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

Marketing Material

[Image of marketing materials related to the campaign]

[Website link: https://www.youtube.com/watch?v=N5VSLlYrL9A&feature=youtu.be]
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 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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