SPS Online Administration Best Practices

Email StudentSuccessTech@RuffaloNL.com with any questions.

How to get the best completion rates?

PREPARE IN ADVANCE.

Achieve more by creating awareness for the survey, even BEFORE the invitations are sent.

UTILIZE THE HUMANPOWER AVAILABLE TO YOU.

Tap into your work study students or marketing majors to help create a survey campaign.

CREATE A SEVEN TOUCH STRATEGY.

Research indicates that people need up to seven touches (or exposures to an idea) to take action. Consider implementing a "Seven Touch" campaign to encourage students to complete your online survey.

On-campus campaign

Email campaign

Online campaign

Make announcements in class.

Provide incentives.

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On-Campus Campaign

☑ **Create flyers to be posted in restrooms, information centers, mailboxes and on walls/doors (<u>sample posters</u>).**

☑ **Use electronic reminders/videos around campus (TV monitors).**

☑ **Share the survey's purpose via videos from your campus leaders (<u>sample 1</u> and <u>sample 2</u>).**

☑ **Build on your strong relationships with your campus organizations (SGA) and collaborate for survey completions.**

☑ **Think outside the box to create awareness. Examples include: T-shirts for ambassadors, faculty pins, sidewalk chalk reminders and distribution of candy bars with reminders.**

Email Campaign

Sample Email Text found on resource page

Email Type	Timeline	Purpose	Count
Pre-Admin	Prior to sending the official invitation.	Send an email locally, creating awareness for the survey.	1
Invitation	Day 1 of your survey.	Send your email invitation from the SPS application inviting students to take the assessment.	1
Reminder	3-5 days after previous email.	Continue to re-engage your students throughout the survey administration.	2/3
Last Chance Reminder	2 days prior to survey closing.	Prior to your survey closing, be sure to send a last chance reminder.	1

Continuously monitor your completion rate. You can always extend your end date and send additional reminders.

Online Campaign

Make announcements on social media or other mediums. Using a social media ambassador is a great way to get the word out.

Twitter   Facebook   LMS System   Website   Electronic Newsletter
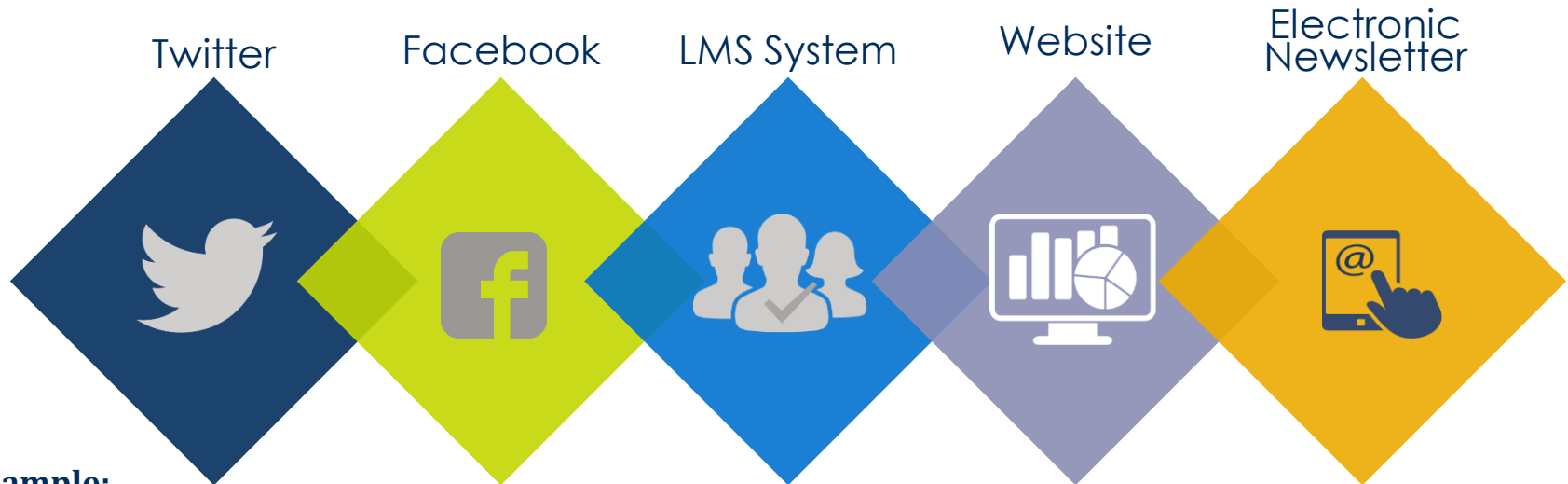
Sample:

- Your opinions matter to us! Complete the student satisfaction survey to provide valuable feedback & a chance to win a gift! #Survey
- Your feedback on the student survey will provide us with insights into your experience. Complete it today! #Survey
- What's important to you? Where do you think we can do better? Tell us on the student survey. Complete it today! #Survey
- We are listening to you! Complete the student survey before DEADLINE to have your voice heard. #Survey

In Class Announcements

Engage faculty to make announcements in class and/or offer extra credit to complete the survey.

A sample pre-communication to survey takers:

Last year we administered the satisfaction-priorities survey for the first time. Many of you participated and provided valuable information. The administration along with faculty heard your voices clearly. We have taken some immediate actions such as sharing the results with various campus groups, forming student focus groups to further understand your needs, and discussing areas of improvement. As an example, we are moving the <<>> office closer to <<>> this summer so that there is less run around between student service offices. Committed to making improvements, we want to continuously learn about how we can better serve students. Therefore, we ask you to participate in this survey again this year.

A sample communication from faculty and staff

You should have received an email from <> regarding the satisfaction survey we are currently administering. We really do want to hear from each of you. We want to know what you like about campus and what you aren't as happy with. We hope to make changes based on your feedback. If you haven't received this email, please let me or another faculty member know.

Incentives & Your Audience

Create outreach that is specific to your students!

Think about INCENTIVES that you can offer that aren't gift cards.
Remember, you want something that relates to your audience!
- Parking pass for a semester or year
- Extra credit
- Priority registration
- Prime room draw/room assignment
- SWAG

Consider coming up with a THEME around your administration to
present a cohesive administration. Examples include:
- Share your opinions; Make a difference
- We want you to be heard!
- Let your voice be heard!
- We are listening to you.

Suggested Tactics

	Purpose	Example	Implementation
Incentives	Provide something to the student that shows "what's in it for them." We have found that MORE incentives at a smaller amount ($20 and above) have the greatest impact on completion rates. (Example: ten $20 gift cards vs. one $200 gift card)	10- $20 gift cards for things people use every day (gas, discount store, online retailer, coffee)	Include incentive information in all mailings/promotional pieces. Ruffalo Noel Levitz will capture information of all recipients that complete the survey for you to use when selecting incentive winners.
Loyalty	Emphasize the connection to the institution.	"We know you care about this school so we need your input on how to make your experience even better."	Include this type of language in the email messages and any promotional activities.
Recognition	Call attention to those who have completed the survey.	"The winners of last week's $20 gift card drawing were Jane White and Sam Jones."	Include names in reminder email messages so students who have not yet completed the survey think, "I know Jane and Sam. Maybe I will win a gift card too."
Competition	Foster higher completion rates with a competition (for pride or a prize).	"The major/program with the highest completion rate will receive a pizza party."	The administration page displays the counts and percentages of all demographic responses. If you have customized the survey with your majors/programs, you will be able to monitor these response rates.
Peer Pressure	Having students encourage other students to complete the survey.	"I just shared my opinion through the SSI. #SSI #UniversityPride"	Via Twitter and other social media sites. Recruit Social Media Ambassadors who are well connected on campus to Tweet and post information to encourage their classmates to complete the survey.
Identity/ Appeal/ Social Information	Point out that students who care about the institution will take time to complete the survey. Or reference the fact that students who perform well academically are more likely to complete the survey. Other students may want to be a part of the majority.	"Do you care about improving the student experience?" "As a member of this college community, we need to know what you are thinking." Include specific positive percentages about other students completing the survey.	Include messages in emails and promotional pieces.
Information Exchange	Highlight that their feedback will benefit them.	"We listened to your feedback on the SSI and we now have extended our registrar office hours."	If you have surveyed before, be sure to share how the data have guided decision-making and improvements in the past. If this is your first time, share what you plan to do with the data.

A note about incentives

Ruffalo Noel Levitz has not identified a "silver bullet" incentive. Instead, you will need to consider your population and the incentives that will be attractive to them.

Research on incentives:

Julie Bryant, Associate Vice President for Retention Solutions at Ruffalo Noel Levitz attended a session presented by James Cole and Shimon Sarraf at the 2015 Association of Institutional Researchers Forum that cited the following:
- Intentional promotional efforts have a 4-5 percent boost in response rates
- Offered lottery incentives reflected a 3-5 percent boost (with multiple chances better than just one prize)
- Offered guaranteed reward has up to a 10 percent boost
- The amount a school spends does impact response rates – the more incentives or everyone getting something is more likely to see higher response rates.

These two additional notes are also from that session:
- Research suggests the incentives are an effective way to boost response rates. (Sarraf & Cole, 2014; Laguilles, Williams & Saunders, 2011; Heerwegh, 2006)
- There is little evidence that incentives negatively impact the quality of the survey results. (Cole, Sarraf & Wang, 2015):
    - Incentives don't effect straight lining.
    - Incentive group more likely to submit responses with no items skipped.
    - Incentive group more likely to complete the entire survey.
    - Practically speaking, the responses to the survey items were the same for those in the incentive group and the non-incentive group.