Considerations as you prepare your messages:

As you prepare for your satisfaction survey administration, please know that we at Ruffalo Noel Levitz want your administration to be as successful as possible. We have found that one key to being successful is local outreach in conjunction with email invitations/reminders sent from the SPS application.

We want to be sure you are aware of the resources we have in place to help you consider your communication activities and to be successful:

* The online implementation guidelines can be found here: [PSI Online Implementation Guidelines](https://www.ruffalonl.com/upload/Student_Retention/SSI/Summaries/2017/PSI%20Implementation%20Guidelines.pdf)
* Online administration best practices found at (about half way down the page): [www.RuffaloNL.com/OnlineAdminResources](http://www.RuffaloNL.com/OnlineAdminResources)

One suggestion in our best practices is to do a seven touch strategy. The idea is that you need at least seven touches to get a survey recipients attention. Your email messages are likely key in this campaign.

We have provided sample email text for one invitation and two reminder messages. These are simply templates and can be modified to meet your specific timeline, expectations and detail. In your preparations, please consider the following:

* Messages are reviewed and sent on their scheduled send date by Ruffalo Noel Levitz. Typically between 8-11 a.m. CST.
* Reminder messages are only sent to those that have not completed the inventory.
* Identify a recognized name for outbound email to appear they are coming from. This should be a person or department that would be recognized by your recipient list and draw the largest pool of respondents. We suggest you enter FROM NAME as: **First Last, School Name**
* Identify the ‘Reply to’ email address for questions or comments from those receiving the email. Experience and feedback from clients indicates replies are typically messages telling you they completed the survey, letting you know they had a problem accessing the survey.
* The sample text provided uses a sample 2-3 week window
* Consider your incentives. Research and feedback indicate multiple prizes valued at $20 (or higher) tend to increase response rates. Prizes must be meaningful to a multitude of personalities and provide for a variety of options (i.e., gift cards from Amazon or local food vendors, etc.) while enough of them should be available to be considered as a chance to win. While Ruffalo Noel Levitz encourages incentives, some corporations may have rules or regulations regarding the use of their products or services as promotional tools. Be sure to review and follow guidelines prior to finalizing your email messages in your survey administration.
* If you wish to setup your email messages on your own, additional detail can be found on page four of this document.

Sample email text to be sent to parents – sent from the SPS application.

**Note regarding sample text**: {{surveylink}} and {{firstname}} are merge fields that will present the unique information for a student email message. Do not make edits to these fields when preparing your messages.

**FROM NAME – John Doe, Sample University**

**REPLY TO EMAIL – IResearch@RNL.com**

**Subject:** {{institution}} Parent, help us help your student

**Send Date**: Date you would like e-mail sent

Hello {{firstname}},﻿﻿

Help us improve your student’s experience here at {{institution}}!

We are inviting you to complete a short survey regarding your perceptions of your child’s experiences at this institution. We have also assessed student satisfaction on this campus and now we want to know what you think! Your responses will help leadership of this institution to prioritize areas of response to improve the experience for your child.

This survey is available for online completion and must be completed in one sitting. Please click on or copy and paste: ﻿﻿{{surveylink}}﻿

Thank you in advance for completing this important survey.

\*Note: if you have more than one child currently attending this institution, please complete the survey primarily with your oldest child in mind.

**2) First reminder:**

**Subject:** {{institution}} Parent, reminder to help us help your student

**Send Date**: Date you would like e-mail sent

{{firstname}}, recently you received an invitation to complete a survey we are conducting. Keep in mind that in appreciation for completing the survey, you will be entered into a drawing to receive one of ## $20 gift cards.

Complete the survey at ﻿﻿{{surveylink}}﻿. The survey is available for a limited time, thank you for being a part of this important activity.

INSERT NAME AND TITLE OF INSTITUTIONALCONTACT

**3) Last reminder:**

**Subject:** {{firstname}}, final reminder for the {{institution}} survey

**Send Date**: Date you would like e-mail sent

{{firstname}}, your input is valued so we have extended the availability of the {{institution}} survey to CLOSE DATE.

Please complete the survey today by clicking or copying and pasting: {{surveylink}}.

This is your last opportunity to share your priorities and concerns with us through this survey. We would appreciate your taking the time to complete this information today!

INSERT NAME AND TITLE OF INSTITUTIONALCONTACT

Information on how to setup your email messages is found on the next page.


Now that you have considered the above information, it is time to set up your email messages.

1. Select your specific survey administration from your list
2. Select the *Email* button on the right
3. Select *Email Setup*
4. Go through the prompts
	1. Select your email type: either an invitation or a reminder message
	2. Select your template: based on who your audience is
	3. Populate the required information on the ‘heading’
		1. From name: The name or department the email will appear to be coming from
		2. Reply to email: The email address replies from survey takers would be routed to should they click reply.
		3. Subject: Note in the templates the merge field for first name will appear. If needed, the merge field is: {{firstname}}
		4. Scheduled transmission date: the date you would like your email sent (messages are typically sent Monday – Friday between 7:30-9:30 a.m. CST (with a little variance due to volume)
5. Select Next
6. This should bring up the body of the message. A template will appear, but feel free to modify as you would like.
	1. Note, if you are copying and pasting a message from word, you might need to first copy the message into a notebook that removes all the word formatting. Once copied from the notepad, you can paste into the body of the message.
	2. If you use the Insert Merge Field button, once your email is sent, the email will be personalized with those fields.



1. Select Next
2. Determine if you want to save your updated text as a template for this administration or for another administration.
	1. If you do, select the box
		1. Then populate the ‘name of the template’ for your reference and later use.
		2. Select Next
	2. If you do not, select Next
3. Review your email details and select Schedule Email

Note:

* 1. Once scheduled, your email will be sent as scheduled (Monday – Friday between 7:30-9:30 a.m. CST.
	2. On the Email Activity screen, the Success/Failed emails will populate AFTER the actual email message has been sent.
	3. If you need to modify your message once saved, select the *Edit* link.