

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 the audio feed for this webinar.
- **What to do if you don't 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 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:

- 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.



Promoting Your NSSE Administration

A NSSE Client Services Webinar

February 7, 2008

Mahauganee D. Shaw, NSSE Team 1

Dan Bureau, NSSE Team 1

Publicizing the survey

Getting the word out to:

- Faculty
- Staff
- Students

Serves two purposes:

- Helps increase response rates and quality of your data
- Helps prepare these constituencies to eventually put that data to work!

Getting faculty on board

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



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 LifeSkills Programs

Offices serving underrepresented students

New Student Programs

Career Center

Student Government

Alumni Association

Marketing to your Student Body: *Approved Methods*

- Create an environment of awareness
- Effective Marketing Strategies
 - Use of university/college portal
 - Flyers and table tents
 - Campus media (radio, television, newspaper, e-newsletters)
 - Public transportation



Marketing to your Student Body: *Not Permitted*

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



Promotion Initiatives

from Team One Institutions

Dalton State University

- Working with the Student Activities Office
- Advertise NSSE administration in college announcements on the University's Web site

Art Center College of Design

- Promotion on the College's intranet
- Word of mouth promotion amongst senior administrators

Cedar Crest College

- Get an article in the student newspaper:
 - Have a student reporter interview the Provost (or some other influential administrator)
 - Be sure to equip the interviewee with fun NSSE facts (especially ones that involve your campus)

Special Intranet Announcement

Art Center to Assess Level of Student Engagement

For the first time, Art Center College of Design will be participating in the National Survey of Student Engagement (NSSE), a highly respected assessment tool utilized by hundreds of colleges and universities across the United States. Coordinated by the Division of Student Affairs, the web-based survey which is administered by the Indiana University [Center for Postsecondary Research](#) in cooperation with the Indiana University [Center for Survey Research](#), will be launched this month. More than 300 graduating senior and first-year Art Center students will be invited and encouraged to participate. Students who complete the online survey will be eligible to win an ipod touch, an ipod shuffle, or a \$25 gift certificate to the Student Store.

The National Survey of Student Engagement (NSSE) is designed to obtain, on an annual basis, information from scores of colleges and universities nationwide about student participation in programs and activities that institutions provide for their learning and personal development. The results will provide an estimate of how undergraduates spend their time and what they gain from attending college. Survey items on *The National Survey of Student Engagement* represent empirically confirmed "good practices" in undergraduate education. That is, they reflect behaviors by students and institutions that are associated with desired outcomes of college. The 42-question NSSE survey benchmarks effective educational practice using five student behaviors and institutional characteristics that are known to have a positive effect on student success.

- Level of academic challenge
- Active and collaborative learning
- Student-faculty interaction
- Enriching educational experiences
- Supportive campus environment

Art Center like other participating colleges and universities will use data collected from this sample to identify aspects of the undergraduate experience inside and outside the classroom that can be improved. This information will be useful in learning more about how students spend their time and what they gain from their educational experience at Art Center.

As part of the NSSE project, Art Center College of Design has also joined the Association of Independent Colleges of Art and Design (AICAD) Consortium. The 2008 consortium consists of 18 AICAD member institutions. By participating in the consortium, Art Center will receive anonymous comparable data on the other consortium members and will benefit from receiving data generated from 20 customized questions with a special emphasis on the unique art and design educational mission and environment of the schools.

For more information on Art Center's participation in NSSE, please contact ---, Director of Student Life, at ---, or ---, Vice President of Student Affairs and Dean of Students, at ---.

Prepare a PowerPoint Presentation



PowerPoint produced by Brock University

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

The screenshot shows a Facebook event page for 'NSSE Survey' hosted by Brock University. The browser window is titled 'Facebook | NSSE Survey - Windows Internet Explorer' and the address bar shows 'http://brocku.facebook.com/event.php?eid=8333282491'. The page layout includes a left sidebar with search and application options, a main content area with event details, and a right sidebar with RSVP options.

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!!

Image: A cartoon illustration of a green dinosaur-like creature with a red hat, standing in a blue pool of water.

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

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 4th to March 28th (but not every week).

NSSE Promotional Items: *Use of the NSSE Logo*



- 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

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

Mahauganee D. Shaw
Project Associate, Team 1
nssetm1@indiana.edu

Dan Bureau
Project Associate, Team 1
nssetm1@indiana.edu

Indiana University Center for
Postsecondary Research
1900 East 10th Street
Eigenmann Hall, Suite 419
Bloomington, IN 47406-7512
Ph: 812-856-5824 Fax: 812-856-5150



Web site: www.nsse.iub.edu
E-mail: nsse@indiana.edu