Welcome to NSSE Webinar

Thank you for joining us.

The Webinar will begin at 1:00 pm (EDT).

Some general advice 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:
- If you cannot 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 you cannot hear anything after this, please consult your technology support person.
- 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:
- The Chat window will be available throughout the presentation for participants to interact with presenters and with each other.
NSSE Materials Overview

Tiffani Butler
Tony Ribera
Agenda

- Materials needed from institutions for survey administration
- Specifics on correspondence with students
- Incentives and promotion – creating awareness
Materials Needed

Student messages:
- Pre-survey announcement (optional)
- Invitation
- Follow-up
- Reminders

Paper schools only:
- Institutional letterhead
- Signature
Student Messages

- Submitted by institution via the Institution Interface
- Reviewed for content by NSSE staff, ensuring language is appropriate and formatting is correct
- Processed into final versions that will go out to students
- Final messages are subject to approval by the IUB IRB
- Assigned mail date depending on school calendar and timeliness of material submission
- Subjected to adjustments in mail date depending on institution’s response rate and other variables during administration
- Mailings tracked and confirmed in Interface
Pre-Survey Announcement

Unlike all other student contacts, this is **optional** and is sent **by the institution**.

Used to raise NSSE awareness before survey actually opens

Must be uploaded to Interface like all other materials

Institution can send it using any medium

Example: Web-Only school sends announcement via postal service
The information in this slide relates to slide 12. Should we split the information between the two slides (and possibly move the other after this one)?

What are your thoughts?
Tiffani Butler, 8/25/2008
Invitation and Follow-up

Two ways to submit:

1. Upload to the Interface, using one of several templates provided by NSSE

2. Create on Interface, providing unique content and letting NSSE construct your letters for you:

   **Create Invitation Message**

   Please answer the following questions to help create your invitation message:

   1. Unless otherwise requested, your message will be sent from the account “nsse@nssesurvey.org”. If you prefer, we can send it from a campus e-mail address from your institution (replies to the message will still be directed to our NSSE account). If you would like to enter an alternate address, please enter it below.

      *nssa@nssesurvey.org*

   2. Below is a suggested subject line for your message. You can type in a different subject if you prefer. Please limit your subject to 100 characters.

      **NC3 wants your feedback**

   3. Enter your on-campus contact below. This is the campus person whom students can contact with questions about your institution’s involvement in the study.

      The default contact is your institution’s Campus Project Manager.

      Name: [Dr. df sdf]
Reminders

Created on Interface with limited customization

Update Reminder Messages

NSSE College 3-436827

We will send up to two reminder messages to your sampled students with valid e-mail addresses. The text of these reminder messages is standardized across all the institutions and cannot be changed — you cannot upload alternate versions. However, you can alter the subject line and signatory and add a customized paragraph and footer to Reminder messages.

Use the links below to update your reminders or view the standard reminder templates.

View Letter/Message Instructions & Templates
Student Messages: Web-only

Invitation → Follow-up → Reminder 1

Reminder 2 → Reminder 3
Student Messages:
Paper

- Invitation (by mail)
- Postcard (by mail or email)
- Follow-up (by mail)
- Reminder 1
- Reminder 2
Student Messages: Web+

Invitation (by e-mail) → Follow-up (by e-mail) → Reminder 1 (by e-mail)

Reminder 2 (by mail or e-mail) → Reminder 3 (by e-mail)
Student Messages

If you elect to use a Pre-Survey Announcement, it takes the place of one of your contacts – example using Web-Only:

- Pre-Survey Announcement
- Invitation
- Follow-up
- Reminder 1
- Reminder 2
See slide #6.
Tiffani Butler, 8/25/2008
Publicizing the Survey

- Getting the word out to:
  - Students
  - Student Affairs
  - Faculty

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

- Publicity examples
  - Posters in key locations
    - Residence halls/student restrooms
    - Table tents in dining areas
    - Public transportation
  - Screen savers in computer labs
  - Faculty advocacy in classes
  - Campus radio/newspaper/other media
I changed the notes text a bit...does this make sense? I wanted to avoid language that hints "if you do this, your administration will automatically be better".

Tiffani Butler, 8/25/2008
Student Messages: Incentives

- Can not be very high value
- Must include in messages:
  - General description of incentives
  - Number of incentives and number of students invited to participate (i.e. odds of winning)
Ethical Considerations

- Regarding student messages
  - Voluntary participation
  - Coercion
  - Undue influence
  - Publicizing incentive information
- Indiana University IRB limit: 5 contacts
As you consider your NSSE administration, think about ways you can encourage participation:

- Can you appeal to students’ institutional investment?
- What cultural touchstones might help make NSSE more relevant to students?
- Who on campus can help you best reach students?
National Survey of Student Engagement 2008

The College Student Report

Help | Contact Us | Frequently Asked Questions | Save & Exit

Study # 06-11006

What it’s about—
Please tell us about your college experiences. The information from this National Survey of Student Engagement (NSSE) is used by faculty and administrators at your institution and by other higher education leaders to improve the collegiate experiences of undergrads.

Students from hundreds of other colleges and universities are also being asked these same questions—about how they spend their free time, what they feel they have gained from classes, and their interaction with faculty and other students. Filling out the questionnaire takes about 15 minutes. Your participation is completely voluntary.

Things you should know—
This survey is conducted on behalf of your institution by the Indiana University Center for Postsecondary Research; we will send your identified responses to your school for institutional assessment. Your school and the Center will keep your responses confidential and no information associated with your name will ever be released publicly. No one will use the information in any way that could cause problems for you. If you have questions at any time about the study or the procedures, you may contact the National Survey of Student Engagement at nsse@indiana.edu or by calling 812-856-5824.
Please Note

- Many persons involved in reviewing and processing materials
- Size of NSSE and quality of data make some processes take longer than expected
  - Changes require extra processing time
Should I say "can help" or "may help" below?

Tiffani Butler, 8/25/2008
Discussion and Questions

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