

# Engaging School District Partners to Maximize *DESSE* Participation





# Welcome and Purpose



Overview of *DESSE*



Importance of  
strong participation



Strategies to engage  
school district  
leaders & staff

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# What is *DESSE*

- Dual Enrollment Survey of Student Engagement
- Captures student experiences in dual enrollment
- 15-20 minutes to complete
- Administered online (QR code, email, access link, LMS, etc.)

# Resources

- Survey Administration Page  
[www.ccsse.org/desseadmin](http://www.ccsse.org/desseadmin)
- Webinar recordings
  - Admin Webinar
  - First Promotions Webinar
- Procedure guide

# Planning - Background

- How has your college successfully promoted previous online surveys?
  - Have you promoted survey participation among HS students?
- Cautions:
  - Relying exclusively on email invitations
  - School district computers may block external websites

# Promotion Strategies

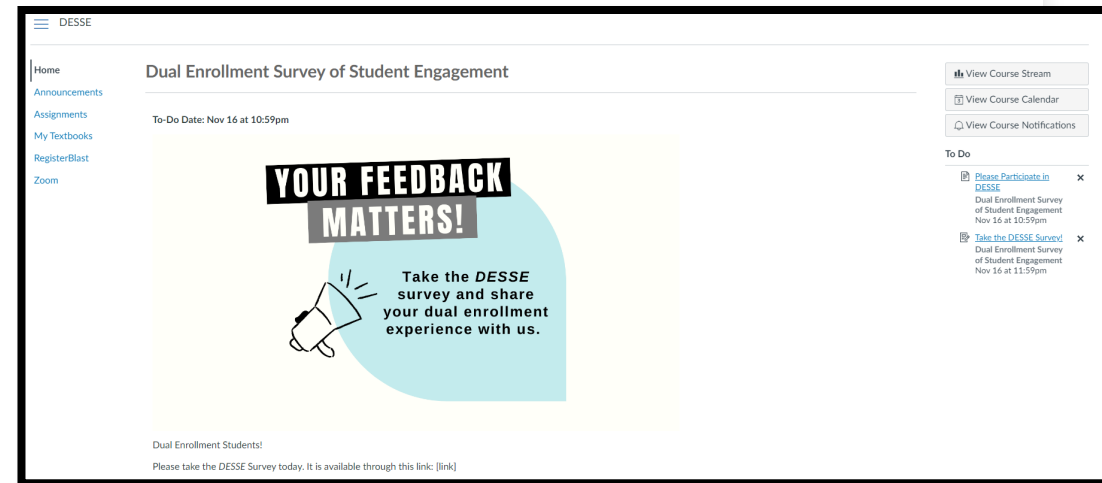
- Email
- LMS
- On-campus ads
- Social media/college website
- Texting

# Promotion Strategy – Email

- Consider using student *and* preferred email addresses
- Work with IT staff to ensure you are able to send mass emails to entire survey population
- Great mechanism for targeted reminders
- Do not rely exclusively on emails

# Promotion Strategy – LMS

- Inescapable
- Homepage banner vs. course that enrolls survey eligible students




# Promotion Strategy – On-campus Ads

Dual Enrollment Students at **Example College**, please participate in the *DESSE* survey.

**YOUR FEEDBACK MATTERS!**

Take the *DESSE* survey and share your dual enrollment experience with us.

To access the survey, go to <https://www.ccse.org/d/examplecollege> or scan the QR code below:



# Promotion Strategy – Texting

- Use judiciously
- Can be great where possible
- Good for targeted reminders

# Responder Tool

- Review to gauge efficacy of survey invitation and promotions

Tool displays:

- Number of students who reached survey endpoint
- Number of students exited out due to not being in HS
- Date and time tool was last updated
- Link to downloadable spreadsheet

# What's Next

- High School List
- Access code list (at least two weeks before your planned admin window)

# Engaging School District Leadership Early



START WITH DISTRICT-  
LEVEL BUY-IN



SHARE PURPOSE AND  
BENEFITS



ALIGN WITH DISTRICT  
GOALS

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# How *DESSE* Benefits High Schools



Student-level insights



Student voice data



Supports program refinement



Strengthens partnerships

# Partner with Dual Enrollment Staff



Work with  
campus  
coordinators



Develop a clear  
communication  
plan



Discuss shared  
expectations

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# Practical Administration Strategies

- Plan for about 15-20 minutes for students to complete the survey
- Think about best times to administer
  - Advisory periods
  - Last 20 minutes of class
  - Advising/counseling sessions
  - Lunch period
- Dedicated survey completion day (if possible)

# Importance of Faculty Support



Faculty encouragement  
increases completion



Clear messaging to  
students



Reinforce purpose

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# Communication Tips



Keep messaging simple



Emphasize benefits



Share timeline reminders



Provide ready-made materials



# Framing the Message for Students

Your voice  
matters

Improve future  
dual enrollment  
experiences

Quick &  
meaningful

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# Encourage Participation through Incentives



Small incentives can boost participation rate



College promotional items (t-shirts, stickers, lanyards, etc.)



Snacks during survey sessions



Keep it simple

# Closing and Next Steps

- Confirm administration plan
- Identify district contacts
- Establish timeline
- Provide support materials

We are here to support your college in a successful administration!