30 WAYS TO ENGAGE YOUR CAMPUS WITH NSSE

► Why?
  ► Heighten awareness of NSSE
  ► Encourage a strong participation from students
  ► Promote discussion and use of results

► How?
  ► Early planning
  ► Intentional communications
1. START PLANNING EARLY!!!
December 1, 2010

We wanted to take this opportunity to let you know that toward the end of January, you will be receiving an invitation to participate in the 2011 National Survey for Student Engagement, or NSSE. The NSSE is the most important survey completed by students at UND, as it provides a picture as to what students are experiencing on campus, how they are interacting with faculty, and how they spend their time. When you receive the invitation, please seriously consider taking time to complete the survey.

NSSE was last completed at UND in 2009. Students scored UND highest in areas relating to having a supportive campus environment: students reported quality relationships with other students, faculty, and campus staff. On the other hand, UND scored low in items categorized as enriching educational experiences: participation in student organizations, participating in internships, discussions with persons different than themselves, and foreign languages or study abroad.

NSSE results are being used on campus, so the time you take to complete the survey is valuable to us. NSSE results contributed to the organization of the Undergraduate Learning Working Group who is vested with the charge of enhancing student learning for undergraduates here at UND.

If you would like to look at additional information from the 2009 survey, visit the website from UND’s Office of Institutional Research: http://www.und.edu/dept/datacol/reports/subFolder/NSSE2009/NSSE2009.htm

Feel free to contact me with any questions or concerns. Good luck with the remainder of your semester, and stay tuned to upcoming information about NSSE!

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University of North Dakota Office of Institutional Research  
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3. LET FACULTY KNOW WHAT IS COMING

Memo

To: UND Faculty
From: Office of Institutional Research
Date: 01/19/2011

Subject: Spring Semester Surveys

I want to take this opportunity to inform you of several surveys that will be taking place this spring semester. UND will be participating in the HERI Faculty Survey, the National Survey of Student Engagement, and the Faculty Survey of Student Engagement.

- HERI Faculty Survey – this survey takes place every three years, and is administered through the Higher Education Research Institute (HERI) at UCLA. The HERI faculty survey focuses on how faculty spend their time and faculty attitudes and priorities. Faculty invited to participate will receive an email invitation on January 29th.

- National Survey of Student Engagement - or NSSE (pronounced “nessie”) will be administered to first year and senior students during the month of February. NSSE’s goal is to measure levels of student engagement by looking at areas such as student-faculty interaction and student-reported level of academic challenge. Prior NSSE results are being evaluated by UND’s Undergraduate Learning Working Group, and this year’s administration will prove to be a useful tool as this group evaluates undergraduate education going forward. Results are provided at a college level, so various programs can see where they sit when compared to the rest of UND’s campus. I am asking you to encourage any first year and senior students you encounter to participate.

- Faculty Survey of Student Engagement – or FSSE (pronounced “fessie”) is the faculty counterpart to the NSSE. The FSSE will allow UND to determine any disconnects between what faculty indicate they are doing in the classroom and what students perceive to take place. In the past, for example, students report they are more apt to ask questions in class and come to class well-prepared than faculty felt they did. Invitations to participate in FSSE will be emailed to a sample of faculty teaching undergraduate courses at the end of March.

The information gained from these surveys provide information to both UND and the North Dakota State University System. It is also used for various accreditation and assessment reviews. Thank you in advance for helping out UND and the Office of Institutional Research for your participation in these survey activities.
4. SPEAK TO STUDENT GOVERNMENT

► Explain value of NSSE to students to ensure buy-in
5. ADVERTISE – IN ADVANCE!

Freshmen & Seniors

SPEAK YOUR MIND
SURVEY COMING IN FEBRUARY

Your responses to the National Survey of Student Engagement (NSSE) will provide important information for improving student experiences and success at UND!

Watch for an e-mail containing a link to the survey along with your login.
6. ADVERTISE WHERE STUDENTS ARE

- Student Union
- Dining Centers
- Residence Halls
- Blackboard
7. MULTIMEDIA BLITZ

► Posters
► Flyers
► Table Tents
► Rotating Monitor Displays

Freshmen & Seniors
Got NSSE?
Watch your email for an invitation!

Complete the 2011 National Survey of Student Engagement (NSSE) and help UND improve student experience and success!

Win! By completing the survey, you’ll have a chance to win one of ten $50 VISA gift cards.

Survey administered by:
UND Office of Institutional Research
777-4358
February—March, 2011
8. **USE CAMPUS VOICES**

Don’t forget communicating with key advocates – the departmental admin assistants! *We need your help.*

- Purpose of survey
- Which students
- Timelines
- Try a bit of sugar!
9. USE CAMPUS VOICES

“At UND, we’re all about our students. Help us make the UND experience the best it can be by taking the NSSE!”
– Steve Light, Associate Provost for Undergraduate Education

The National Survey of Student Engagement (NSSE) is a survey specially designed for students to provide information about your undergraduate experience.

Complete it today to be eligible for one of ten $50 cash awards!
9. USE CAMPUS VOICES

"Because UND has shaped me into the person I am today, I am proud to share my experiences with future students in hopes that they will have related experiences."
-Seinquis Slater
Student Government
Chief of Staff

"I want to make UND a better place, so I am doing my part by sharing my experiences. Please help by sharing your experiences too."
-Matt Bakke
Student Body
President

Complete it today to be eligible for one of ten $50 cash awards!

The National Survey of Student Engagement (NSSE) is a survey designed for freshmen and seniors to provide information about your undergraduate experience.
10. ASK STUDENT PRESIDENT FOR ASSISTANCE

**National Survey of Student Engagement (NSSE)**
Tell us about your experience here at UND, by completing the National Survey of Student Engagement. Completing the National Survey of Student Engagement (NSSE) will provide UND with valuable first-hand information from students that can help improve the curriculum and campus life. The NSSE is the most important Survey for UND, in that it allows us to see what students are doing on campus and can be compared to other campuses. These results are used!
The survey is available to First Year Students & Seniors

**In appreciation for participating, all students completing the survey into a drawing to win one of ten $50 Visa gift cards.**
More information about NSSE is at [http://nsse.iub.edu](http://nsse.iub.edu). You can also e-mail nsse@indiana.edu or call 812-856-5824.
If you have any questions about the project at the University of North Dakota or how we plan to use the results, please contact UND's Office of Institutional Research at institutionalresearch@mail.und.edu or 701-777-2265.

**Your feedback is valuable, so please fill out the survey.**

IF you have any questions please let me know. Thanks,

Matt
11. ANNOUNCE INCENTIVE WINNERS TIMELY
ENGAGING CAMPUS AFTER THE SURVEY...

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* Column percentages are weighted by gender and enrollment status (and also for comparator). Counts are not weighted as one cannot calculate column percentages from counts.

UNIVERSITY OF NORTH DAKOTA
OFFICE OF INSTITUTIONAL RESEARCH
AIRUM 2011
12. PIVOT TABLE DATA

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Easy ability to answer questions as they arise

How much time do Arts & Science students work off-campus?
13. SHARE WITH STUDENTS

- Generate dashboards geared toward student interests
- IR newsletter to students
14. CONTACT YOUR STUDENT NEWSPAPER

► Submit an article to your student newspaper
► Give key administrators the heads up in case reporters contact them!
15. FORM STUDENT DISCUSSION GROUPS

► Share findings with student groups (e.g. FY courses, residence halls)
► See what actionable items students suggest
► Add friendly competition – best idea wins pizza party!
16. SHARE WITH DEANS, DEPT. CHAIRS, & FACULTY

What data is valuable to you?

What questions would you like answered?

Data strengths vs. data weaknesses?
17. DISCUSS AT ASSESSMENT MEETINGS

Committee members discuss such things as:

► Findings
► What student learning goals are assessed
► What other involvement is needed to utilize results further
► What might faculty want to know about the survey
18. HIGHLIGHT IN IR NEWSLETTER

- Paper/online distribution
- Direct link to full report
- Track “hits” from these types of communication
19. INCORPORATE RESULTS WITHIN FACT BOOK

We now have a “tab” called **Perceptions** where we will start to highlight survey findings.
20. RUN STATISTICAL MODELS TO REVEAL DIFFERENCES

- How do students differ from one resident hall to another?
- Do the “study hours” differ?
- Are certain halls more “engaged” than others?

These further drill downs might show the need for more peer study groups or inspire halls to spearhead learning objectives.
20. RUN STATISTICAL MODELS TO REVEAL DIFFERENCES

- Study abroad students vs. non-
- Transfer students vs. non-transfers
- Working students vs. non-working
- Greek students vs. non-
21. HIGHLIGHT KEY TRENDS

UND Students Report Spending Increasing Time Preparing For Class!
NSSE Reported Hours Spent Preparing For Class
Items Ranked on a 8-Point scale with 1 = 0 hours to 8 = 30+ Hours
(4 = 11-15 hours and 5 = 16-20 hours)
What do students from North Dakota scoring higher than 25 on the ACT really look like?
23. SHARE RELEVANT INFORMATION

Important to extract and share the relevant information with your campus community groups.

► Campus advising
► Enrollment management
► Student organizations
► Career Services
23. SHARE RELEVANT INFORMATION

- What are students saying about UND.
- What are students, in housing, saying about UND.
- What are students saying about general ed.
- What are students saying about health and wellness.
24. GENERATE DASHBOARDS

▶ Provides quick summary and at-a-glance information
25. COLLABORATE WITH YOUR INSTITUTIONAL MOUTHPIECE
26. CREATE “TALKING POINTS” FOR YOUR AUDIENCE

Student perceptions are useful to glean “Talking Points.” Don’t forget to look at their comments.

“UND College of Nursing has offered a challenging, yet rewarding academic curriculum. Without a doubt, I know my instructors want each and every student to succeed. I have thoroughly enjoyed my experience at UND.”

“I would just like to say that the faculty in the psychology department are great. I would like to extend a greater thank you to <<Name>> because she taught me so much. She never gave up on me and pushed me to be a better student as well as a better all around person. She was one of the first people to truly believe I had it in me to complete my own research study and get into graduate school....”
27. VISIT WITH THE CAMPUS GOVERNMENTS

- University Senate
- Student Senate
- Staff Senate
28. HIGHLIGHT SERVICE AREAS

► How do students use the library?
► What are students saying about health and wellness?
► What do students want from Career Services?
29. ENGAGE YOUR CAMPUS WITH INTRIGUING QUESTIONS

- How do students report their level of academic challenge compared to peer institutions?
- How many hours do freshmen report studying?
- Do freshmen and seniors make more class presentations compared to their peers?
- Do UND students participate in study abroad opportunities more or less than other students?
30. DO A CAMPUS CAMPAIGN OF ACTION ITEMS

We heard your voice and took action...

Action #1
You said: “Not enough pm courses.”
We did: Added more evening courses.
THANK YOU FOR YOUR ATTENTION
30 WAYS TO ENGAGE YOUR CAMPUS WITH NSSE

Presentation at: http://und.edu/research/institutional-research/presentations.cfm

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Office of Institutional Research
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