Online Implementation Guidelines
Noel-Levitz Satisfaction-Priorities Surveys
Pre-Purchase Instructions

Student Satisfaction Inventory (SSI), Institutional Priorities Survey (IPS),
Adult Student Priorities Survey (ASPS), Adult Learner Inventory (ALI),
Priorities Survey for Online Learners (PSOL), Parent Satisfaction Inventory (PSI)
As of August 2010

Typical length of time for individuals to complete each of the online surveys:
- Student Satisfaction Inventory (SSI)
  - 70+ Form A SSI (original version): 20 - 25 minutes
  - 40+ Form B SSI (short form): 10-15 minutes
- Institutional Priorities Survey (IPS)
  - 50 item Form A IPS (original version): 20 minutes
  - 40+ item Form B IPS (short form): 15-20 minutes
- Adult Student Priorities Survey (ASPS)
  - 50 items: 15-20 minutes.
- Adult Learner Inventory (ALI)
  - 47 items: 15 minutes
- Priorities Survey for Online Learners (PSOL)
  - 26 items: 10 minutes
- Parent Satisfaction Inventory (PSI)
  - 54 items Form A PSI (parallel to the original SSI Form A): 10 – 15 minutes
  - 50 item Form B PSI (parallel to the shorter SSI Form B): 10 – 15 minutes

An online administration account is designed to allow you access to:
- Load in your survey recipients.
- Adjust the timeline of your survey window.
- Customize the survey with optional, campus-defined items rated on the importance and satisfaction scale.
- Add an optional custom-defined item.
- Add major/department, or program codes for further delineation of your audience members.
- View a preview of your survey with any customization in place.
- Customize e-mail messages and delivery dates.
- Send sample e-mail messages for preview.
- Monitor survey activity while the account is live.
- Download individuals who have or have not yet completed the survey.

Information Noel-Levitz will need to begin your online administration:
1. Survey version(s)
2. Estimated timeline for survey administration
3. Order form submitted electronically or in hard copy form. Note: all billing takes place at the end of the online administration.
   - Our Web site www.noellevitz.com provides the various order forms by adding the acronym to the address: www.noellevitz.com/Orderssi, www.noellevitz.com/Orderips, etc.
   - Hard copy order forms may be downloaded from the Web site, completed, and faxed to 319-626-8388 or mailed to:
     Noel-Levitz
     2350 Oakdale Boulevard
     Coralville, IA 52241

What you can expect from Noel-Levitz to provide upon receipt of your order:
Noel-Levitz will notify you of your account activation in approximately three business days upon receipt of your order. Access to your administration is through your *myNoel-Levitz* portal and specific instructions and confirming details with next steps will be sent to your e-mail address.

You will be given the opportunity to work with the administration account directly or involve Noel-Levitz technical support in any or all of your customization activities.

The Administration Site
Your survey administration site includes five sections: Summary, Audience Management, E-mail Management, Survey Customization, and Survey Preview

Summary – defines the administration ending date and summarizes the audience count and activity.

Audience Management – allows you to create anonymous access passcodes, upload a file of information to create access for audience members, and export information from the system regarding the audience. This section also identifies any activity related to audience access or creation.

- We recommend you invite 100% of your student body, 100% of a targeted group of students, 100% of your faculty, administration and staff or 100% of the parents of your currently enrolled students to complete the survey. Typical response rates with an e-mail invitation are 15-20% for students, 50% for campus personnel and 30% for parents, so you will want to start with a large enough pool of individuals for a viable sample. If individuals are completing the survey in a computer lab setting with higher response rates, you can invite a representative sample of your population.

- To access the survey, each individual must have a unique access passcode and enter it at https://survey.noellevitz.com. Typically, these are randomly generated by the Noel-Levitz system (which helps the individual completing the survey to feel anonymous).

E-mail Management – This section is applicable for clients that will use the Noel-Levitz e-mail tool built within the system. Completing this section will allow Noel-Levitz to send e-mail communications through the system on your behalf. Noel-Levitz will send an initial e-mail invitation to the individuals you upload into the system, plus two reminder messages to individuals who have not yet completed the survey. The same message will be sent to a secondary e-mail address if you wish to load secondary e-mail addresses into the system.

Note: If you are sending e-mail communications locally through your campus e-mail system, you should not enter any information into the E-mail Management section.
- Communications will appear to come from the individual that is in the FROM field while Noel-Levitz coordinates the distribution.
- Subsequent communications will only be sent to the individuals who have not yet completed the survey.
- E-mails are only sent by Noel-Levitz on weekdays, Monday through Friday.
- E-mails are not sent on holidays. If you are scheduling a communication for a holiday, please check with Noel-Levitz to verify this will go out, otherwise it will be sent the next weekday.
- Communications are typically sent the morning of the day scheduled.

Observations regarding the survey administration with e-mail:
- E-mail invitations are most effective when they include two reminder messages to individuals who have not yet completed the survey.
- We recommend that you offer some type of incentive to complete the survey, such as bookstore gift certificates, gift cards for local restaurants, iPods, flash drives, premium parking spaces, premium registration options, or even tuition discounts, depending on your budget. You want to offer something to individuals for taking their own time to complete the survey. Typically more prizes of smaller dollar value are more appealing than one larger prize because individuals have more chances to win. You should determine an incentive which will be appropriate for your particular population.
- We recommend communicating with your students, faculty/staff and parents through other methods to encourage them to watch for the e-mail and to take the time to complete the survey. These communication methods can include announcements in class, postings around campus, announcements in the campus newspaper, postings on the campus Website, advance e-mail messages that you send yourself, or direct mailings.

- For the parent survey, you may be able to coordinate with your admissions office or alumni / development office to obtain e-mail addresses for parents of your currently enrolled students.

Survey Customization – This section allows you to edit the Welcome line at the survey, customize ten (or twenty on the ASPS) local campus-defined items, add a demographic item with its responses, and upload a file containing your campus-defined majors or departments.

- The **Campus-Defined Items** are the items which are positive statements and are rated for importance and satisfaction.
- The **Campus-Defined Demographic Item** is the demographic item which appears at the end of the survey. Each survey version has one question which can be added, with up to six possible responses. Note: Some survey versions have two campus-defined demographic items available.
- **Campus Defined Majors/Codes**: This section is where you can add your list of majors / programs / departments for the students/individuals to choose from.

Survey Preview – This section allows you to preview the customization you have completed in the survey and the view your audience will have. This will allow you to proofread the customization you have entered and verify that everything appears as you expect. If something is incorrect, you can go back to the administration site and make corrections then preview again.

Your Survey Results are delivered electronically approximately one week after your online account closes. You are notified by e-mail when you can enter the MyNoel-Levitz system to view your safe mail attachments. All billing for the online accounts occurs when the account closes. You will be billed the following:

- Per survey fee based on the number of surveys completed in the system (see order form for corresponding quantity rates).
- Basic processing and set up fee and online account set up fee (see order form).
- Additional online administration fee $0.25 per access passcode created or loaded.
- Optional reporting materials (refer to order form). Please be sure to have optional material requests in place with Noel-Levitz before your online account closes. Note: Additional reporting may also be requested after your main report is delivered.

Technical Support and questions may be directed to Noel-Levitz by contacting us directly by e-mail at SSI-Tech@noellevitz.com or by calling 800-876-1117. We welcome your questions and want to make your administration as smooth as possible; our technical team is ready to support you and your survey administration in a way that best serves your campus needs.

Other areas of consideration for the survey administration:

Administer with an e-mail invitation coordinated on campus
- When you coordinate the e-mail yourself on campus, you will not be using the e-mail system within the Noel-Levitz administration site. You will need to use a separate mail merge activity to send the e-mail message to the individuals. Please contact your campus tech support if you are not familiar with how to do this through your e-mail system.
- Though you will need to have access to your students'/individuals' e-mail addresses, it is not necessary to load them into the administration site when you are coordinating the e-mail communication on campus.
- You will need to either load in student ID/numeric identifiers or request the system to randomly generate access passcodes which you will then assign to the individuals. It is important that each individual has a unique passcode to access the system. Be sure the e-mail communication allows for the identification of this unique passcode within the message or clearly instructs individuals to enter the passcode you have loaded into the system.
- You are welcome to use the sample text provided by Noel-Levitz for your e-mail message and reminders, but you will need to use your own mail merge / e-mail function with this text.
- You are responsible for downloading the list of individuals who have or have not completed the survey and using this information to determine who should receive any follow-up messages.
- You can set your own schedule for the e-mail communications and determine who the e-mail is coming from on campus, as well as who should receive the reply messages. All of this should be handled with your campus tech support. You will also be responsible for sending the communications on the determined dates.

Administer through a computer lab setting on campus
- With this option, you can either load in student ID numbers or generate a list of random access passcodes to distribute to students in the computer lab. If you are loading student IDs or other identification numbers, you would do this with an Excel/ tab-delimited text file. You do not need to load in student names or e-mail addresses. Remember that each individual needs to have a unique access passcode to access the survey. You will be working in the Audience Management section of the administration site.
- You will want to allocate computer lab time and identify the classes that will be completing the survey in the computer lab.
- You will send your participating audience to the URL: https://survey.noellevitz.com
- Response rates should be similar to a captive audience setting with 80 – 100% depending on the cooperation you receive from faculty and students.

Administer through Web portal access

- You can provide a link to the survey from your campus Web site. You can instruct individuals to enter their student ID or another identification number that they are aware of. Load these numbers into the system using an Excel/tab-delimited text file using the Audience Management section of the administration site. You can also coordinate with Noel-Levitz to provide an automatic sign in with additional programming so individuals are automatically recognized by the survey system. Contact Noel-Levitz for more information.
- You will need to provide instructions to your audience to take their time to complete the survey. Oftentimes, linking the survey to campus-wide research, recent changes on the campus, or high level discussions/activities happening on campus help inform the audience of their timeliness and importance of their feedback.
- You may want to use other methods of communication to instruct students to select the link. Web portal access can be a fairly passive form of administration and may require other supporting instructions provided to your students / individuals on why and how they should complete the survey.