



**Today's Webinar – What to Expect in a NSSE Administration**

Thank you for joining us. We will begin at 3pm EST.  
Before we begin, please review the following:

- Please turn up your computer speakers or plug in your headphones to listen to the presentation.
- Please close all other applications as they may interfere with the audio feed for this webinar.
- If you cannot hear anything, click on "Meeting" left of the 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.
- The chat window will be available throughout the presentation so that you can interact with fellow participants. You will be able to use the chat window to submit questions to the presenters during the Q&A sessions.
- A copy of this presentation will be available at: <http://nsse.iub.edu/webinars/>

## What to Expect in a NSSE Administration



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09/20/2011 NSSE Webinar Series 2011

### What we will cover today

- How to prepare, and why preparations are everything (*well, almost everything*)
- Strategies for success
  - Ways of thinking about the administration
  - Successful collaborations to promote success




### Seasons of NSSE

Summer	Registration
Fall	Preparation
Spring	Administration



### Summer / Early Fall

- Besides the obvious, what's important about registration?
  - Start thinking about promotional strategies now!
  - Become acquainted with NSSE deadlines  
<http://nsse.iub.edu/html/timeline.cfm>



### Fall – Prepare Materials!


September 27 – October 28

- Provide population file (all FY & SR students)
- Create customized messages on Interface
- Submit academic calendar/create mailing schedule
- Submit logo image (optional)
- Technology (<http://nsse.iub.edu/?cid=267>)
- Fall preparations must be finalized before winter break – avoid making decisions last minute
- Begin strategy of collaboration

### Spring

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- Test messages sent in early January
- Post/publish promotional materials
- Coordinate with colleagues (i.e., Deans and FY Program staff), and send regular updates




### From McCitrick

[http://nsse.iub.edu/institute/workshops/2008/suny\\_b/docx/NSSE%20Response%20Rates%2008%20A%20Dir%20101408.pdf](http://nsse.iub.edu/institute/workshops/2008/suny_b/docx/NSSE%20Response%20Rates%2008%20A%20Dir%20101408.pdf)

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1. Which administrators and staff members are most likely to affect students' responding to the NSSE?
2. Of all members of your collegiate community, who is most likely to get students to respond to NSSE?
3. Without violating NSSE IRB protocols, how can you encourage these "agents" to encourage students to respond to the NSSE?



### Involving faculty and staff

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



### Promotions - Involving students

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



### IRB considerations

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- Participating in NSSE is voluntary and it's important promotions don't suggest otherwise
- Limited to 5 direct recruitment attempts
- Results are confidential, not anonymous
- Incentives must be detailed in recruitment messages, and equally available to all participants
- Consult your campus IRB policy for local guidelines

### 2011 Response Rates

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# of Institutions	Overall RR	First-year RR	Senior RR
730	34%	31%	37%

## Resources

### Facilitators Guide

[http://nsse.iub.edu/2010\\_Institutional\\_Report/pdf/Facilitators\\_Guide\\_2010.pdf](http://nsse.iub.edu/2010_Institutional_Report/pdf/Facilitators_Guide_2010.pdf)

### Sharing NSSE Results

<http://nsse.iub.edu/?cid=329>

### Example of one success story: University of Louisville

<http://nsse.iub.edu/institute/images/promo/EveryCardCountsMarketing-Web.pdf>

### Flyers and Promotional Materials

<http://nsse.iub.edu/?cid=340>

## After the survey

Customize comparison groups for Institutional Reports, beginning about the end of May.

Customize the major fields used in your Major Reports.

You will be notified by email when these features become available, but file this information away so that you don't miss these opportunities at report customization.

## Thank you for participating

- Email: [nsse@indiana.edu](mailto:nsse@indiana.edu)
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- NSSE Web site: [www.nsse.iub.edu](http://www.nsse.iub.edu)

