



From Messy to NSSE

Implementing an Effective NSSE Awareness Campaign

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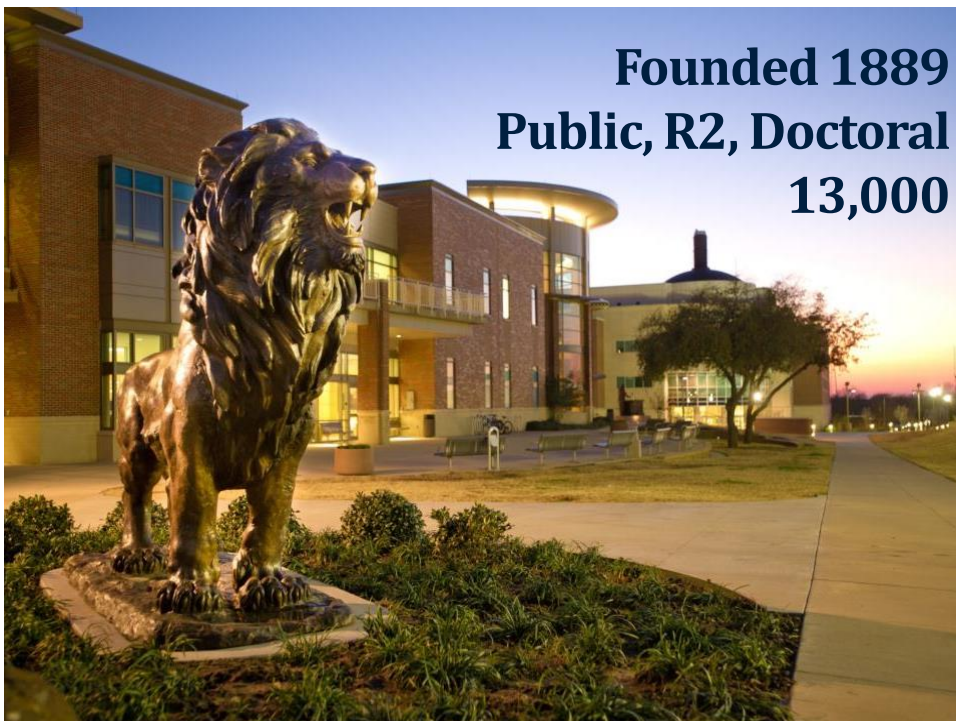
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Founded 1889
Public, R2, Doctoral
13,000

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



**TEXAS A&M UNIVERSITY
COMMERCE**

Department of Institutional Effectiveness and Research
*National Survey of Student Engagement (NSSE)
Awareness Campaign - Proposal*

Student NSSE Campaign Team:
Natalia Assis
Andrew Tague
Vidhi Gotti
Swagata Kundu
Moyosore Odebiyi
Ajogu Idoko-Akoh

Supervisors:
Dr. Dan Su
Melissa Crews
Carlos Rivers

- 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

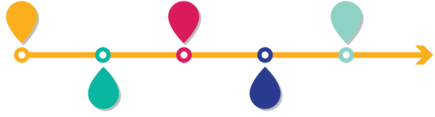


Marketing Material



Timeline

- Main Marketing Campaign
 - January 2018 and ending after March 21st, 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 utilize the marketing materials for additional emails.



Budget



NSSE Awareness Campaign Budget		
Product	Description	Quantity
Flyers	5.5 x 8.5 Color	1000
Posters	24" x 36" poster	25
Video (Animation)	15 Seconds	1
Digital Marquee Packages	5 on campus marquee locations, RSC Video Wall and Info Screen graphics for 1 week	4
T-Shirt	Heavy cotton shirt with school logo	300
Book Voucher	Contest 1st place winner	1
Book Voucher	Contest 2nd place winner	1
Lunch	Lunch with President Keck	1

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



The Goal

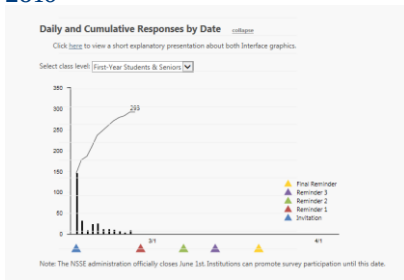
- 2016
 - 1,962 freshmen and 2,779 seniors eligible
 - Response rate
 - 17.6% combined
 - 15% for freshmen
 - 20% for seniors
- 2018
 - 1,500 freshmen and 2,900 seniors eligible
 - Increase response rate by at least 10%
 - Based on other institutions' similar efforts
 - Aim
 - 27.6%
 - 25% freshman
 - 30% senior) combined



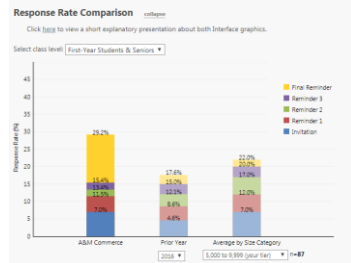
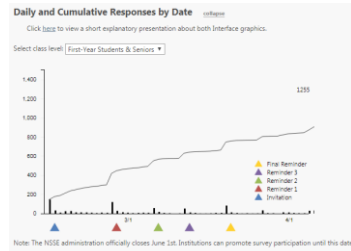
Results

- 11.6% increase

2016



2018



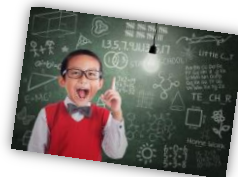


Activity



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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