From Messy to NSSE

Implementing an Effective NSSE Awareness Campaign

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Founded 1889
Public, R2, Doctoral
13,000
The Broader Picture

- High Impact Practices
- Texas Higher Education Strategic Plan (2015-2030), 60x30TX
- The importance of involving students
- Increasing need to utilize data effectively
- Declining survey participation rates
- Achieving a high response rate
The NSSE Survey

- Annual survey
- First-year and senior students' data
- How undergraduate students spend their time
- Provides institutions with a variety of reports
- Compare students' responses across universities
- Center for Postsecondary Research at Indiana University School of Education
Intentionality in Designing the Awareness Campaign

- Survey administration
  - Unfamiliar domain
  - Ensure familiarity
- Communicate value
- Staff limited time
- By students for students
  - Institutional Effectiveness And Research Graduate Assistants
Value of Engaging Students

- Value for the Students:
  - Professional experience
  - Increased marketability
  - Enhanced time management skills
  - Better communication skills
  - Improved self-discipline
Value of Engaging Students (cont.)

• Value for the Department:
  ▫ The student perspective
  ▫ Opportunity to complete extra projects
    • Dashboards for Data Visualization
    • Social Media Management
    • Predictive Analytics
  ▫ Staff leadership skills development
  ▫ Opportunity to connect with and mentor students
  ▫ Students as assets
Awareness Campaign

- Communicate benefits
  - The school and the students
- Familiarity with survey
- Student team weekly meetings
- Catch students’ attention
- Several channels of communication
- Short, relevant, visually appealing messages
- Consistent message
Campaign Strategy

- Infographic
  - Flyers (1,000)
  - Posters (25)
  - Emails
    - Eligible students
    - Personalized
    - Faculty and staff
    - Freshman professors

- Screens across campus
- Short video for social media
- 300 t-shirts
  - Higher odds of winning
- Announcement on MyLeo
- Master calendar
Hello Cory,

Please take the National Survey of Student Engagement (NSSE). It can help the university serve you better.

The survey is open and you have received the invitation with your unique link by email.

You can also find your link on the following announcement in your MyEO.

https://www.youtube.com/watch?v=N5VSLlYrL9A&feature=youtu.be
Timeline

- **Main Marketing Campaign**
  - January 2018 and ending after March 21\textsuperscript{st}, 2018
  - Emails sent once a week
  - Intensified efforts two weeks before first invitation
    - Posters and flyers
  - Continued efforts

- **Dates provided NSSE**
  - Dates related to emails sent by the NSSE team.
    - Invitation: Thursday, February 15, 2018
    - Reminder 1: Tuesday, February 27, 2018
    - Reminder 2: Wednesday, March 7, 2018
    - Reminder 3: Tuesday, March 13, 2018
    - Final Reminder: Wednesday, March 21, 2018
  - The IER team will utilized the marketing materials for additional emails.
Budget

- Past = $1,200
  - iPad
  - No marketing/awareness campaign
- Current = $2,700
The Goal

- **2016**
  - 1,962 freshmen and 2,779 seniors eligible
  - Response rate
    - 17.6% combined
    - 15% for freshmen
    - 20% for seniors

- **2018**
  - 1,500 freshmen and 2,900 seniors eligible
  - Increase response rate by at least 10%
    - Based on other institutions’ similar efforts
  - Aim
    - 27.6%
      - 25% freshman
      - 30% senior) combined
Results

- 11.6% increase
Activity
Lessons Learned

- Only 3 students replied back “complaining”
- Opportunity to share their unrelated concerns
- Time and labor to distribute prizes
- Prize distribution too close to end of spring
- They don’t rush
- Plan additional drawings
- Printed + digital list of students - prize
Questions?

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