Doubling the 2009 NSSE Response Rate through Targeted Marketing
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Every Card Counts Marketing Team
Learning Objective of this Session

To facilitate a conversation about marketing strategies to help increase response rates to the National Survey of Student Engagement (NSSE) and other surveys.
Our Expectations

Engage in Conversation

Pose Questions

Share Examples
UofL has administered the NSSE every two years since 2001

- Experienced fluctuation in response rates
- Struggled to achieve a representative student sample
- Had not been able to fully utilize the survey results
For the 2009 NSSE, an increase in students’ participation was deemed critical.
What raises survey response rates?

- Contact potential respondents multiple times
- Provide prepaid incentives
- Survey seen as salient to potential respondents
- Highlight “norm of social responsibility”—ask respondents for help
- Make clear that survey is sponsored by legitimate authority

What are the effects of multiple notifications?

- Multiple prior notifications increase the response rate
- Reminders (with additional copy of the survey) increase the response rate

Created a multidisciplinary workgroup, which did the following:

- Developed a targeted marketing plan
- Designed print, web, and outdoor materials
- Selected great prizes as incentives for completing the survey
Goals of the Marketing Plan

• Build student awareness of the NSSE
• Increase the response rate for the 2009 NSSE
• Emphasize the importance and value of each student’s voice
• Cultivate culture of assessment

Auguste Rodin’s "The Thinker" presides at the front of Grawemeyer Hall. Created in Paris, the cast is believed to have been supervised by the artist himself. First displayed in the U.S. at the St. Louis World's Fair in 1904, the bronze statue is the only known cast made from what is called the "lost-wax" method. A gift to the City of Louisville, "The Thinker" was placed in its current setting in 1949 and has become a symbol of the university.
Marketing Plan Concept

• Created a signature tagline—“Every Card Counts”
• Featured real UofL students on all promotional material
• Communicated the message that participating in the NSSE means participating in the future of UofL
Freshman and Seniors: Take the National Survey of Student Engagement this February!

Click here to learn more
Print Materials

• Over 200 posters placed in residence halls and academic buildings
• Ads appeared in the weekly Cardinal newspaper during the survey administration cycle
• Parents of our freshmen received information about the NSSE in their monthly newsletter
Posters featuring University of Louisville students
"By listening to the students' voices, we can evaluate these experiences to determine what you want and need in order to achieve success throughout your college years."

—Michael Mardis

EVERY CARD COUNTS

Freshmen and Seniors: Take the National Survey of Student Engagement this February!

To Learn More, Visit: www.louisville.edu/NSSE

Poster featuring UofL’s Dean of Students
Advertisements placed in student newspaper
• Created a NSSE-dedicated website
• Utilized student-facilitated Facebook group page
• Placed banner ads on student newspaper website
• Sent e-mails from the Provost to the faculty announcing the NSSE survey
• Developed electronic advertisements on campus televisions
UofL’s NSSE Website and Student-facilitated Facebook Group
Freshman and Seniors: Take the National Survey of Student Engagement this February!

EVERY CARD COUNTS

Click here to learn more

"I am excited to participate in the future of the university by sharing my experiences."

—Amy Foster

Electronic Banner Ads
Large banners strategically placed at the Student Activity Center and the entrance of the Ekstom Library
30 yard signs displayed throughout the campus
Incentives

Incentives included drawings for:
- one reserved “Red” parking space
- one TREK bike
- one of three iPod touches

Every participant received a $5.00 discount code for a pizza from Papa John’s
Special thanks to...

Mehak Bajaj
Doug Beaumont
Amy Foster
Grace Kim
Mike Oghia
OJ Oleka
Tommy Vollmar
Rachel Wells-Anik
Dr. Michael Mardis
• Doubled our response rate to 32% in 2009
• Had 1,259 out of 3,996 student respond
• Compared to only 15% in 2007
• Conducted follow-up survey in mid-April
• Assessed effectiveness of marketing plan from students’ perspective
• E-mailed 1,177 students on-line survey
• Received 16.4% response rate
How did you first learn about the NSSE survey?

[Non-Marketing Responses included: E-mail from NSSE, Other]

NSSE Marketing Campaign Impact
NSSE Marketing Survey

How often did you encounter each of the following NSSE marketing strategies?

Top Four Responses

<table>
<thead>
<tr>
<th>Campaign Marketing Strategies</th>
<th>Sometimes/Often</th>
<th>Total Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yard Signs</td>
<td>89</td>
<td>186</td>
</tr>
<tr>
<td>Posters</td>
<td>74</td>
<td>185</td>
</tr>
<tr>
<td>Banners</td>
<td>66</td>
<td>188</td>
</tr>
<tr>
<td>TV Monitor Ads</td>
<td>31</td>
<td>184</td>
</tr>
</tbody>
</table>

[Response options: Often, Sometime, Neutral, Seldom, Never]

NSSE Marketing Campaign Impact
How much influence did each of the following marketing strategies have on your likelihood to participate in the NSSE?

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</tr>
<tr>
<td>Posters</td>
<td>23</td>
<td>27</td>
</tr>
<tr>
<td>UofL NSSE Website</td>
<td>15</td>
<td>35</td>
</tr>
<tr>
<td>Print Newspaper Ads</td>
<td></td>
<td></td>
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<tr>
<td>Electronic Banner Ads</td>
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<tr>
<td>Student Facilitated Facebook Group</td>
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<tr>
<td>Faculty Encouragement</td>
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<td>Parent Encouragement</td>
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<td>Project Flyers</td>
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<tr>
<td>Newspaper Editorial</td>
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</table>

[Response options: Often, Sometime, Neutral, Seldom, Never]
Did any of the following factors, besides the marketing strategies listed above, influence your decision to participate in the NSSE?

Top Three Responses

- I wanted to contribute and effect change.
- I wanted to provide positive feedback about my experience at UofL.
- I wanted to provide negative feedback about my experience at UofL.
- I wanted to share a specific issue and/or complain.
- I wanted to express school pride.
- I was interested in the incentives.
- I received encouragement from friends.
- Other
Our Marketing Campaign Revisited
Did you recognize any of the UofL students featured on the NSSE survey posters?

Did this make you more or less likely to participate in the NSSE survey?
**NSSE Marketing Survey**

**Were the incentives of interest to you?**

- Yes: 44%
- No: 56%

(n=189)

**Which incentives were of interest to you?**

- Parking: 75.7%
- Bike: 65.7%
- iPod Touch: 93.5%

(n=103, n=99, n=107)
NSSE Marketing Survey

Are you interested in the NSSE survey results?

What format would you prefer?

Communicating NSSE Survey Results
Next Steps

• Inform the University Community of the NSSE results
• Analyze data to help inform decisions and strategic planning
• Intra-university reports by units and student groups
• Continue with reaffirming campus culture of assessment
• More focused marketing plan for future assessments and NSSE administration

Thank you for joining us today
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Questions, Comments, Suggestions?