Thank you for joining us.

The Webinar will begin at 2:00 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

Debbie Santucci
David Hardy
Agenda

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

1. Customized Student Messages
2. Academic Calendar/Message Schedule
3. Institution image
   - Institutional letterhead
   - Signature

Paper schools only:
| Student Messages |

- Content subject to approval by the IUB IRB; limited to five total per IUB IRB
- Created by NSSE participants via the Institution Interface
- Reviewed for content by NSSE staff, ensuring language is appropriate and formatting is correct
- Final approval by NSSE staff
- Subjected to adjustments in mail date depending on institution’s response rate and other variables during administration
- Mailings tracked and confirmed in Interface; respondent listed always available for you on Interface
Pre-Survey Announcement

Unlike all other student contacts, this is \textbf{optional} and is sent \textbf{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, Follow-up, and Reminders

Customize messages using templates pre-approved by IRB

Step One: Information We Need From You
Please note: The preview on the right will update as you make your selections.
First, we'll need you to select the template you'd like to use.
- Template 1
- Template 2
- Template 3
- No Template (create my own)

Next, we need to know what person at your school you want students to contact with questions. We'll use this information to update the body of your message.
- Ms. Deborah (Debbie) Santucci, Project Manager
- Mr. Administrative Contact, 1
- Other

Next, tell us who will sign your message.
- Ms. Deborah (Debbie) Santucci, Project Manager
- Mr. Administrative Contact, 1
- Ms. Deborah (Debbie) Santucci, Project Manager (signature from 2009)
- Other
- Add another signature

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.
Subject: Santucci University wants your feedback!

Finally, will you offer an incentive prize in your message?
NOTE: We encourage you to review NSSE's guidelines for appropriate, effective incentive prizes.
- No incentives are described in the invitation
- Yes, for ALL survey participants (every respondent, regardless of response date)

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

Santrucci University is interested in learning about your educational activities and what you are gaining from your campus experiences. Completing the National Survey of Student Engagement (NSSE) will help us improve the education it offers.

Your response is valuable for helping us to compare the experiences you and other students at SMU report with those of students at hundreds of other colleges and universities. The results will also indicate important trends in undergraduate education.

The survey is available at:
http://www.nssesurvey.org

If you have any difficulty logging in, please e-mail help@nssesurvey.org or call 1-800-636-0350 for assistance. More information about NSSE is at nssesurvey.org. You can e-mail them at nssesurvey.org or call 1-836-5682.

If you have any questions about the project on this campus or your interest in using the results, please contact [contact's name] at [contact's e-mail address] or [contact's phone number].

I want to thank you personally for considering this request.

Sincerely,
Ms. Deborah (Debbie) Santucci, Project Manager

-----------------------------
If you have problems accessing the link posted above, please follow these instructions:
In your Web browser, type: www.nssesurvey.org
In the Survey ID box, enter: [casaid]
In the Password box, enter: [password]
If you do not wish to participate or receive further notices about this study, please use the instructions above to access the survey site. Select
Student Messages: Web-only

- Invitation
- Follow-up
- Reminder 1
- Reminder 2
- Final Reminder
Student Messages: Paper

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

- Invitation (by e-mail)
- Follow-up (by e-mail)
- Reminder 1 (by e-mail)
- Reminder 2 (by mail or e-mail)
- Final Reminder (by e-mail)
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
- Final Reminder
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 the importance of starting promotion early

- Series of articles in the student newspapers
- Getting faculty, staff, and students involved in promotion
### Mailing Schedule

#### NSSE Team 1 Paper School Test - 111111
- Not yet submitted

#### Materials Orientation
- [view]

#### Population/Sample File
- **Deadline:** October 21, 2009
- **Status:** Not submitted

#### Messages
- Not created, due on 08/26/2009

#### Image file
- Not yet uploaded

### Step 1: Academic Calendar
**Spring Term Start Date:**
Refers to the beginning of the Spring 2010 semester. NSSE 2010 survey administration begins as early as January 2010.

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
</tr>
</tbody>
</table>

### Spring Term End Date:
Refers to the last day of class for the Spring 2010 semester.

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
</tr>
<tr>
<td>31</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Longest Break Start Date (e.g.: Spring Break):
Refers to the start date of Spring Break week, not Easter break or winter break in December or January, etc.

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
</tr>
</tbody>
</table>
Specific details in Interface:
- File type: jpg, gif, or bmp
- Size: between 100x100 and 200x200 pixels
- Resolution: 72 pixels per inch
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

Debbie Santucci & David Hardy
Indiana University Center for Postsecondary Research
1900 East 10th Street
Eigenmann Hall, Suite 419
Bloomington, IN 47406-7512

Phone: 812-856-5824
Fax: 812-856-5150
Web site: www.nsse.iub.edu
E-mail: nsse@indiana.edu