Considerations

- ◆ Regarding student messages
 - ◆ Voluntary participation
 - ◆ Coercion
 - ◆ Undue influence
 - ◆ Publicizing incentive information
- ◆ Indiana University IRB limit: 5 contacts



Student Messages

As you consider your NSSE administration, think about the importance of starting promotion early

- ◆ Series of articles in the student newspapers
- ◆ Getting faculty, staff, and students involved in promotion



Mailing Schedule

National Survey of Student Engagement
Institution Interface

NSSE 2010 FSSE

Home Materials Survey Administration IRB Cost and Billing

nsse 2010 » materials

NSSE Team 1 Paper School Test-111111 Sort by UnitID

Materials Orientation [view]

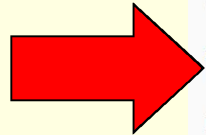
Population/Sample File
Deadline: October 29, 2009
Status: Not submitted
[More details](#)

Mailing Schedule
Not Submitted [Submit]

Pre-survey announcement (optional)
Not submitted, due on 08/20/2009
[More details](#)

Messages
Not created, due on 08/20/2009 [create]
[More details](#)

Image file (optional)
Not yet uploaded [upload]
[More details](#)



Step 1: Academic calendar

Enter your calendar for the 2009-2010 academic year below:

Spring Term Start Date:

Refers to the beginning of the Spring 2010 semester. NSSE 2010 survey administration begins as early as January 2010.

January - 2010						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Spring Term End Date:

Refers to the last day of class for the Spring 2010 semester.

January - 2010						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Longest Break Start Date (e.g.: Spring Break):

Refers to the start date of Spring Break week, not Easter break or winter break in December or January, etc.

January - 2010						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16



Institutional Image Example (Optional)

Image Upload Instructions

Below is the image of your institution used for the NSSE 2009 Survey:



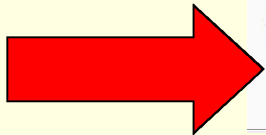
Use image from NSSE 2009 survey

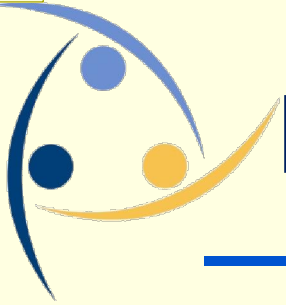
Type in the location of the file on your machine or use the Browse button below:

Image file:

Specific details in Interface:

- File type: jpg, gif, or bmp
- Size: between 100x100 and 200x200 pixels
- Resolution: 72 pixels per inch





Please Note

- ◆ Many persons involved in reviewing and processing materials
- ◆ Size of NSSE and quality of data make some processes take longer than expected
 - ◆ Changes require extra processing time

Slide 18

tb4

Should I say "can help" or "may help" below?

Tiffani Butler, 8/25/2008



Discussion and Questions

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