



Customization in Internet Surveys:

Making a Large Survey Seem Smaller

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Center for Survey Research



National Survey of Student Engagement 2006

Overview of NSSE

- Participants – random samples of freshmen and seniors students at US and Canadian colleges and universities
- Schools choose to participate
 - Pay fee to participate
- Web and mail survey
- NSSE is conducted for the Indiana University Center for Postsecondary Research
- Sponsored by Carnegie Foundation for Advancement of Teaching



National Survey of Student Engagement 2006

Survey Modes

- Web Only – all contacts by e-mail
- Web Plus – 3 contacts by e-mail with a paper questionnaire sent on 4th contact to a sample of students
- Paper – postal mailings and email reminders
- Paper Plus – split sample: Paper procedures/Web Only procedures



National Survey of Student Engagement 2006

Participation History

- 1999 68 schools (pilot)
- 2000 276 schools
- 2001 324 schools
- 2002 377 schools
- 2003 443 schools
- 2004 468 schools
- 2005 529 schools

743,048 students contacted in 2005



National Survey of Student Engagement 2006

2006 Participation

253 Web Only schools

185 Web Plus schools

77 Paper schools

42 Paper Plus schools

557 Total

More than 1 million students in
NSSE 2006 sample



National Survey of Student Engagement 2006

Survey Samples

	Tier 1	Tier 2	Tier 3	Tier 4
Paper	1,000	800	600	600
Web +	4,000	3,200	2,400	2,400
Web Only	5,000	4,000	3,000	All FY & Senior Students

Tier 1 – school with more than 12,000 total undergraduate students

Tier 2 – school with 8,000 to 12,000 total undergraduate students

Tier 3 – school with 4,000 to 7,999 total undergraduate students

Tier 4 – school with less than 4,000 total undergraduate students

Schools can request additional sample to meet local needs, e.g., sophomores and juniors



National Survey of Student Engagement 2006

Four Questionnaires

- English
- Canadian (web only)
- French (web only)
- Spanish (paper only)



National Survey of Student Engagement 2006

Additional Questionnaires

17 Consortia Questionnaires

14 Experimental Modules



National Survey of Student Engagement 2006

Invitation Message/Letter Templates

- Schools select from 4 invitation message templates and then further personalize the content.
- Schools can also create their own messages and letters.



National Survey of Student Engagement 2006

Web School Contacts

- Invitation
- Follow-Up
- Reminder E-mail 1
- Reminder E-mail 2
- Reminder E-mail 3



National Survey of Student Engagement 2006

Database Fields in E-mail Invitation

Filled Fields

- Student Name
- Paragraph Before Survey Link
- Paragraph After Survey login Info
- School Name
- School Nickname
- Changes to curriculum made based on NSSE results

School Contact Fields

- Name
- Title
- Phone Number
- E-mail Address
- Mailing Address

School Signatory Fields

- Name
- Title
- Signature



National Survey of Student Engagement 2006

E-mail Invitation Message

Dear **John Student**,

NSSEville University is interested in learning about your activities and what you feel you are gaining from your campus experiences. Completing the survey, the National Survey of Student Engagement, will help **NSSE U** with providing improved educational opportunities for future students.

Your response is important because the questionnaire is being given to students at hundreds of other colleges and universities. The results will allow us to evaluate and compare the experiences you and other students at **NSSEville University** are reporting with those of students at other schools throughout the country.

The survey is at:

<http://www.nssesurvey.org/index.cfm?surveyid=87654321&password=12345678>

If you have any difficulty logging in, please e-mail help@nssesurvey.org or call 1-800-676-0390 for assistance. More information about the National Survey of Student Engagement is at <http://www.nsse.iub.edu>. You can e-mail them at nsse@indiana.edu or call 812-856-5824.

If you have any questions about the project on this campus or our interest in using the results, please contact me at 812-555-2553 or by email at dean@nsseville.edu.

I want to thank you personally for considering this request.

Sincerely,

Joe Doe
Dean of School



National Survey of Student Engagement 2006

Setup Campaign | Data Source | **Create Message** | Send Settings | Write Back | Bounce | Misc. Settings

Create Message

Save Settings
Cancel Changes
Help Files

Campaign Name: NSSE06 Inv All

Feature Set Selector: Basic

Message Type: Plain Text Use files for message bodies

Character Set: ISO-8859-1

Email Address For Bounces
(Return-Path Address, required): nssebounce@nsse-survey.org

From Name: (ie: Joe Smith)

From Address (required): {esignatory} (ie: joesmith@domain.com)

Reply-To Address: help@nsse-survey.org

Message

Subject Merge Field List

{Subject}

Plain Text Message Body

```
Dear {Salutation}:  
  
{para1}  
The survey is at:  
  
http://www.nsse-survey.org/index.cfm?surveyid={caseid}&password={password}  
  
If you have any difficulty logging in, please e-mail help@nsse-survey.org  
or call 1-800-676-0390 for assistance. More information about the  
National Survey of Student Engagement is at http://www.nsse.iub.edu. You  
can e-mail them at nsse@indiana.edu or call 812-856-5824.  
  
{para2}
```



National Survey of Student Engagement 2006

French E-mail Invitation Message

Cher monsieur ou madame **Test Respondent**:

NSSEville University aimerait mieux connaître vos activités en tant qu'étudiant et ce que vous pensez de votre expérience étudiante. Par exemple, nous aimerions savoir:

- * Combien de livres avez-vous lu cette année?
- * Vous arrive-t-il de parler avec un professeur en dehors des heures de classe?
- * Avez-vous le sentiment d'appartenir à la communauté universitaire?

Nous vous sollicitons pour répondre à ces questions et à quelques autres dans le cadre du Sondage National sur la Participation des Étudiants et Étudiantes. Ce questionnaire sera envoyé à des étudiants dans une centaine d'universités partout en Amérique du Nord.

Votre réponse est importante. Les résultats nous permettront de comparer les expériences d'étudiants de **NSSEville University** avec celles d'autres étudiants au Canada et aux États-Unis. De plus, les résultats aideront **NSSEville University** à identifier si des changements sont nécessaires pour améliorer l'expérience éducative et universitaire pour vous-même ou pour les étudiants futurs.

Vous pouvez accéder au sondage à <http://www.nssesurvey.org/index.cfm?surveyid=12345678&password=87654321>

Si vous avez des questions concernant ce projet, veuillez contacter me at 812-555-5553 or dean@nsseville.edu.

Pour de plus amples informations concernant ce sondage et son organisation panaméricaine, il est aussi possible de consulter les sources suivantes en anglais: visitez le site web <http://www.nsse.iub.edu>, envoyez un courriel à help@nssesurvey.org ou téléphonez au 1-800-676-0390. Vous pouvez aussi les contacter au nsse@indiana.edu ou en téléphonant 1-812-856-5824.

En vous remerciant de votre participation, je vous prie d'agréer, cher étudiant ou étudiante, mes sincères salutations.

Dean

Jean Deano

Some schools – French only; some schools – both French and English



National Survey of Student Engagement 2006

Web Plus Contacts

- Invitation
- Follow-up
- Reminder E-mail 1
- Reminder 2 - random samples receive
 - a paper questionnaire or
 - Reminder E-mail 2
- Reminder E-mail 3



National Survey of Student Engagement 2006

Paper School Letters and Messages

- Invitation letter
- Postcard (paper or email)
- Follow-up letter
- Reminder E-mail 1
- Reminder E-mail 2



National Survey of Student Engagement 2006

Database Fields in Paper Invitation

Student Contact Fields

- Student Name
- Address

School Fields

- School Name
- School Nickname
- Changes to curriculum made based on NSSE results

School Contact Fields

- Name
- Title
- Phone Number
- E-mail Address
- Mailing Address

School Signatory Fields

- Name
- Title
- Signature



National Survey of Student Engagement 2006

Paper Invitation Letter

March 2006

Test Respondent
1900 E 10th St
Bloomington, IN 47406

Dear Test Respondent,

NSSEville University is interested in learning about your activities and what you feel you are gaining from your campus experiences. Completing the enclosed survey, the National Survey of Student Engagement, will help **NSSE U** with providing improved educational opportunities for future students.

Your response is important because the questionnaire is being given to students at hundreds of other colleges and universities. The results will allow us to evaluate and compare the experiences you and other students at **NSSEville University** are reporting with those of students at other schools throughout the country.

The survey is also on the Web at www.nssesurvey.org. To complete the Web version of the survey:

In the survey ID box, please type **87654321**

In the Password box, please type **12345678**

If you have any difficulty logging in, please e-mail help@nssesurvey.org or call 1-800-676-0390 for assistance. More information about the National Survey of Student Engagements is available at www.nsse.iub.edu. You can e-mail them at nsse@indiana.edu for call 812-856-5824.

Please be assured that your answers are confidential. Your answers will never be identified in any report. In addition, your participation is voluntary, though I very much hope you will respond. If you have any questions about the project on this campus or our interest in using the results, contact **me at 812-555-5553** or email me at dean@nsseville.edu.

I want to thank you personally for considering this request to take 15 minutes to help **NSSE U**.

Thanks for your participation!

Sincerely,

Joe Doe
Dean of School



National Survey of Student Engagement 2006

Example Paper Letter

INDIANA UNIVERSITY



CENTER FOR
SURVEY RESEARCH

February 2006

«name»
«addr1»
«addr2»
«addr3»
«city», «st» «zip»
«country»

Dear «Salutation»:

As Chancellor, I am very proud of what Indiana University has to offer. However, I know we can improve. Every year, we participate in the *National Survey of Student Engagement* (NSSE), a survey about the experiences of college students. We use our campus results as a guide to help us make needed changes in policies, curriculum and resources.

For example, we have distributed IU student responses to NSSE to student services and academic offices all across campus in order to ensure that each area learns what students are experiencing at IU in order to improve their services and better meet your needs. I need your help in identifying other areas where IU is doing well, and the areas that can be improved.

The survey is also on the Web at www.nssesurvey.org. To complete the Web version of the survey:

- In the Survey ID box, please type: «caseid»
- In the Password box, please type: «password»

If you have any difficulty logging in, please e-mail help@nssesurvey.org or call 1-800-676-0390 for assistance.

If you have any questions about the project on this campus or our interest in using the results, please contact Rachel Boon in the Office of the Chancellor at 855-9785. More information about the National Survey of Student Engagement is at <http://www.iub.edu/~nsse>. You can contact them at nsse@indiana.edu or call 812-856-5824.

Finally, I want to thank you personally for considering this request.

Sincerely,

John M Kennedy
Director
Center For Survey Research

Eigenmann 2 South
1900 East Tenth Street
Bloomington, Indiana
47406-7512

812-855-2821
Fax: 812-855-2818
csr@indiana.edu
Web: csr.indiana.edu



National Survey of Student Engagement 2006

Paper Plus Contacts

Paper

- Invitation
- Postcard
- Follow-up
- Reminder E-mail 1
- Reminder E-mail 2

Web

- Invitation
- Follow-up
- Reminder E-mail 1
- Reminder E-mail 2
- Reminder E-mail 3

The web portion of Paper Plus usually begins around one week before the paper portion is sent.



National Survey of Student Engagement 2006

Web Survey Link

When students click on the e-mail link or use the web site to authenticate, they get this page with the student's name. Here it is filled in with "Test Respondent"

The screenshot shows the main interface of the National Survey of Student Engagement 2006 website. At the top left, there is a header with the text "National Survey of Student Engagement 2006" and "The College Student Report" next to a small image of students. To the right of this header is a box containing the text "2006 NSSE". Below the header, there is a vertical column of five small images: a group of students, a woman reading, a woman thinking, a man reading, and a man pointing at a chalkboard. The main content area contains the text "Welcome, Test Respondent. To begin, click the 'Login' button below." followed by a "Login" button. Below the button, there is a link that says "Click here if you are not Test Respondent. View a PDF of the survey questionnaire." At the bottom right of the page, there is a logo for the National Survey of Student Engagement, which is the same stylized human figure logo seen in the top left of the overall image.




National Survey of Student Engagement 2006

Informed Consent

School logo or emblem and school name are filled.

Canadian version replaces college and university references with university only.




National Survey of Student Engagement 2006

The College Student Report
[Help](#) | [Frequently Asked Questions](#) | [Contact Us](#) | [Exit and Return Later](#)

Study # 99-2775

What it's about—
Please tell us about your **college** experiences. The information from this National Survey of Student Engagement (NSSE) is used by faculty and administrators at **the CSR** and by other higher education leaders to improve the **collegiate** experiences of undergrads.



Students from all around the country at many other **colleges and universities** are also being asked these same questions—about how they spend their free time, what they feel they have gained from classes, and their interaction with faculty and other students. Filling out the questionnaire takes about 15 minutes. Your participation is completely voluntary.

Things you should know—
Your responses will remain confidential and no information associated with your name will ever be released. Your name will not be used in any report. No one will use the information in any way that could cause problems for you.

If you have questions at any time about the study or the procedures, you may contact the National Survey of Student Engagement at nsse@indiana.edu or by calling 812-856-5824.

If you feel you have not been treated according to the descriptions in this form, or your rights as a participant in this research have not been respected, you may contact the office for the Human Subjects Committee, Indiana University, Carmichael Center L03, 530 E. Kirkwood Ave., Bloomington, IN 47408, 812-855-3067, by e-mail at iub_hsc@indiana.edu.

On to the survey—
If you have read this form and agree to take part in this survey, click the "Proceed to the survey" button.

IRB Approved
Approval Date: February 20, 2006
Expires: September 1, 2006



National Survey of Student Engagement 2006

Who and Where

Center for Survey Research

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