Tips for a Successful Online Administration

How to Use this Guide

The online *DESSE* is a web-based survey that allows colleges to gather important engagement data about their dually enrolled high school students.

This document provides tips to support colleges in engaging faculty, staff, and students, as well as in maximizing survey response counts.

Additional information about the online administration can be found in the Procedure Guide and in related documents that are available on the Online Administration Page.

Planning

In order to maximize survey response counts, it is important to promote student participation. Since high school students are a unique population at the community college, it may take some additional work and engagement to ensure particiation.

Tips to Increase Participation

Leverage social relationships

- Ask faculty to encourage and remind their students to participate in the online survey. Additional information about partnering with faculty can be found in the Engaging Faculty in the Online Survey Process document.
- Ask advisors/counselors to encourage dual enrollment students they interact with to participate in the survey.
- With the survey announcement, include an image of college leadership, a picture of the person who will send the survey invitation, and/or a screen shot of the survey splash page to create a visual connection to the survey.
- Refer to the communication templates for students and administrators, faculty, and staff.
- Ask students who complete the survey to ask a (survey-eligible) fellow student/classmate to complete it as well.
- Ask high school partners and faculty who teach exclusively at the high school to promote the survey.

Digital Promotions

- Announce and promote the survey using your college's LMS. Upload or create a shell course in the LMS and enroll all survey-eligible students in that course.

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Digital Promotions (cont.)

- Some colleges use their LMS to direct message or text students and others have created banner ads or posted survey progress updates. Students may be more likely to respond to the survey invitation if they receive announcements and reminders from faculty and staff and not solely from your college's LMS or their email.
- In the survey announcement, include contact information, information about how students will receive their survey invitation, and why their responses are valued. After the survey launches send targeted reminders to non-responders. Consider sharing responder counts with faculty, staff, and students to increase participation.

Technical Considerations

Work with your college's IT department to determine the most appropriate way to send/post the survey link. For additional information, please reference the Procedure Guide.

Consider using multiple platforms such as text, LMS, and email to send the survey invitation and reminders.

Determine the survey contact information to share with students if they need assistance. Include this contact information in the survey invitation and reminders. Your liaison will verify this contact information with you and will include it on the splash page of the online *DESSE*. To increase participation, be prepared to respond quickly to student inquiries.

Survey promotions:

- Create a promotional campaign strategy (CCCSE has example taglines and graphics you can use or modify). Develop strategies that highlight the "when" and "why" student feedback is valuable, that appeal to students' desires to help shape dual enrollment experience at the college.
- Use digital advertising (college website, college- and student-run social media, YouTube videos featuring students who have taken the survey, survey announcements on campus TV/advertising screens, student newspaper, college newsletter or banner ad, text messages, etc).
- Place QR code fliers and other print promotions around campus. (reach out to your liason if you would like a QR code for your survey link.
- Send thank you messages to students who have completed the survey asking them to remind their friends to also take the survey.

Survey Messaging:

- CCCSE has communication templates for faculty, staff, and administrators, and for students you can use for invitations and announcements.
- Provide advisors/counselors, college leadership, and faculty with information to share with students about the survey.
- Communicate with high school partners about the survey and encourage them to promote the survey to students.

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Adminstration

The Administration Timeline establishes an administration blueprint and includes key time points for survey announcements, promotions, sending the survey link, and reminders. In summary, colleges announce the survey to faculty, staff, and students before the administration window. Colleges deploy their promotional strategy in the weeks leading up to the survey. Colleges should send reminders throughout their administration timeframe.

General Tips:

- Before sending the survey to students, use the survey link and the test access codes to review and test the survey instrument.
- After sending the survey invitation, monitor the Responder Tool frequently. This tool includes a downloadable list of used access codes, which allows for reminders targeting those students who have not yet reached the end of the survey.
- Time allowing, review used access codes to determine any underrepresented student sub-populations. You can then target reminders to students belonging to those groups. Past CCCSE experience and other research suggests that men may be under-represented in online surveys.

Timing:

- Send an announcement the Tuesday morning of the first week of your administration timeframe.
- Send the survey invitation later that same afternoon.
- Send a targeted reminder two days later; send at least two targeted reminders.
- Continue promotions throughout your survey administration timeframe.

Survey Closure and Next Steps

- Once the survey has closed, the college can debrief and identify successes and missed opportunities. The last page of the Communications to Administrators, Faculty, and Staff contains a thank you note you can use to acknowledge faculty and staff who contributed to the success of the survey.
- To lay the foundation for successful future administrations, it is important to develop a culture of data-informed decision making that elevates the student voice. CCCSE encourages colleges to make data gathered through CCCSE surveys available to faculty, staff, and students. The Engaging Faculty in the Online Survey Process document includes information about partnering with faculty.

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