

UNIVERSITY OF MASSACHUSETTS DARTMOUTH

In the fall of 2013, the University of Massachusetts Dartmouth's Office of Institutional Research and Assessment spearheaded a campus-wide campaign called "You Spoke. We Listened" in partnership with the offices of student affairs and academic affairs. The ongoing publicity campaign advertises feedback that students provide through discussion groups and surveys like NSSE and highlights programmatic and curricular changes that are implemented as a result. The Office of Institutional Research and Assessment garnered support for the campaign from the highest levels of the university by discussing the campaign at meetings with assistant and associate deans, the faculty senate, student government leaders, and others on campus. The campaign is delivered through a wide variety of formats (see Figure 11), including large format posters, flyers, campus TV advertisements, advertisements in the student newspaper, and table-tents. Additionally, a page on the campus intranet was developed that is devoted specifically to telling students about NSSE.

Through longitudinal analysis of NSSE data and other campus surveys, university administrators identified supportiveness of the campus environment as an area in need of improvement. Trend analysis of means for the Supportive Campus Environment Benchmark across the NSSE 2005, 2008, and 2011 administrations indicated a consistent pattern of significantly lower mean scores for freshmen and seniors at UMass Dartmouth compared to the university's peers. To further investigate these findings, focus groups were conducted with freshmen and seniors in March 2013 to gather in-depth, qualitative data about overall student satisfaction and, more specifically, student satisfaction with the supportiveness of the campus environment at UMass Dartmouth. Focus group findings that informed university changes were in the areas of academic



Figure 11. University of Massachusetts Dartmouth Promotional Poster

support from advisors and administrative offices, the transition from high school to college, and seniors' comments on academic facilities. The following initiatives were informed by NSSE data analysis and were publicized in the campaign:

- Creation of an Office of Undergraduate Research Office "to promote undergraduate research, support student researchers, and disseminate the products of student research"—a formal space devoted to better support undergraduate students in their research endeavors.
- Development of The Student Transition and Achievement Resource (STAR) Center in the College of Arts and Sciences: "Professional academic advisors, peer mentors, and faculty advisors from most Arts & Sciences majors and minors help students plan their academic careers thoroughly and thoughtfully."
- Development of an engineering freshman experience course.
- Making Achievement Possible (MAP-Works): "In MAP-Works, faculty and staff connect and communicate with students and each other in a first-year community dedicated to Making Achievement Possible in the academic arena."
- Implementation of college student success plans.

32 Featured Institutional Uses

Beyond the value of communicating important changes being implemented as a result of student feedback, “You Spoke. We Listened.” was used strategically as a recruitment tool for NSSE 2014 to help prompt students to participate in the upcoming NSSE administration. The office of institutional research and assessment coordinated with the housing and residential education office to effectively promote NSSE 2014 (for example, by sliding handouts under students’ dorm-room doors) and, as a result, the institution observed an uptick in first-year responses.

BOSTON UNIVERSITY

With approximately 15,000 undergraduate students, Boston University’s overall response rate for NSSE 2014 was 59%, exceptionally high for an institution of its size (the average response rate among similar size institutions in 2014 was 22%). Boston University (BU) attributes its high response rate to (1) marketing and communication efforts, (2) a convenient and guaranteed incentive, (3) collaborative efforts across campus, and (4) BU students’ desire to provide constructive feedback.

To plan its NSSE administration, BU formed a collaborative, interdepartmental committee with members from student affairs, residence life, student life, the provost’s office, institutional research, marketing and communications, and the faculty. Based on both previous survey experience and recommendations from the committee, BU personnel decided to promote NSSE extensively through multiple mediums, including posters, table tents, mailbox stuffers, signs on shuttle buses, newspaper articles, tweets from the office of the dean of students, and in-class announcements. Marketing efforts began prior to the survey launch and were sustained throughout the administration. Student leaders were also a part of the promotion, as resident assistants kept their respective communities updated with current response rate information. Additionally, all students who completed the NSSE survey were provided a \$5 credit on their campus card. BU faculty and staff invested time,



Boston University

effort, and resources in their NSSE administration, and it clearly paid dividends in a high response rate.

With the support of a new president, BU administrators sought to push the institution into the next tier of student engagement. A team of professionals from marketing and communication, residence life, the dean of students office, individual colleges, and the institutional research office reviewed BU’s retention rates and found them lower than desired. This team, the campus’s Student Engagement and Retention Group, identified NSSE as a way to benchmark student engagement within individual colleges, particularly around advising. As the main sponsor behind BU’s first NSSE administration, the team reviewed the results first and immediately created a plan to share the data widely with the provost’s cabinet and the deans and faculty within Boston’s nine undergraduate colleges.

Administrators and faculty at BU found that data presented in the NSSE reports were intuitive, helpful, visually attractive, and easy to reproduce. The Student Engagement and Retention Group used BU’s NSSE *Snapshot* as a primer for the university. However, with over 33,000 students at the campus, the team identified college- and department-level data as most important to improving outcomes. Thus, for more precise information regarding student advising experiences, BU disaggregates their data by college and major.