



Welcome to the NSSE Webinar

Thank you for joining us. We will begin at 4pm 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” 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.
- 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.



Making the Most of your NSSE Administration: Raising Awareness on Campus

A NSSE Client Services Webinar

February 5, 2008

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Agenda

A Successful NSSE Administration

- Aim of publicity
- Marketing information
- Audiences and settings
- Utilizing technology and media
- Working with faculty
- Ethics and survey research

Questions & Answers

- Please remember that you are encouraged to chat during the webinar and pose questions to the presenters during the Q & A sessions.

Effective Publicity Strategies

- Dual Aim of Publicizing NSSE
 - Increase response rates and quality of data
 - Build a consensus among faculty and administrators to use data toward improving practice and vital institutional change
- Crafting Information for the Marketing Campaign
 - Previous results and institutional impact
 - Various ways to utilize data
 - Participation Incentives

Effective Publicity Strategies Cont'd

- Target Audiences
 - Students
 - School and Departmental Administrators
 - Faculty
 - Administrative and Student Support Staff

Optimum Sites and Settings

- Display/information table in dining areas
 - High traffic areas in buildings/residence halls
 - Public transportation
- Break / Part I Q & A
 - How do you plan on publicizing the survey?

Utilizing Technology and Media

- Screen savers in computer labs
- Radio
- TV
- Newspaper
- E-newsletters

Working with Faculty

- Education about the survey and data it yields
- Classroom advocacy
- Develop NSSE committees

Ethics in Survey Research

- Ethical Considerations
 - Voluntary participation
 - Coercion
 - Undue influence
 - Publicizing incentive information
- Break / Part 2 Q&A
 - What efforts have been successful on your campus in gaining faculty interest and educating them on NSSE?
 - How has technology and media been used to increase awareness on your campus?

We have time now to take additional questions if you have them!

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