



TEXAS A&M UNIVERSITY
COMMERCE

From Messy to NSSE

Implementing an Effective NSSE Awareness Campaign

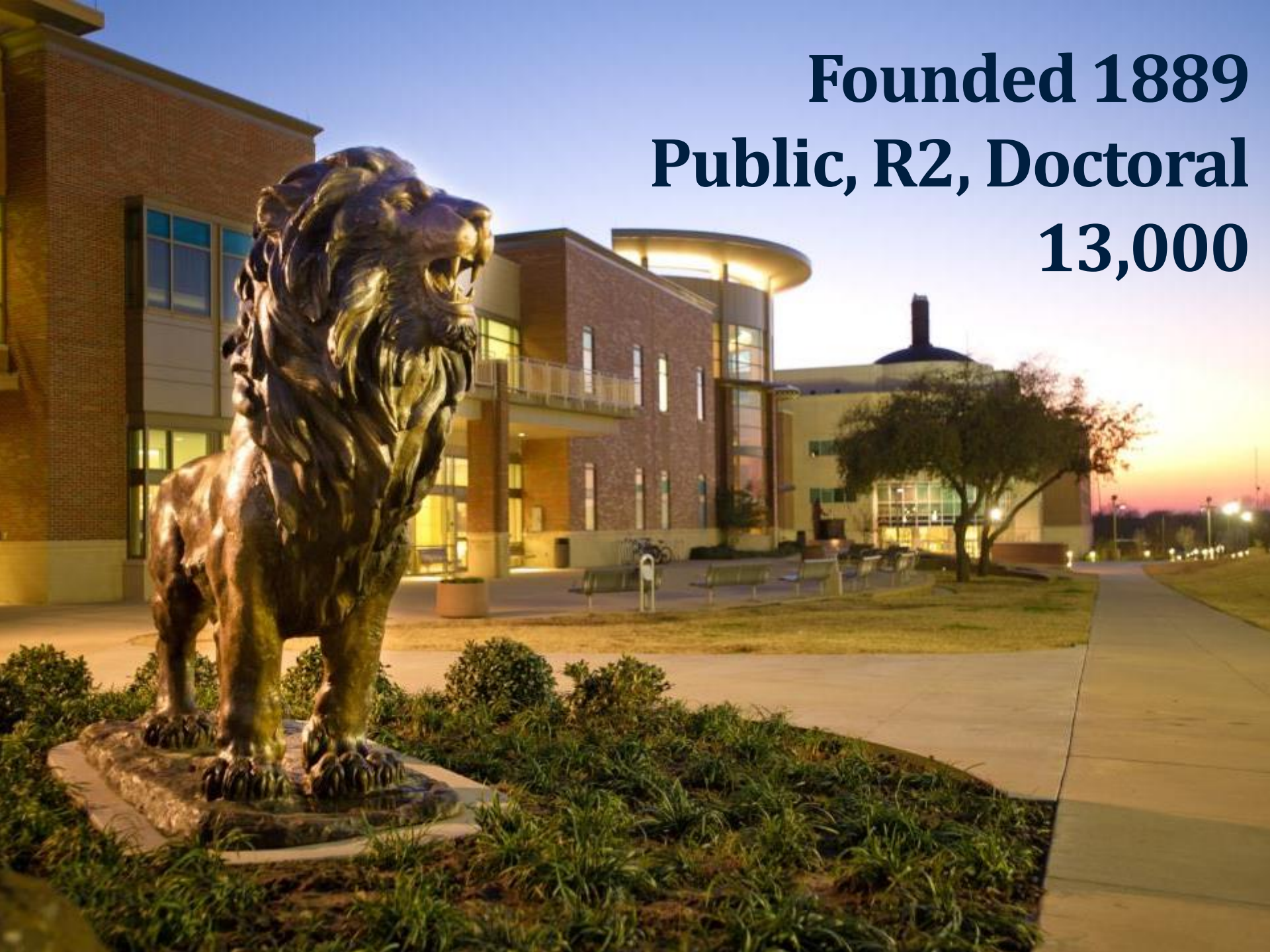
Natalia Assis

Graduate Research Assistant, Institutional Effectiveness and Research;
Department of Psychology, Counseling & Special Education

Dr. Dan Su

Director of Institutional Research

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



Department of Institutional Effectiveness and Research

National Survey of Student Engagement (NSSE)

Awareness Campaign - Proposal

Student NSSE Campaign Team:

Natalia Assis

Andrew Tague

Vidhi Goti

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



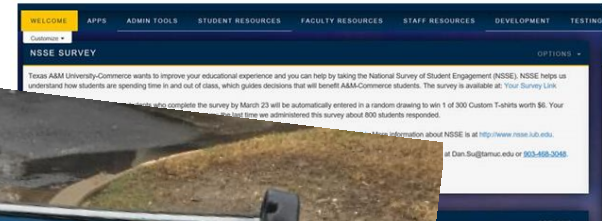
Marketing Material

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 MyLeo.



students' participation in programs and activities that
ent.
ponses by at least 10%. Let us hear you ROARI
win a beautiful T-shirt.



outu.be

MUC
oMail.

e survey.

agement (NSSE) go to: <http://nsse.indiana.edu/>.

MIER

?v=N5VSLIYrL9A&feature=youtu.be



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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

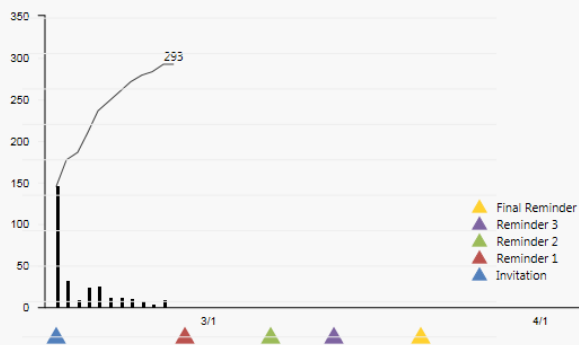
- **11.6% increase**

2016

Daily and Cumulative Responses by Date

Click [here](#) to view a short explanatory presentation about both Interface graphics.

Select class level:



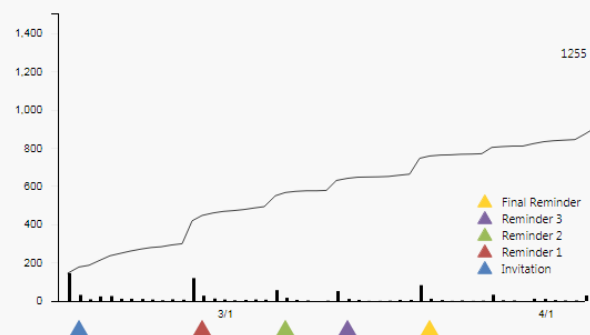
Note: The NSSE administration officially closes June 1st. Institutions can promote survey participation until this date.

2018

Daily and Cumulative Responses by Date

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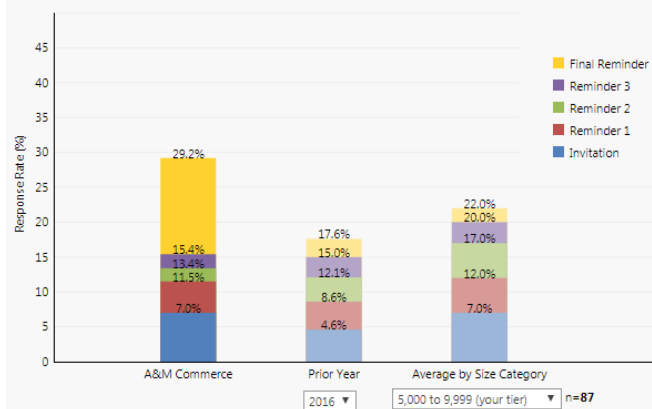


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Response Rate Comparison

Click [here](#) to view a short explanatory presentation about both Interface graphics.

Select class level:



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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From Messy to NSSE - Implementing an Effective NSSE Awareness Campaign Activity

If you were to implement a campaign similar to this one, however, adjusted to your own institution's needs, what possible roadblocks come to mind? (3 or 4)

After exchanging papers with someone next to you:

Choose one of the roadblocks listed by your colleague and write a short sentence on how you think this roadblock could be removed (or at least reduced).