Best Practices for your Satisfaction Priorities Survey Administration

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Our Conversation Today

Best Practices For:

1. Placing your order – if you have not done so already
2. Survey timeline – your timeline is our timeline
3. Set up – including student file, email messages and custom items
4. NEW – survey access for students
5. TRENDING – successful strategies for increasing completion rates
6. Resources – we are here to help
7. Questions/Discussion – share your thoughts

Placing Your Order

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Placing your order

- Order online at www.RuffaloNL.com/orderSPS

- Flat-Rate Pricing
  - Based off the number of invited students and includes all completed surveys and reports (national and regional comparisons, demographic data slicing, year-to-year and raw data)
  - Specialized comparison group report-**what is this?**

- Who do I survey?
  - All class levels
  - Traditional students, Graduate students, Adult learners, Distance/Online learners

- What happens next?
  - StudentSuccessTech@RuffaloNL.com will follow up 5-7 business days after your order is placed, outlining your next steps
    - Adjust your end date to match your timeline

Survey Timeline

2

Survey Timeline

- Your timeline is our timeline
  - No registration deadlines
  - Refer to your academic and assessment calendars
  - Avoid mid-terms, finals and if possible, have the survey administration finished before spring break

- Length of time the survey is in the field
  - 3 weeks is typical
  - Initial email invitation and three reminder emails

Survey set-up

3

Survey set-up

- Confirmation email from StudentSuccessTech@RuffaloNL.com
  - Giving you access to your survey, via your myRuffaloNL account
  - Highlighting the additional information that is needed in order to launch
- What we need
  - Student file (email address, first name, last name)
  - Email messages (we have samples)
  - Custom items (see below)
- Custom items
  - 10 campus specific items (20 for ASPS), positive statements, that your students would rate for importance and satisfaction
  - 2 additional campus specific demographic questions, multiple choice format
  - **Unlimited list of your majors/programs for your students to self-select their area of study from a drop-down menu**

New: Survey Access for Students

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NEW-Survey Access for Students

- **Historically (and still available):**
  - Email messages with personal URLs, sent from RNL's system
- **NEW:**
  - Survey link that is unique to institution but generic to student; students must self-identify using their email or Student ID that has been loaded into the RNL system
  - Mail merge sent locally (from your email) with personal URLs (IDs created by RNL or uploaded into system)
- **Allows for greater visibility via:**
  - QR codes
  - Posts on social media
  - Text messages
  - No phishing warning from an outside source

Trending:
Creating Survey Awareness
Active vs Passive Incentives

5

How will we EVER get our students to take a survey?

Creating survey awareness is a MUST

- Pre-survey communication
  - Send an email locally, creating awareness for the survey
    - Let the students know why completing the survey is instrumental to their student experience (if we don't know what's wrong, we can't fix/address it).
    - Highlight any changes that have been made as a result of previous survey data so students understand that the data does in fact get used.
  - Short video introducing the survey, noting its importance
    - Featuring your President, Student Ambassador, Various Departments
- Once the survey is live, you can also send local emails with mail merges to just the students who have started the survey but have not completed it.
  - Filter for this indicator

TRENDING-Active (vs passive) Incentives

- Create momentum with your incentives
  - Weekly give-a-ways/create a sense of urgency
  - Celebrate your winners/fear of missing out
- Think outside the gift card box
  - Lunch with the president
  - College swag (apparel, stadium blanket, umbrella)
  - Parking pass for a semester or year
  - Extra credit
  - Priority registration
  - Prime room draw/room assignment
  - Experiences (social media feed)
  - Partner with local events for tickets
  - Something for everyone

Tap into your student clubs/organizations

- Ask them to allow the first 15-20 minutes of their meeting for students to complete the survey; offer to bring in pizza/snacks to sweeten the deal.

Connect with your athletic director

- Ask coaches to give the survey during a team meeting; this is especially helpful if one of your campus defined demographic questions is “are you a student-athlete.”

Create pop-up events in your high traffic areas

- Bring in food (Chick-fil-A), popcorn (the smell will draw students in), donuts with the dean; have the QR code on hand for students to scan and complete the survey.

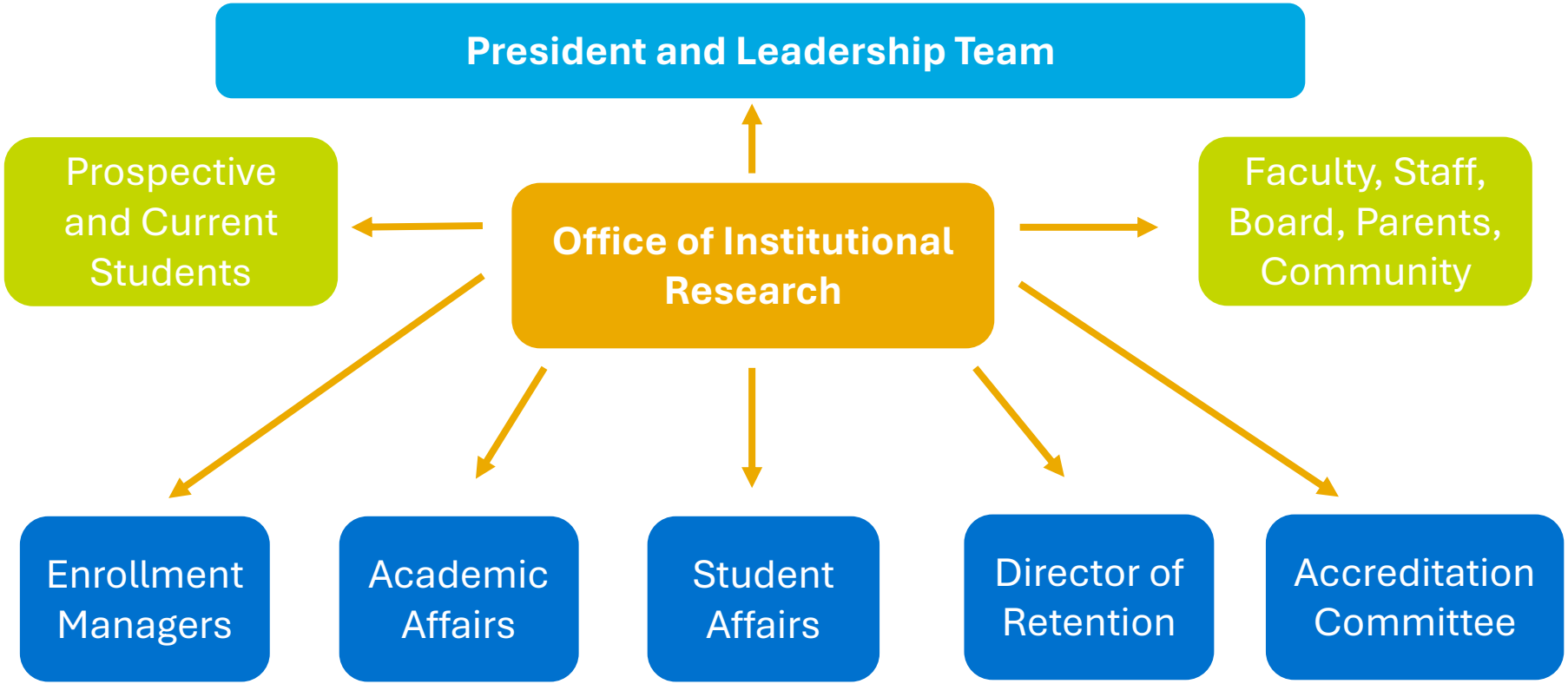
Get your faculty/staff on board

- As much as we focus on “what’s in it for me” from a student perspective, we can also push that message with your faculty/staff. Let them know there is literally data for everyone.

Use in class-time for survey completion

- Once your faculty are on board, they may allow you to come into the classroom and have students complete the survey right then and there.

Data for Everyone



RECOMMENDATION

Monitor your response rates in real time while the survey is open, including the demographic indicators.

Allows you to be proactive with boosting student responses while the survey is open rather than scrambling after the survey has closed.

Strong response rates and representative data sets give you confidence to ultimately use your data results to inform action.

Resources

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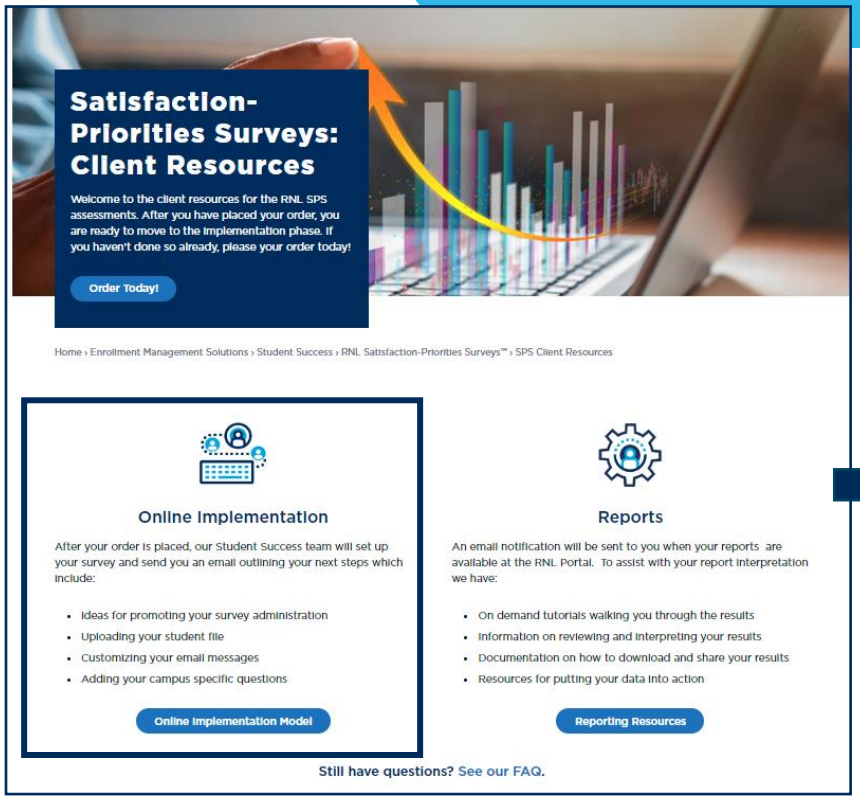
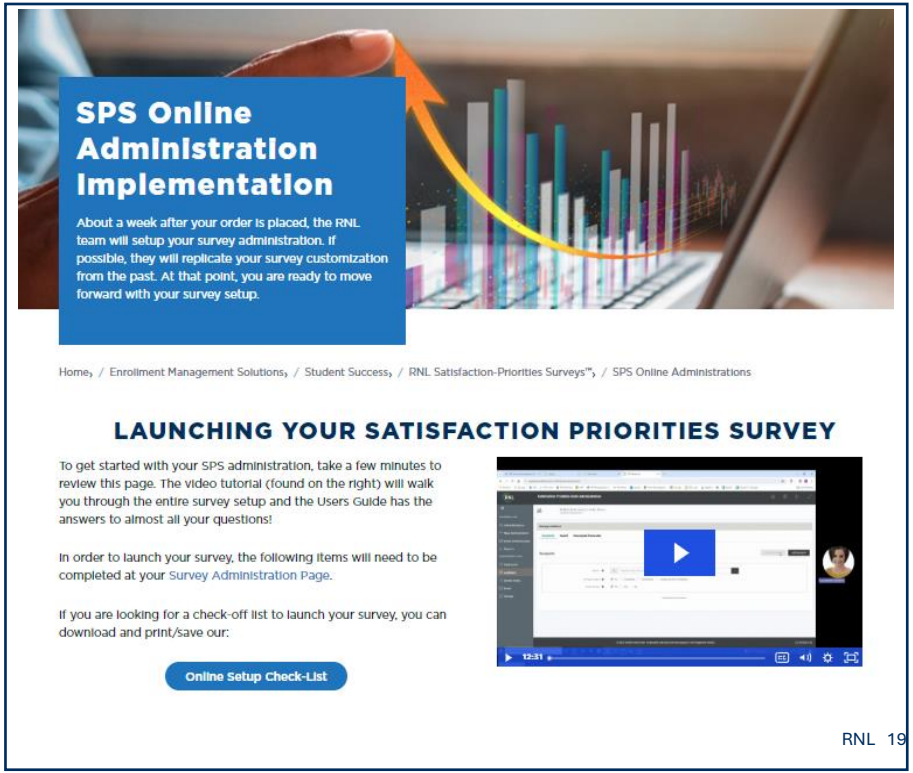
RuffaloNL.com/SPSClientResources





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Questions / Discussion

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The Power to Impact
Change is Yours