



# **SPS Online Administration Best Practices**

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

## Creating survey awareness is a **MUST**

- Think strategically about your pre-survey communication
- Incentives are the norm
- Have a strong on-campus campaign – sending emails locally, posters,
- 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.
- Share a short video introducing the survey, noting its importance – add video clips

# 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 (see [example](#))
    - Featuring your President, Student Ambassador, Various Departments
  - Getting your various departments onboard – What's in it for them?
    - Relevant data for Enrollment Managers, Academic and Student Affairs, Directors of Retention and Student Success, Faculty, Accreditation and Institutional Researchers

# Email Campaign

## Think Strategically

Email is not dead! The majority of our institutions still use email as their primary way to administer the survey, but you must be:

- Aware of students' caution with phishing emails. It is recommended you send emails locally in addition to SPS admin emails. OR Will you need to send emails locally in addition to SPS admin emails?
- Thoughtful regarding email timing. What else do students have going on at that time? Are you implementing any other surveys on campus?
- Thinking about other ways to access the survey in addition to an email invitation. Could you have flyers around campus with the survey QR code?

# Email Campaign - Email is not dead! The majority of our institutions still use email as their primary way to administer the survey

## Plan out communications

Email Type	Timeline	Purpose	Count
<b>Pre-Admin</b>	Prior to sending the official invitation.	Send an <b>email locally</b> , creating awareness for the survey.	1
<b>Invitation</b>	Day 1 of your survey.	Send your email invitation from the SPS application inviting students to take the assessment.	1
<b>Reminder</b>	3-5 days after previous email.	Continue to re-engage your students throughout the survey administration. Consider sending some of these locally (not just through SPS Admin)	2/3
<b>Last Chance Reminder</b>	2 days prior to survey closing.	Prior to your survey closing, be sure to send a last chance reminder.	1

*Sample Email Text found on online admin resource page*

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

# Incentives are a must



Create momentum with your incentives

- Weekly give-a-ways, creating a sense of urgency
- Celebrate your winners, creating the fear of missing out

Think outside the gift card box

- Lunch with the president (offering an experience)
- 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

# On Campus Campaign

Consider implementing several or all of these



Send email invites/reminders from your email inbox instead of (or in addition to) emails from SPS admin.



Provide students with the survey specific link or QR Code



Pop up events



Announce the survey in multiple ways including faculty/staff announcements

# On Campus Campaign

## Sending emails from your inbox



**1. Load your students into SPS admin**



**2. Export Recipients from SPS admin – the export will contain the personal URL link assigned to each student**



**3. Send an email using your mail merge function (in Word) in which each student receives their personal URL**

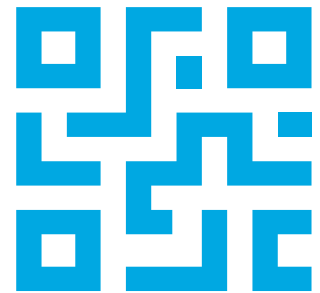


# On Campus Campaign

## Provide students with the survey specific link or QR Code

Via a survey link that is unique to the institution, that allows you to create QR codes or post the link in your LMS (anywhere it might be visible to your students). The links/QR code can also be posted on flyers across campus.

If you use this method, **you must populate the passcode column** with the students unique identifier you will be asking them to use. The student file will be loaded into your SPS admin account and when the students enter their unique identifier, it will “match” and let the students complete their survey.



# On Campus Campaign

## Pop up events

When using the Survey Specific Link or QR code, you now have the option of creating “pop-up” events to get completions

- Set up popcorn machines in high traffic areas - “enjoy some popcorn and take a survey,” with the QR code there for them to scan.
- Bring in Chick-Fil-A, sub sandwiches, candy bars - swing by the Student Union for some "study fuel."
- “Donuts with the Dean” is great opportunity for your leadership to interact with your students in a fun/casual environment.
- Tap into your student clubs/organizations. Ask them to allow the first 15-20 minutes of their meeting for students to complete the survey and bring in pizza/snacks to sweeten the deal.
- Connect with your athletic director to 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?”

# On Campus Campaign

## Announce the survey in multiple ways



**Make announcements in class.**



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



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




**Create flyers to be posted in restrooms, information centers, mailboxes and on walls/doors.**



**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.**



**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**

# Pre-Survey:

In your pre-survey communication, 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.

## Student Satisfaction Inventory (SSI)

is an online survey for students to measure their satisfaction with UIS. Your responses will help improve academic and social experiences at UIS.

### Take the survey online

between February 20 and March 8. Look for an email from Chancellor Koch with a link to the survey.

### My voice will be heard? Really?

The survey has led to these real changes on our campus:

- Expanded hours for student services
- More convenient course times
- The Student Union
- New Advisor App

UNIVERSITY OF ILLINOIS | SPRINGFIELD

# STUDENT SATISFACTION

Online survey. On your time. | **Feb. 20 – Mar. 8**

## ABOUT...

- Registration
- Campus Life
- Safety & Security
- Academic Advising
- Concern for Individuals
- Instructional Effectiveness
- Campus Support Services

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## Win a \$25 Amazon Gift Card!

Students who complete the survey are entered into a drawing for a gift card. 35 gift cards will be given away!



UIS is committed to being student-centered!  
That starts by listening to you! Take the SSI.

For more info contact Keenan Dungey, Associate  
Vice Chancellor for Research and Institutional  
Effectiveness, at [insteffect@uis.edu](mailto:insteffect@uis.edu) or 206.7413

Privacy Policy | The State of Illinois | 7-16-2017

# Video introducing the survey

Put a quick video together of your president, or student leader, talking about the survey and why it's important for the students to complete it. See link below from Northeast Lakeview College as an example.

<https://www.youtube.com/watch?v=nyC613zSY6A>



# Video introducing the survey

Put a quick video together sharing "what your students said and what you did." This can be shared prior to implementation to reinforce that the data gets used/the student voice matters, or after your administration to highlight the changes/enhancements that were made as a result of the students feedback.

<https://www.youtube.com/watch?v=1VkoLSOoJdU>



# Examples

## In Class Announcements

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. Share with them what type of data the survey captures and how you are able to data slice at the major/program level to deliver data that directly relates to the students they are working with every day. In addition, you will have data for enrollment managers, academic affairs, student affairs, directors of retention/student success, accreditation and institutional researchers. Sample in class announcements can be found below:

- 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.
- 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.



# Examples

## Social Media Announcements

- 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

# Examples

## Requesting Faculty Support

I hope all is well.

I am writing to share that our students are currently taking a Student Satisfaction Survey, (Ruffalo Noel Levitz), and I need your help to encourage them to complete it. Last year our campus participation yielded a 30% response rate - my goal for this year is 100% of all students to complete the survey. It's ambitious, but with your help and support I know we can get there. The survey is fast, comprehensive, and will provide great data for us moving forward. Every student received a welcome email on March 2 and will receive interval reminders until it closes on March 31.

Here are a few ways that you can help:

- Remind students to complete the survey at the start of every class
- Provide 15 minutes for in-class time to complete the survey
- Share the attached flyer with students (QR code takes them to survey)
- Encourage students that you would like 100% completion of your class
- Share that a random drawing takes place daily and students can win prizes!

Thank you so much for your time and consideration of this request.

I greatly appreciate your support.



**STUDENT SATISFACTION  
SURVEY**

**PLEASE COMPLETE BY 3/31**

**Calling all SOUTH UNIVERSITY STUDENTS!**  
We need your feedback to improve your campus and educational experiences. By completing this survey, you are helping to support new initiatives campus-wide. Contact your Dean of Student Affairs for more information.



**South  
UNIVERSITY**

# Examples

## Winner Selection and Notification

### CONGRATULATIONS STUDENT NAME!

Your name has been randomly selected as winner for the Student Satisfaction Survey Raffle!

Every weekday through the end of March, we are conducting a random drawing for a winner.

I want to thank you personally for completing the survey and sharing your feedback. We are planning for 100% participation for all of our students so please encourage your friends and classmates to complete it as well. They can even win a prize! If you can track and get an additional 10 students to complete the survey, you can also win an additional prize! In order to claim your first free prize, please stop by the Office of Student Affairs, located in the Business Building anytime between 10am – 4pm and you will be able to select from a variety of items (see attached photo). You can also ask to see Dean and someone will lead you to the right place.

Thanks again for all of your help and support.

Looking forward to awarding your prize!

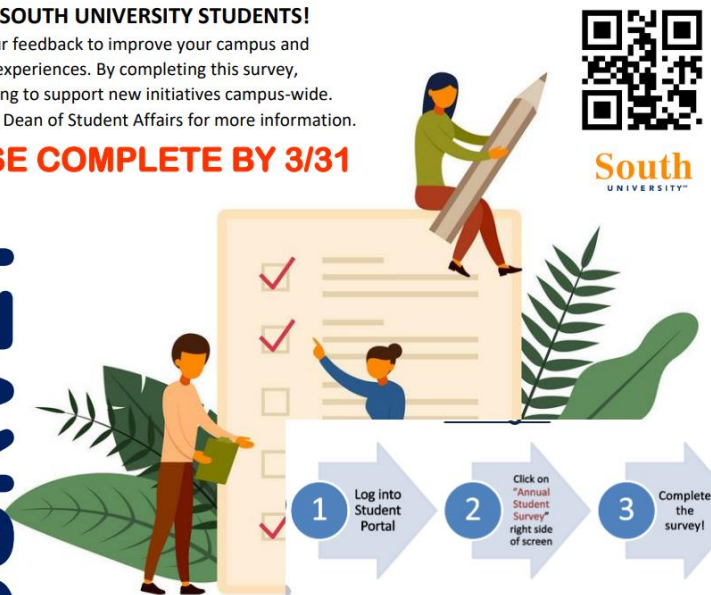


# Examples

## Posters/Flyers

**Calling all SOUTH UNIVERSITY STUDENTS!**  
We need your feedback to improve your campus and educational experiences. By completing this survey, you are helping to support new initiatives campus-wide. Contact your Dean of Student Affairs for more information.

**PLEASE COMPLETE BY 3/31**



**STUDENT SATISFACTION SURVEY**

1 Log into Student Portal

2 Click on "Annual Student Survey" right side of screen


3 Complete the survey!

**South UNIVERSITY**

Programs, credential levels, technology, and scheduling options vary by school and are subject to change. Not all programs are available to residents of all U.S. states. South University, Savannah, 709 Mall Boulevard, Savannah, GA 31406-4805. ©2022 South University. All rights reserved. Our email address is [materialsreview@southuniversity.edu](mailto:materialsreview@southuniversity.edu).

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# Examples

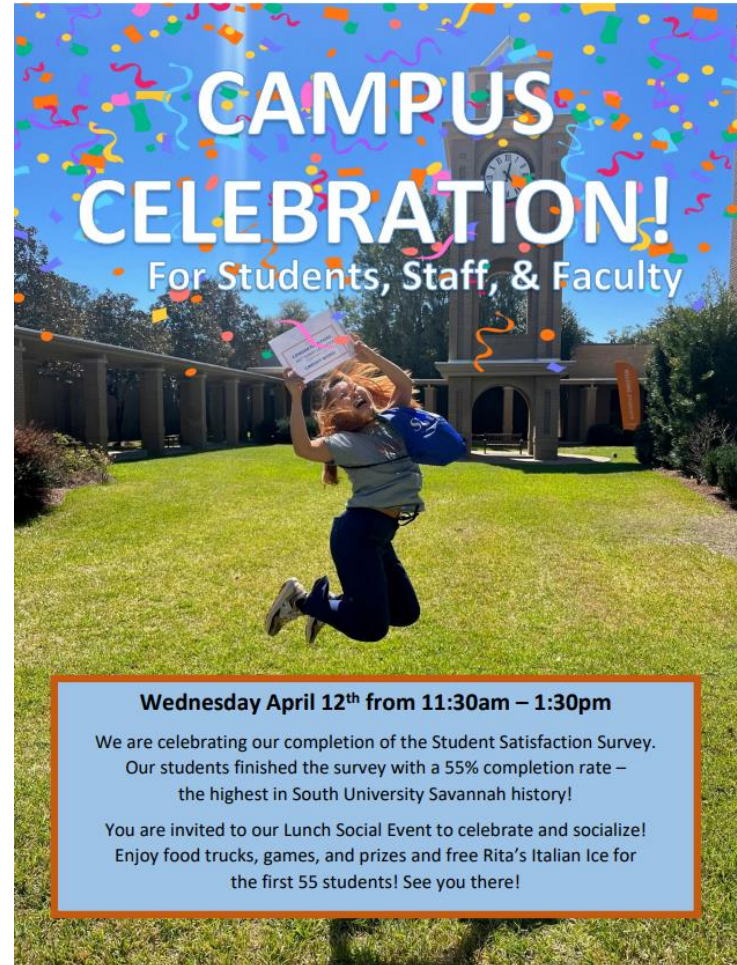
## Posters/Flyers

Thank you students for completing the Ruffalo  
Noel- Levitz Student Satisfaction Survey

Our students finished the survey with a 55%  
completion rate – the highest in South  
University Savannah history!



2018.....	32%
2019.....	48%
2020.....	36%
2021.....	44%
2022.....	30%



# CAMPUS CELEBRATION!

For Students, Staff, & Faculty

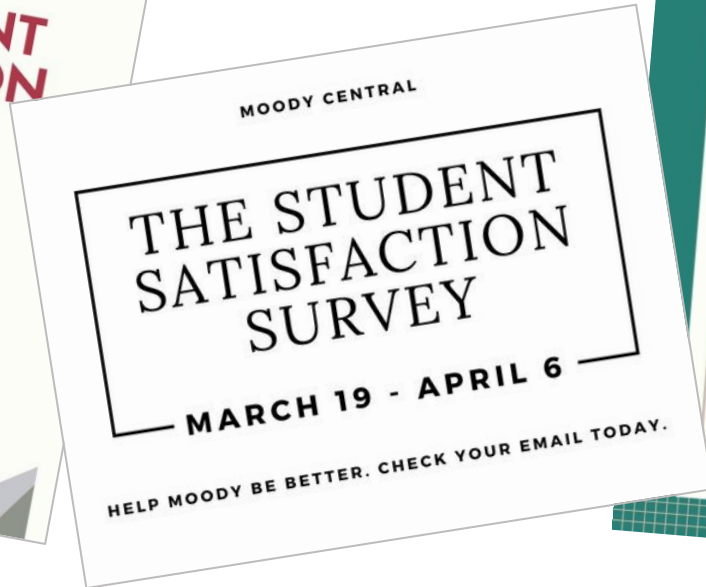
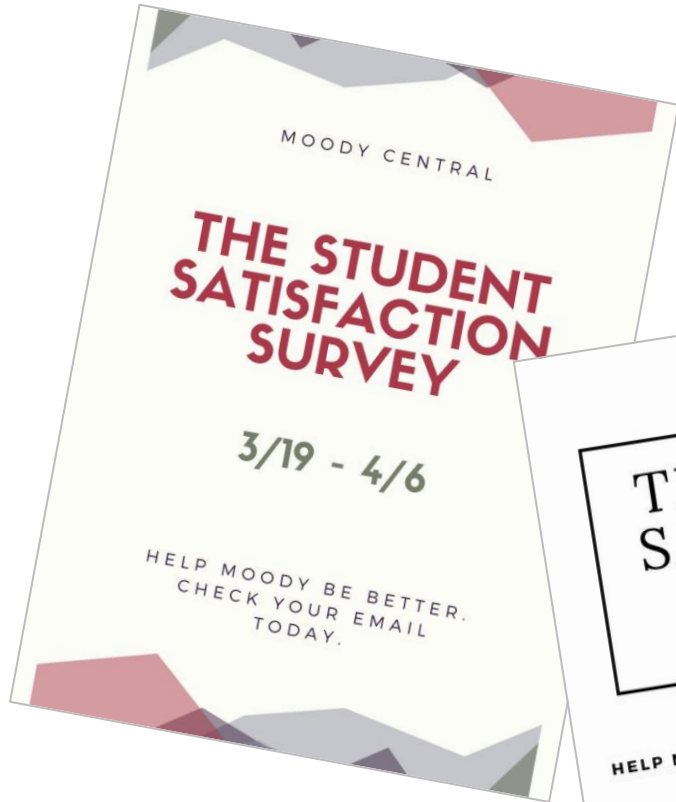
**Wednesday April 12<sup>th</sup> from 11:30am – 1:30pm**

We are celebrating our completion of the Student Satisfaction Survey.  
Our students finished the survey with a 55% completion rate –  
the highest in South University Savannah history!

You are invited to our Lunch Social Event to celebrate and socialize!  
Enjoy food trucks, games, and prizes and free Rita's Italian Ice for  
the first 55 students! See you there!

# Examples

## Posters/Flyers



# Examples

## Posters/Flyers

UNIVERSITY OF ILLINOIS | SPRINGFIELD

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That starts by listening to you! Take the SSI.**

For more info contact Keenan Dungey, Associate Vice Chancellor for Research and Institutional Effectiveness, at [insteffect@uis.edu](mailto:insteffect@uis.edu) or 206.7413

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# Examples

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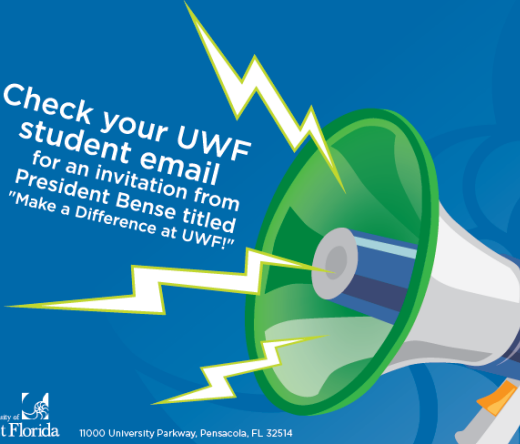
**SHARE YOUR OPINIONS  
AND MAKE A DIFFERENCE AT UWF!**

**YOUR OPINIONS MATTER TO US!**

Please complete our survey anytime before February 25, 2014. There will be a drawing to win one of ten (\$10) gift cards or one of two designated parking spaces on UWF's main campus for the month of March 2014. Winners will be contacted by e-mail at the completion of the survey project.

Your feedback provides us with insight about your experience with UWF, what is most important to you as well as how satisfied you are with various areas of the college experience.

Check your UWF student email for an invitation from President Bense titled "Make a Difference at UWF!"



University of West Florida  
11000 University Parkway, Pensacola, FL 32514

# Calling **ALL** Students

How satisfied are you with your college experience?

We need your input so that we can improve your time at MU in and out of the classroom.

Please take the student satisfaction survey that will be sent to your email account in early February.

The names of all participants will be entered into a drawing for **great prizes!** One random winner will receive a **\$200** gift card to the campus bookstore. Four other winners will receive **\$50** gift cards to the bookstore. **Additional winners** will win gift cards to Papa V's, Sheetz, and Dunkin' Donuts.

Help us serve you better. Take the survey, get the chance to win great prizes, help MU!

**Win great prizes!**

Let **YOUR Voice** Be Heard!



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# Suggested Tactics

	Purpose	Example	Implementation
<b>Incentives</b>	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.
<b>Loyalty</b>	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.
<b>Recognition</b>	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."
<b>Competition</b>	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.

# Suggested Tactics

	Purpose	Example	Implementation
<b>Peer Pressure</b>	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.
<b>Identity/ Appeal/ Social Information</b>	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.
<b>Information Exchange</b>	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.