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: [SSI Online Implementation Guidelines](https://www.ruffalonl.com/upload/Student_Retention/SSI/ImplementationGuidelines.pdf)
* Online administration best practices found at: [www.RuffaloNL.com/OnlineAdminResources](http://www.RuffaloNL.com/OnlineAdminResources)

One suggestion in our best practices is to send a preliminary email directly from your institution (not though the SPS administration page). The idea is to notify students to expect an invitation email with a link to the survey. This preliminary message helps students recognize the email and helps to explain the purpose of the survey. Similar to your email messages that will be sent from the SPS application, we suggest you send this email from someone on campus that students will recognize, which will increase the likelihood that the email will be opened/read.

On page 3 of this document, you will find an example of an email used by another institution. Notice their use of school colors and how they called out/bulleted the ways they have used the data in the past. Feel free to review, modify and send this type of email to your students as a preliminary message directly from your institution. Please contact us with any questions.

In conjunction with the preliminary email, we have provided sample email text for one invitation and three 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 (Monday-Friday) by Ruffalo Noel Levitz. Typically between 8-11 a.m. CST.
* Reminder messages are only sent to those that have not completed the inventory.
* *Notify your IT (technology) staff* of email dates to avoid SPAM blockers (email SPS.Tech@RuffaloNL.com for more detail).
* 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 (oftentimes a copy/paste issue missing the beginning or end of the passcode), or the survey taker wanted to provide additional feedback not asked in the survey.
* 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.
* Consider your audience when selecting dates to send your emails. What is going on in the daily life of this population? Are they completing other surveys? Is it getting close to test dates or a break? Has there been a recent activity or event that would influence responses to opening and/or taking a survey?
* The sample text provided on pages 4-5 uses a sample 2-3 week window. We encourage you to usethe best timeline for your school. This is suggested text, please make edits as needed before submitting to SPS.Tech@RuffaloNL.com for insertion or updating the Email section of your administration page.
* If you wish to setup your email messages on your own, additional detail can be found on page four of this document.

Example of Advance Communications for Online Administrations – Sent from your campus.

Hello First Name,

On DATE you will receive an official invitation to complete the Student Satisfaction Inventory (SSI).

Student feedback from this survey has led to the following campus improvements:

* Upgrading XX
* Expanding XX
* Enhancing XX

Will your suggested improvements be on next year's list?

Every student who completes the Student Satisfaction Inventory will be eligible for a XX prize drawing.

Thanks in advance for your feedback. Your input really does help to make positive changes at INSTITUTION NAME.

All the best, CONTACT NAME

Sample email text to be sent to students – 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 – President@RNL.com**

**Original invite:**
Subject: {{firstname}} - Your Opinion Matters

Send date:

Hello {{firstname}},

This is your chance to tell us what is working, and what is not working at [INSTITUTION] - You could even win a $XX gift card doing so.

Please complete the student satisfaction survey today. {{surveylink}}

Thank you for your feedback {{firstname}}

INSERT NAME AND TITLE OF INSTITUTIONAL CONTACT

**First Reminder:**
Subject: {{firstname}}, Your feedback = X Gift Card Or (if no incentive is offered) We want your feedback {{firstname}}
Send date:

Hello {{firstname}}.

Help us help you make the best of your college experience by taking the student satisfaction survey today. As a thank you, you'll be entered to win $XX gift card.

Complete your survey before it closes; {{surveytype}}: {{surveylink}}

Thank you for your time {{firstname}}.

INSERT NAME AND TITLE OF INSTITUTIONAL CONTACT**Second Reminder:**
Subject: Your survey is closing soon {{firstname}}
Send date:

Hello {{firstname}}.

Where would you like to see changes made at {{institution}}? What do we need to improve upon?

Now is your chance to tell us. You'll even be entered to win [PRIZE] just for completing your student satisfaction survey.

{{surveylink}}

Thank you for your time.

INSERT NAME AND TITLE OF INSTITUTIONAL CONTACT

**Final Reminder:**
Subject: 2 days left to complete your survey {{firstname}},
Send date:

Hello {{firstname}},

Just **2 DAYS LEFT** to give us your thoughts - don’t miss your chance to win $XX gift card.

The student satisfaction survey will close on Friday!

{{surveylink}}

Thank you.

INSERT NAME AND TITLE OF INSTITUTIONAL CONTACT

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.