

Welcome to the NSSE Webinar

The Webinar will begin at 10am EDT.

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.



Making the Most of your NSSE Administration

A NSSE Client Services Webinar

Wednesday, February 13th 10:00 a.m.

Chad Christensen, NSSE Team 4

Kevin Guidry, NSSE Team 4

Agenda

1. Aim of publicity
2. Marketing Information
3. Audiences and settings
4. Utilizing technology and media
5. Working with faculty
6. Ethics and survey research

Questions and discussion are encouraged throughout the entire webinar!

Raising Awareness on Campus

- The Purpose of Publicity
 - Helps increase response rates and the quality of your data
 - Helps prepare faculty and administrators to eventually apply what they've learned from the data.
- Target Audiences
 - Students
 - Staff
 - Faculty

Marketing

- Uniform campaign
 - Message
 - Graphics
 - Layout
- Different media to increase effectiveness
 - Pre-survey announcement

Traditional Media

- Posters in key locations
- Newspaper Ads
- Public transportation ads
- Table tents

Examples of Flyers

MAKE YOUR OPINION COUNT:

National Survey of Student Engagement

WHAT: The National Survey of Student Engagement (NSSE) asks students to respond to a series of questions regarding their educational experiences. Nationally, over 600 institutions and 323,000 students participated in NSSE 2007.

WHY: NSSE responses are used by faculty and administrators to improve your educational experiences. By understanding what you feel you have gained from your college education, we can pinpoint and address areas that need improvement, both in and out of the classroom.

WHO: 1,000 first-year and 1,000 senior students have been randomly chosen to participate in NSSE 2008 this spring.

WHEN/HOW: Invitations to participate will be sent in the mail **mid-February**. You can complete the paper- or web-version of the survey. The survey takes about 15 minutes to complete.

MAKE YOUR OPINION COUNT: If you receive an invitation to participate in NSSE 2008, please fill out the survey and let your voice be heard!

QUESTIONS: If you receive an invitation and have questions, please call Institutional Research, Planning and Effectiveness at 817-272-3365.

University of Texas at Arlington

Are you engaged?

How are you spending your time on campus?

What types of interactions do you have with faculty, staff and other students?

- What are you gaining from attending *WCU*?

—Understanding how engaged you are with WCU will help us improve our programs and services for you! If you recently received an email invitation to participate in the *National Survey of Student Engagement (NSSE)* and have not yet responded, please do so today!

For more information please contact Melissa Canady Wargo at ext. 3084

Western Carolina University

Example of Newspaper Article

www.psucollegio.com

COLLEGIO^{Online}

Independently Published by the Students of Pittsburg State University - Pittsburg, KS

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Survey goes to freshmen, seniors

Matthew Knoche

Issue date: 2/7/08 Section: Front Page

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The National Survey of Student Engagement, or NSSE for short, is going out to seniors and freshmen this week.

NSSE is a survey sent out to get students' opinions about their PSU education.

The survey itself is scale-based; with questions such as how many hours are spent

Utilizing Technology and Media

- Screen savers in computer labs
- Radio
- TV
- Facebook
- E-newsletters
- Web portal
- Course management system (Blackboard, D2L, etc.)

Incentive strategies

- Several smaller “prizes” are more effective than one large prize
- Best strategy is to offer a small incentive to each respondent
- Must include:
 - Number and type of incentives
 - Odds of winning
- Should include:
 - Timeline for when incentive can be collected

Campus Involvement

- Working with Students
- Working with Faculty

Ethics in Survey Research

- Ethical Considerations
 - Participation is voluntary
 - Can not be coercive
 - Undue influence must be avoided
 - Incentive information can be publicized (correctly)
- Publicity Efforts to Avoid

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

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