



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 AVAILBLE 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.

USE SUGGESTIONS FROM OUR TUTORIAL

This session will talk you through a variety of suggestions for an effective administration. The tutorial can be found [here](#).

SEVEN TOUCH STRATEGY

Research indicates that people need up to seven touches (or exposures to an idea) to take action. You may want to 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.

Email Campaign

Prior to sending the official invitation:

Send an email locally, creating awareness for the survey.

Pre-Admin

Use our strategic email language:

Our sample email text can be found at: [Sample Text](#)

Sample Text

Send Reminder Messages:

Continue to re-engage your students throughout the survey administration.

Reminder Messages

Invitation

Invitation:

Send your email invitation from the SPS application inviting students to take the assessment.



On Campus Campaign...



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



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



Use electronic reminders around campus (TV monitors).



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.



Consider Your Audience

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.

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

Online Campaign

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

Our Online Resources page (<https://client.RuffaloNL.com/OnlineAdminResources>) has sample messages.



Twitter

Sample:

Your opinions matter to us! Complete the student satisfaction survey to provide valuable feedback & a chance to win a gift! #Survey



Facebook

Sample:

Your feedback on the student survey will provide us with insights into your experience. Complete it today! #Survey



LMS System

Sample:

What's important to you? Where do you think we can do better? Tell us on the student survey. Complete it today! #Survey



Website

Sample:

We are listening to you! Complete the student survey before DEADLINE to have your voice heard. #Survey



Electronic
Newsletter



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.