Welcome to the NSSE Webinar
The Webinar will begin at 10am EDT.

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.
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Using the Chat feature:
• The Chat window will be available throughout the presentation for participants to interact with presenters and with each other.
Making the Most of your NSSE Administration

A NSSE Client Services Webinar

Wednesday, February 13th 10:00 a.m.

Chad Christensen, NSSE Team 4

Kevin Guidry, NSSE Team 4
Agenda

1. Aim of publicity
2. Marketing Information
3. Audiences and settings
4. Utilizing technology and media
5. Working with faculty
6. Ethics and survey research

Questions and discussion are encouraged throughout the entire webinar!
Raising Awareness on Campus

• The Purpose of Publicity
  • Helps increase response rates and the quality of your data
  • Helps prepare faculty and administrators to eventually apply what they’ve learned from the data.

• Target Audiences
  • Students
  • Staff
  • Faculty
Marketing

- Uniform campaign
  - Message
  - Graphics
  - Layout

- Different media to increase effectiveness
  - Pre-survey announcement
Traditional Media

• Posters in key locations

• Newspaper Ads

• Public transportation ads

• Table tents
Examples of Flyers

University of Texas at Arlington

Western Carolina University
Survey goes to freshmen, seniors

Matthew Knoche

Issue date: 2/7/08 Section: Front Page

The National Survey of Student Engagement, or NSSE for short, is going out to seniors and freshmen this week.

NSSE is a survey sent out to get students' opinions about their PSU education.

The survey itself is scale-based; with questions such as how many hours are spent studying, how satisfied the students are with their classes, and so forth.
Utilizing Technology and Media

- Screen savers in computer labs
- Radio
- TV
- Facebook
- E-newsletters
- Web portal
- Course management system (Blackboard, D2L, etc.)
Incentive strategies

• Several smaller “prizes” are more effective than one large prize
• Best strategy is to offer a small incentive to each respondent
• Must include:
  – Number and type of incentives
  – Odds of winning
• Should include:
  – Timeline for when incentive can be collected
Campus Involvement

• Working with Students

• Working with Faculty
Ethics in Survey Research

• Ethical Considerations
  • Participation is voluntary
  • Can not be coercive
  • Undue influence must be avoided
  • Incentive information can be publicized (correctly)

• Publicity Efforts to Avoid
We have time now to take additional questions if you have them!

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