

## Tips for Your NSSE Survey Administration

Each institution needs to assess their campus culture and determine appropriate methods to reach students. Although there is no right way to increase student participation, below is a list of seven tips to consider as you begin your NSSE survey administration.

- **Know your audience:** In order to successfully encourage student participation you must know your students. Having a plan of action to address the interests of all students could positively influence your response rates. Drill down previous data to see who is responding to the survey.
- **Involve faculty and staff:** Institutions often cite the involvement of faculty and staff as key features of their promotional efforts. Encourage faculty and staff to mention NSSE in first-year and senior courses. Ultimately, having a faculty or staff member outline the value placed on NSSE by the institution could help students see that NSSE is an important instrument worth completing.
- **Incorporate technology:** Using technology effectively can positively influence response rates. Collaborate with institutional technology staff as a part of your promotional efforts. Institutions have used creative and cost effective ways to incorporate technology (e.g., background on computer lab desktops, course management system updates, electronic newsletters and bulletin boards, etc...).
- **Offer incentives:** Research cites the effectiveness of incentives with college student populations. We suggest either offering a small token for each participant or a lottery. If using a lottery, remember to note the odds of winning and the value of prizes in promotional materials.
- **Include students:** Involving students in promotional efforts is essential. We recommend collaborating with student clubs and organizations in your promotional efforts. Institutions have done this in various ways (e.g., student marketing or advertising club, student newspaper, and student television or radio station). Students ultimately need to see the importance of taking the NSSE survey.
- **Use social media:** Using social media sites to promote NSSE could be valuable. An overwhelming majority of students are using social networking sites on a regular basis. Create a Facebook group or Twitter account and share results and update students throughout the entire NSSE administration.
- **Disseminate results widely to stimulate action:** We recommend institutions display results highlighting institutional strengths or findings relevant to institutional performance priorities. Institutions have used creative ways to share results (e.g., institutional Web sites, campus buses, table tents, computer screen savers, etc...).

### References

- Heerwegh, D. (2006). An investigation of the effects of lotteries on web survey response rates. *Field Methods, 18*(2), 205-220.
- Laguilles, J. S., Williams, E. A., & Saunders, D. B. (2011). Can lottery incentives boost web survey response rates?: Findings from four experiments? *Research in Higher Education, 52*, 537-553.
- Umbach, P. D. (2004). Web surveys: Best practices. In S. R. Porter (Ed.), *Overcoming survey research problems* (pp. 23-38). Jossey-Bass: San Francisco.

Visit the [NSSE Institute Website](#) for additional promotional ideas

# Encouraging Student Participation in NSSE

## A Gallery of Promotional Examples from Institutions

In their efforts to encourage student participation in NSSE, most institutions use multiple media and approaches, and some campuses conduct comprehensive promotional campaigns. Examples of promotional materials from institutions are shared in this gallery to generate further ideas. Also shared here are **institutions' experiences and lessons learned in promoting participation**. (Copyright law applies in any uses of these materials.) See the complete list of institutions represented in this gallery, with links to their examples >>>

Congratulations on these exciting promotional examples and thanks for sharing! If you have a promotional example to share, please send to [nsse@indiana.edu](mailto:nsse@indiana.edu)

### EXAMPLE CATEGORIES

Featured Examples

Billboards, Posters,  
& Flyers

News Items

Social Media Postings

Website Postings

YouTube Videos

Promoting  
Participation

## FEATURED EXAMPLES

### CAMPUS-WIDE PROMOTION AT IUPUI



IUPUI Website Posting



IUPUI Poster

### WEBSITE POSTING



University of Saint Mary

### YOUTUBE VIDEO



York University

### POSTER



Anderson University

### NEWS ITEM



Boston University

[http://nsse.iub.edu/html/encouraging\\_student\\_participation.cfm](http://nsse.iub.edu/html/encouraging_student_participation.cfm)