



# Welcome to the NSSE Webinar

**Thank you for joining us. We will begin at 3pm EST.**

**Before we begin, please review the following:**

- **Please turn up your computer speakers or plug in your headphones to listen to the presentation.**
- **Please close all other applications as they may interfere with the audio feed for this webinar.**
- **If you cannot hear anything, click on “Meeting” left of the 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.**
- **The chat window will be available throughout the presentation so that you can interact with fellow participants. You will be able to use the chat window to submit questions to the presenters during the Q&A sessions.**

**A copy of this presentation is available at:**

**[http://nsse.iub.edu/webinars/2010\\_01\\_26/2010%20Survey%20Promotion%20Webinar-final.pdf](http://nsse.iub.edu/webinars/2010_01_26/2010%20Survey%20Promotion%20Webinar-final.pdf)**



# **Encouraging Student Participation in NSSE**

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# Objectives

- To provide affordable and effective ideas for promoting student participation in NSSE.
- To provide clear examples of what is not permitted when promoting student participation in NSSE.
- To provide a setting where NSSE clients can discuss accomplishments and obstacles regarding survey promotion.

# Agenda

- Aim of Publicity
- Effective Publicity Strategies
  - Using Technology
  - Getting Help from Students
  - Getting Faculty and Student Affairs on Board
  - Other Marketing Ideas
  - Starting Early
  - Use of NSSE Logo
- IRB Considerations
- University of South Carolina - Aiken
- Discussion

# Aim of Publicity

- Increase response rates and quality of data
- Encourage faculty and administrators to apply results in improving practice and informing institutional change



# Reaching YOUR Students

- Addressing Different Student Populations
  - Non-traditional Students
  - Commuter Students
  - Residential Students
  - Less Engaged Students

# Using Technology

- Screen savers/Backgrounds in Computer Labs
- Course Management System
- Social Networking Sites (e.g., Facebook)
- Institutional Web Site
- Electronic Bulletin Boards
- E-newsletters



# Getting Help from Students

- Clubs & Organizations
- Office Workers
- School Newspaper
- Student TV/Radio Station



# Student Participation

Having students spread the word about how important it is to participate is a great and cost effective way to boost response rates

## The Cleveland Stater

Student Life

March 7, 2002

Survey examines CSU's undergraduate experience

By Amy Little

Over the next few months, randomly selected first-year and senior students at Cleveland State University will share their views about what makes a really good undergraduate experience by completing a short survey called the College Student Report 2002.

The survey asks questions such as how and where students spend their time, the nature and quality of their interactions with faculty members and peers, and what they have gained from their classes.

The survey is like an anonymous suggestion box, the results get the attention of people who can make changes for the better. The other groups that are interested in students' suggestions are governing boards, state agencies, and prospective students.

The focus of the National Survey of Student Engagement (NSSE) is on what students do and say about their experiences, which are important to a high-quality undergraduate education.

The NSSE is supported by a grant from The Pew Charitable Trusts and is co-sponsored by the Pew Forum on Undergraduate Learning and the Carnegie Foundation for the Advancement of Teaching.

The results are being used to help colleges and universities improve undergraduate education by providing valuable information about student engagement in learning and learning outcomes.

[News](#)  
[Student Life](#)  
[Sports](#)  
[Highlights](#)  
[At-a-Glance](#)  
[Campus Events](#)  
[Police Report](#)

[Stater Home Page](#)

[Department of Communication](#)



# Getting Faculty & Student Affairs on Board

- Presentations to Deans/Department Chairs on the Survey and Results
- Targeting Faculty of First-Year Orientation Courses/Senior Capstone Courses and Hall Directors of First-Year/Senior Communities
- Specific offices (e.g., multicultural affairs, GLBTQ, disabled student services)
- Developing NSSE Committees

# Discussion

- What have been effective approaches at your institution in getting faculty and student affairs on board with NSSE?

# Other Marketing Ideas

- Posters and Flyers in Residence Halls & Academic Buildings
  - Examples are available at:  
<http://nsse.iub.edu/institute/index.cfm?view=tools/promo>
- Table Tents in Cafeterias
- Information Tables in Common Areas
- USF – St. Petersburg Example



# Starting Early

- Presentations at New Student Orientation
- Collaboration with Academic Advisors



# Use of NSSE Logo

- Publications: Gain Approval from Center
- Web Sites: Review Logo Use Policy at:  
[http://nsse.iub.edu/html/nsse\\_logo\\_use\\_policy.cfm](http://nsse.iub.edu/html/nsse_logo_use_policy.cfm)



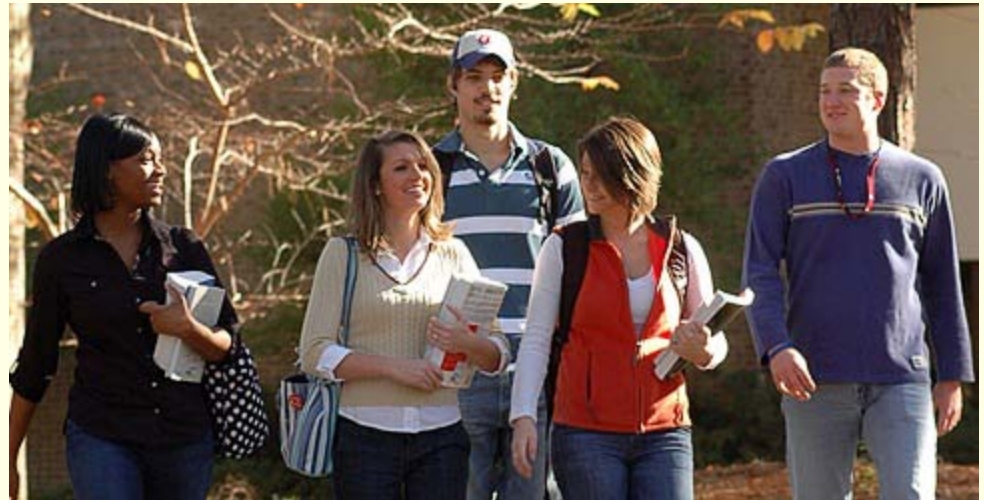
# IRB Considerations

- Voluntary Nature of NSSE
- Individual Contacts
- Additional Incentives
- Consult our IRB policy on the Interface



# University of South Carolina - Aiken

- Stall Wall Weekly
- Café News
- Pacer Times



## University of South Carolina Aiken

**HEY STUDENTS—USCA Wants Your Feedback!**

### NSSE—National Survey of Student Engagement

A select group of freshmen and seniors will have the opportunity to voice their opinions—and have the opportunity to win prizes! Starting February 1, 2010, check your USCA email account to see if you've been selected to participate in the NSSE.



### Quality for a chance to win great prizes! Respond to NSSE.

By completing a survey, you could win a mountain bike, an iPod Nano, an iPod Touch, a free Domino's pizza, or a free meal at Atlanta Bread! All participants will receive a 10% discount for the USCA Bookstore **and** coupons to local restaurants. Stop by the IE Office, H&SS 101 to pick up your coupons.



## USCA Participates in 2010 National Survey of Student Engagement News Release

FOR IMMEDIATE RELEASE

For more information, contact:

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AIKEN, SC – The University of South Carolina Aiken will again be participating in the National Survey of Student Engagement (NSSE) in February 2010. Known as the "Nessie" for its acronym, the NSSE measures educational quality by focusing on the effectiveness of teaching and learning at the university. In addition to USCA, more than 570 other institutions nationwide will participate in the 2010 administration of the survey.

"While surveys can be easy to ignore, this one is extremely important," said Dr. Suzanne Ozment, Executive Vice Chancellor for Academic Affairs at USCA. "Our participation in the NSSE provides us not only with unique insight into what USC Aiken students expect from their college experience but also what they do every day and how they do it." Ozment said that results from the survey are used to improve the classroom learning environment as well as non-academic aspects of being a student.

Beginning on February 1, about 1,200 freshmen and seniors will receive an email inviting them to participate in the survey. The online survey asks questions that address areas such as student-faculty interactions, the level of academic challenge and the quality of the campus environment. The survey takes about fifteen minutes to complete.

All surveys are anonymous. USCA does not have access to individual students' responses, only aggregate results.

"Online administration of the survey is both an opportunity and a challenge," said Dr. Lloyd Dawe, Director of Institutional Effectiveness at USCA. "On one hand, it is very convenient and doesn't take up class time that could be spent learning new material or reviewing for exams, but on the other hand, web surveys can be easy to blow off. Plus, not everyone checks their USCA email accounts as often as we might like." Dawe stated that a high response rate among students is important for obtaining valid results.

As an incentive to take the survey, students who complete the NSSE will be entered into drawings for prizes: a Mountain Bike, Apple iPod Touch, iPod Nano, a Domino's Pizza, or a free meal at Atlanta Bread Company. All participants will receive a 10% discount for the USCA Bookstore and coupons to local restaurants.

Because so many other universities participate in the NSSE, the results allow for comparisons among institutions. In South Carolina, other public institutions participating in the 2010 NSSE include Clemson University, Francis Marion University, and Winthrop University. Other participating institutions in the South include Auburn University (Ala.), Mercer University, (Ga.) Catawba College (N.C.), the University of Tennessee, and Wofford College (S.C.).

Additional information about The National Survey of Student Engagement (NSSE) is available on the web ([http://nsse.iub.edu/html/quick\\_facts.cfm](http://nsse.iub.edu/html/quick_facts.cfm))



NSSE is sponsored by the Office of the Chancellor, the Office of the Vice Chancellor for Academic Affairs, and the Office of Institutional Effectiveness.

# Common Questions

- **Since we have disproportionate numbers of high achieving students responding, what strategies have proven successful in motivating academically marginal and less engaged students to participate in the online NSSE?**
- **How early should we start to advertise this to the students? What are the most effective and least expensive ways to get the message out?**
- **What are the best approaches institutions have found to generate the greatest awareness of the survey?**
- **Does anyone have any research that demonstrates what students have responded to most often in their willingness to complete the survey?**

# Thank you for participating.

We have time for any additional questions or ideas...

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**slides available:**

[http://nsse.iub.edu/webinars/2010\\_01\\_26/2010%20Survey%20Promotion%20Webinar-final.pdf](http://nsse.iub.edu/webinars/2010_01_26/2010%20Survey%20Promotion%20Webinar-final.pdf)