

Took Survey.
Got Results.

The cobbler's children have shoes: Using effective educational practices to administer the NSSE

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Keli Jackson

MidAIR 2010: Embracing the Promises and Challenges of the New Decade
November 11, 2010, 8 a.m.
Kansas City Marriott Country Club Plaza Hotel, Salon A/B



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OVERVIEW

Took Survey.
Got Results.

A. *Promise*

B. NSSE Background

C. Survey Response Rates

D. Fontbonne and NSSE

E. Survey Administration

F. *Challenge*

G. *Embrace - Questions*



A. *Promise*

Took Survey.
Got Results.

Student development occurs throughout an institution....even in institutional research.

There are several ways that an IR office can support student development.

Appropriate involvement of students will impact your productivity and promote their development .



B. NSSE Background

Took Survey.
Got Results.

The National Survey of Student Engagement (NSSE) is a survey of first-year and senior students

Provides benchmarking against selected peer institutions, Carnegie peers, and the total population of institutions who participated (that year).

Used as a measure of student engagement, an institution's effectiveness toward empirically good practices in undergraduate education

Used by many institutions as an external indirect measure.



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B. NSSE Background

Took Survey.
Got Results.

Administered in the Spring between January and late April

Dillman Approach – Five points of contact

- Paper
- Web
- Web+

Typically a 36% student response rate

- 33% first year
- 39% senior



C. Survey Response Rates

Took Survey.
Got Results.

To reduce sampling error, small institutions need a greater response rate.

	Large Institution	Small Institution
First-year/Senior Population	5,000	500
Sampling Error Rate	5%	5%
Required response	357	217
Response rate	7%	43%



D. Fontbonne NSSE

Took Survey.
Got Results.

Fontbonne University:

- Had 28% overall response rate in 2008 – 7% sampling error
- Desired a 51% response rate in 2010 to achieve 5% sampling error
- Had \$1,500 budget for promotion
- IRA has no student workers
- IRA had no plan



E. Survey Administration – Student Organization

Took Survey.
Got Results.

Partnered with Ad Club and Keli Jackson, new program chair in Advertising department

Ad Club provide with these instructions:

- \$1,000 advertising budget
- Tiered reward structure – 30% = \$300, 40% = \$400, 50% = \$500
- IRB/Human Subjects protocol must be followed, which means
- **NO DIRECT STUDENT MARKETING → FOLLOW NSSE PROTOCOL**
 - 1 student letter from President
 - 3 emails from NSSE
 - 1 paper mailing from NSSE



E. Survey Administration – Student Activities

Took Survey.
Got Results.

Ad Club organized like an advertising/marketing agency

- Pitched advertising ideas for my (client) approval
- Organized events
 - Students with laptops outside dining halls and library computer lab
- Flyers/Banners
- Facebook advertisements
- Web-based ads on student life pages
- Articles in student newspaper
- T-shirt for participation



E. Survey Administration –
T-shirt design

Took Survey.
Got Results.

**TOOK SURVEY.
GOT SHIRT.**

FBU 2010 NSSE



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E. Survey Administration – IRA Activities

Took Survey.
Got Results.

IRA Activities

- Client to students
- Coordinated t-shirt pickup/dropoff
- Collaborated with students to be at tables in dining halls and library computer lab
- Coordinated faculty information
 - Targeted faculty with high numbers of students in population, (but did not tell them which students)
 - Gave t-shirts to faculty to take to class



E. Survey Administration - Results

Took Survey.
Got Results.

- Senior response rate = 51%
- First year response rate = 57%
- Overall 54% response rate.
- Overall sampling error = 4.8%

- YIPPEEEEE!!!!!!



E. Survey Administration – Student Quote

Took Survey.
Got Results.

“Not only was this experience extremely empowering for us, but we also felt that, as students marketing to our peers, we were more than qualified -- having a matching vote of confidence from our administration was great, helping us feel as though we could trust one another.” - Andrew Cohen, Fontbonne Student

Take away message: STUDENTS KNOW HOW TO MARKET
TO THEMSELVES and THEY HAD A POSITIVE,
RELEVANT LEARNING EXPERIENCE



E. Survey Administration – Reflections

Took Survey.
Got Results.

Contributions to success

- Motivated student organization with active faculty lead
- Clear cut task
- Tiered reward structure
- Forceful, motivated student leader

Challenges

- Spotty student involvement
- Need for education about “considerate” marketing messages
- Forceful, motivated student leader



F. *Challenge*

Took Survey.
Got Results.

This worked for our NSSE administration.

- Aside from student employment, how can you use students for IRA work?
- What types of projects are suited to student involvement?
 - Student organization versus individual students
- What types of projects are NOT suited to student involvement?



G. *Embrace*

Took Survey.
Got Results.

Student Contributors:

- Jeremy Brooks
- Andrew Cohen
- Kayla Leech
- Molly Stadler
- Alex Wolff



H. *Embrace*

Took Survey.
Got Results.

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