



# Welcome to the NSSE Webinar

Thank you for joining us. The Webinar will begin at 2pm EDT.

## Some guidelines 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 audio feed for the 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.

**\*Technical requirements:** [http://nsse.iub.edu/webinar/webinar\\_techreq.cfm](http://nsse.iub.edu/webinar/webinar_techreq.cfm)



# Making the Most of your NSSE Administration

A NSSE Client Services Webinar

February 14, 2008

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# Using the Chat Feature

- Participants will be able to submit questions throughout the webinar using the Q&A window.
- The Chat window will be available throughout the presentation for participants to interact with presenters and with each other.



# Agenda

**2:00-2:15 pm EDT:** Presenters' introduction (PowerPoint Presentation)

**2:15-3:00 pm EDT:** Open chat and discussion with all participants

- Guidelines (i.e. chat room etiquette)
- Learning objectives
- Advocates for the survey
- Publicizing
- Case studies
- Faculty involvement
- Publicity strategies
- Student contact
- Questions and Answers

**\* Please note: questions and discussion are encouraged throughout the entire webinar!**



# Learning Objectives

- To learn strategies to increase campus awareness of the NSSE survey
- To develop student interest in the NSSE survey
- To apply strategies to boost response rates on your campus
- To review best practices among participating NSSE institutions
- To dialogue (via chat) among new and veteran NSSE participants on proposed and/or effective strategies



# Publicizing the survey

Getting the word out to:

- Students
- Student Affairs
- Faculty or Staff

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



# Marketing to your Student Body: *What is Not Permitted*

- Individual Contacts
  - Not permitted outside of the 5 NSSE-approved contacts
- Incentives not previously approved through the Indiana University IRB





# **NSSE and Student Affairs:** ***Using Student Life Offices as Allies!***

Work with the Senior Student Affairs Officer  
Contact Residence Life and Housing Professionals  
Student Activities is your friend!  
Fraternities and sororities  
Athletic Departments and Life Skills Programs  
Offices serving underrepresented students  
New Student Programs  
Career Center  
Student Government  
Alumni Association

# Getting faculty on board

- Education about the survey and data it yields
- Classroom advocacy
- Spread the word!
  - Influential faculty
  - Key committees
  - Who are the people on your campus that can get faculty interested in assessing student learning?



# Prepare a PowerPoint Presentation



PowerPoint produced by Brock University

# Advertise NSSE as an “Event” on popular social networking Web sites

Facebook | NSSE Survey - Windows Internet Explorer

http://brocku.facebook.com/event.php?eid=8333282491

Google Search Web 356 blocked AutoFill Options

Staff NSSE 2008 Institution Interface Facebook | NSSE Survey

facebook Profile edit Friends Networks Inbox home account privacy logout

NSSE Survey Brock University  
You've got the POWER to SHAPE your university experience!

**Information** edit

**Event Info**  
Name: NSSE Survey  
Tagline: You've got the POWER to SHAPE your university experience!  
Host: Brock University  
Type: Education - Study Group

**Time and Place**  
Start Time: Monday, February 4, 2008 at 12:00am  
End Time: Wednesday, March 5, 2008 at 12:00pm  
Location: Your Badger account  
City/Town: Saint Catharines, ON

**Description**

Here's your chance to have your say!  
We're listening!

Tell us about your University experiences  
So we can make things better for u

The survey is:

- Short & sweet
- Coming to your Badger account SOON
- All Year 1 Students and a random sample of Senior (Year III and IV) Students will be asked to participate

Tell us what works & what doesn't:


- Need more support?
- Want more online?
- How are your TAs?
- Enough group work?
- Etc.

It could pay to have your say:

- Win one of six iPod Nanos
- \$\$ one-half credit tuition waiver or cash equivalent

PLUS: Winners get their photo on the Brock website

SO CLICK AND HELP SHAPE YOUR UNIVERSITY!!



Message All Guests  
Invite People to Come  
Edit Event  
Remove from My Events  
Cancel This Event

Share + Export

**Your RSVP**

You are attending.

Attending  
 Maybe Attending  
 Not Attending

RSVP

**Other Information** edit

- Guests are allowed to bring friends to this event.

**Other Invites** edit

**Maybe Attending**  
0 people might show up.

**Not Attending**  
0 people are missing out.

Student Housing  
The best off-campus housing available! Act quick, because they do not last

Brock University “Event” on www.facebook.com



# Sample Awareness Plan from Brock U.

## **Co-op Students**

I met with the Co-op Program Director in early January and she has agreed to assist in the process of making Co-op students aware of the survey and to encourage their participation. She will target Co-op students on work term (an under-represented group last time) in particular.

## **Residence Students**

I met with the Residence Life Director in early January and he has agreed to assist in the process of making Residence students aware of the survey and to encourage their participation. He suggested, and we are in the process of producing, “table tents” for the dining halls which will promote the survey.

## **Year I Courses**

The program coordinator has developed a NSSE PowerPoint presentation for Year I courses. With the cooperation of the appropriate Associate Deans, this will be shown in virtually every Year I course.

## **Computer Labs**

There is a link to the NSSE Year I PowerPoint presentation on the active desktop of each computer in all labs maintained by ITS (but not “external” labs).

## **Brock Press Advertisements**

With the assistance of University Communications, a series of ads is being developed for the Brock Press. These will run during the period February 4<sup>th</sup> to March 28<sup>th</sup> (but not every week).



# Promotion Initiatives (Team 2)

## LaGrange College

They have found that by raising the awareness of the faculty as to what the NSSE is and when it will be administered, they in turn are able to share the information with their students to convey the importance of student participation if, indeed, a student is selected for the survey.

## McPherson College

Student newspaper:

A sort of article that talks about what NSSE is, who is being asked to respond, how they are going to respond and why and how they will use the data.

## Manhattan College

Their CPM was interviewed for an article in campus newspaper on assessment and the NSSE survey; timing works well as should be published just before the first 'mailing' to their students.

## Newbury College

- 1) Requesting that faculty who teach First Year and Senior students mention NSSE in class,
- 2) Including a blurb in their electronic newsletter to students, and
- 3) Posting flyers in the Dining Hall and on various campus bulletin boards

## Mississippi State University

- Placed 100 posters in Residence Halls (2 weeks before launch)
- Placed 6-ft banners in high traffic areas (buildings) such as the Student Union, Student Cafeteria, Library, Fitness Center, Administrative Building (1 week before the launch; staying up for month of February)
- 75 table tent signs placed in the Student Union food court; 50 table tent signs placed in the Cafeteria
- Announcement placed on the university TV bulletin board
- Had the Public Relations director place the announcement on university web page and student electronic newsletter (for 1 week upon launch)
- Had the university radio station do public service announcements
- Placed an ad in the university student newspaper
- Placed a reminder on the student on-campus portal as they signed in to view student information under the announcement section
- Attended the Student Association Executive Council 1 week before the launch to explain to the students the importance of their participation



# Promotion: NSSE Logo Usage



- Requesting Permission to use the NSSE logo
- Use must be IRB compliant
- Logo Use Policy: [http://nsse.iub.edu/html/nsse\\_logo\\_use\\_policy.cfm](http://nsse.iub.edu/html/nsse_logo_use_policy.cfm)



# Resources

- “Increasing Student Participation in NSSE: Two Success Stories.” (Jillian Kinzie, 2006). <http://www3.interscience.wiley.com/cgi-bin/fulltext/112549269/PDFSTART>
- “NSSE and Student Affairs: Looking to Increase Response Rates? Use Student Life Officers as Allies!” (2007). [http://nsse.iub.edu/e-news/vol6\\_issue3.cfm#f](http://nsse.iub.edu/e-news/vol6_issue3.cfm#f)
- “Maximizing Your Number of Respondents Effectively and Ethically.” (2007). <http://nsse.iub.edu/html/tips.cfm>



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

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