



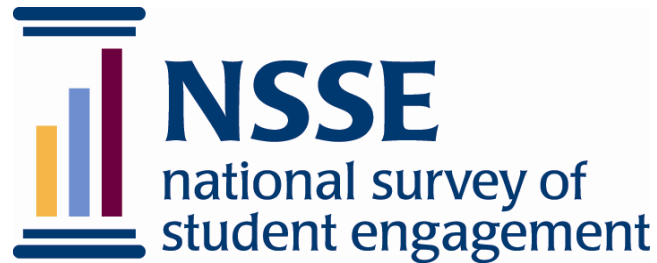
Welcome to the NSSE Webinar

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 will be available at: <http://nsse.iub.edu/webinars/>



Improving Student Response Rates

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Outcomes

- By engaging in this webinar, participants will gain a better understanding of:
 - Easy, affordable and effective ideas for encouraging student participation in NSSE.
 - Ideas NOT permitted when encouraging student participation in NSSE.
 - Accomplishments and struggles other NSSE clients have experienced.

Agenda

- Literature
- Identifying student population
- Various ways to reach students, faculty, staff and parents
- IRB considerations
- NSSE logo
- Discussion



Discussion

- **What are the best approaches you have found to generate the greatest awareness of the survey?**

What does the literature tell us

- Multiple contacts
- Survey salience
- Requests for help
- Sponsorship

Porter, S. R. (2004). Raising response rates: What works? In S. R. Porter (Ed.), *Overcoming Survey Research Problems*. New Directions for Institutional Research, no. 121 (5-21). San Francisco: Jossey-Bass.

Identifying the student population

- Non-traditional students
- Commuter students
- Residential students
- Less engaged students



Using technology

- Course management system
- Create NSSE Web site
- E-newsletters
- Electronic bulletin boards
- Screen savers/Backgrounds
- Social networking sites (e.g., Facebook)

Involving students

- Clubs & organizations
- School newspaper
- Student TV/Radio station
- Feature students in promotional materials



Involving faculty and staff

- Developing NSSE committees
- Targeting specific faculty and staff
 - Announcements in class, at hall meetings, etc.
- Presentations to departments on NSSE data



Involving parents

- Parent courses
- Parent newsletters



Other ideas

- Posters and flyers in residence halls, classrooms and restrooms
- Table tents in cafeterias
- Examples available at:
http://nsse.iub.edu/_/?cid=195



IRB considerations

- Voluntary nature of NSSE
- Individual contacts
- Additional incentives
- Consult our IRB policy on the interface

Use of NSSE logo

- Publications – gain approval from CPR
- Logo policy available at:
http://nsse.iub.edu/_/?cid=192

Discussion

- What ideas from the discussion and presentation do you plan on using at your institution?
- We would love to hear more about your promotional efforts. Please email us with any information.

Thank you for participating

We have time for any additional questions or comments

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