Increasing Student Participation and Response Rates: What Works?

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Outcomes
Gain a better understanding of:
- RR, NSSE Participation Rates
- What works to boost participation
- Promotion strategies utilized at Barton College
- Easy, affordable and effective ideas for encouraging student participation in NSSE
- NSSE resources for boosting participation

Importance of Student Participation
- Legitimize survey results
- Represent target population

What Influences RR?
- Many factors affect response rates:
  - institutional size
  - campus culture
  - campus survey schedule
  - effectiveness of survey promotion efforts

What Increases Survey Participation?
- Promotion, pre-publicity
- Personalized invitation
- Multiple contacts, reminders
- Survey salience
- Making a request for help, valuing input
- Sharing information vs. receiving incentive
- Publish results


2011 NSSE Administration

<table>
<thead>
<tr>
<th>Number of Institutions</th>
<th>Overall RR</th>
<th>First-year RR</th>
<th>Senior RR</th>
</tr>
</thead>
<tbody>
<tr>
<td>730</td>
<td>34%</td>
<td>31%</td>
<td>37%</td>
</tr>
</tbody>
</table>
2011 NSSE Administration

<table>
<thead>
<tr>
<th>Mode</th>
<th>Number of Institutions</th>
<th>First-year RR</th>
<th>Senior RR</th>
<th>Overall RR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper</td>
<td>25</td>
<td>26%</td>
<td>36%</td>
<td>30%</td>
</tr>
<tr>
<td>Web-only</td>
<td>636</td>
<td>32%</td>
<td>37%</td>
<td>34%</td>
</tr>
<tr>
<td>Web+</td>
<td>75</td>
<td>28%</td>
<td>35%</td>
<td>31%</td>
</tr>
</tbody>
</table>

NSSE 2011 Administration

<table>
<thead>
<tr>
<th>Full-time Percentage</th>
<th>Number of Institutions</th>
<th>First-year RR</th>
<th>Senior RR</th>
<th>Overall RR</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 90%</td>
<td>344</td>
<td>34%</td>
<td>40%</td>
<td>37%</td>
</tr>
<tr>
<td>81% - 90%</td>
<td>160</td>
<td>26%</td>
<td>32%</td>
<td>29%</td>
</tr>
<tr>
<td>61% - 80%</td>
<td>124</td>
<td>26%</td>
<td>33%</td>
<td>29%</td>
</tr>
<tr>
<td>Up to 60%</td>
<td>39</td>
<td>30%</td>
<td>37%</td>
<td>34%</td>
</tr>
</tbody>
</table>

NSSE Response Rate Awards

- Learn about and document successful efforts to encourage or increase student participation
- Recognize institutions with strong response rate performance in the interest of showcasing achievements.

NSSE Response Rate Awards

<table>
<thead>
<tr>
<th>Size</th>
<th>Control</th>
<th>RR</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-400</td>
<td>Private</td>
<td>76%</td>
</tr>
<tr>
<td>401-3,999</td>
<td>Public</td>
<td>65%</td>
</tr>
<tr>
<td>401-3,999</td>
<td>Private</td>
<td>81%</td>
</tr>
<tr>
<td>4,000-7,999</td>
<td>Public</td>
<td>51%</td>
</tr>
<tr>
<td>4,000-7,999</td>
<td>Private</td>
<td>53%</td>
</tr>
<tr>
<td>8,000-11,999</td>
<td>Public</td>
<td>48%</td>
</tr>
<tr>
<td>12,000+</td>
<td>Public</td>
<td>49%</td>
</tr>
</tbody>
</table>

Most improved: 28% to 70%!

What is your RR?

- What do you do to achieve this?
- What hasn’t worked?

Documenting What Works with NSSE

nsse.iub.edu/links/survey_promo
Resources

• Checklist
• Samples
  – Posters
  – Newspaper ads
  – Facebook wall photo
  – Videos
  – Radio ads
  – Flyers
  – Tent cards

nsse.iub.edu/links/survey_promo

NSSE Response Rate Awards

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Small, Private College Recognition: Barton College (NC)

81% RR!!!

Web only; 174 FY, 170 SR

www.barton.edu

Barton Strategies

First strategy
- Went straight for students with general advertising
  - Percentage was average (but low “n”)

Barton Strategies

Regrouped
- Buy in from: Vice President of Academic Affairs then President
  - Needed a partner to help sell NSSE
  - Top down support
- Faculty/Staff orientation
  - Presentations to the faculty and staff to gain buy in

Barton Strategies

- FYS instructors/Faculty with senior populations (internship/capstone classes)
  - Faculty as a sales force
  - NSSE is put on the syllabus
Barton Strategies

Students
- All seniors/freshmen receive a presentation
- Connecting NSSE with other campus efforts
- Connecting with students through contact

Increasing Student Participation

- Technology
- Involving Students
- Involving Faculty & Staff
- Involving Parents
- Other ideas?

Use a Cute Dog!

Augie, the SUNY New Paltz’s goose-herding border collie, has been used to promote NSSE

Using technology

- Course management system
- Create NSSE Web site
- E-newsletters
- Radio, YouTube,
- Electronic bulletin boards
- Screen savers/Backgrounds
- Social networking sites (e.g., Facebook)

Involving students

- Clubs & organizations, Student Government
- School newspaper
- Student TV/Radio station
- Feature students in promotional materials

Involving faculty and staff

- Developing NSSE committees
- Targeting specific faculty and staff
  - Announcements in class, at hall meetings, etc.
- Presentations to departments on NSSE data
Involving parents
- Parent courses
- Parent newsletters

Other ideas
- Posters and flyers in residence halls, classrooms and restrooms
- Table tents in cafeterias
- Examples available at: www.nsse.iub.edu/links/survey_promo

What do NSSE clients say?
- What works
  - Posters, Newspaper, Technology
  - Assessment Days
  - Smaller incentives
  - Working with student leaders
  - Administering FSSE

What do NSSE clients say
- What doesn’t work
  - Not involving faculty and deans
  - Starting too late
  - Email issues

IRB considerations
- Voluntary nature of NSSE
- Individual contacts
- Confidential, not anonymous
- Additional incentives
- Consult our IRB policy on the interface
- Consult your campus IRB policy

Discussion
- What are the best approaches you have found to generate greater awareness of the survey?
- What might you do next survey administration?