

DESSE

Dual Enrollment Survey of Student Engagement





Agenda

- Survey Administration Overview
- Survey Promotions
 - Communications
 - Planning
 - Survey invitations and reminders
 - Responder Tool

Resources: Survey Administration Page

Survey Administration Page:

<https://www.ccsse.org/desse/>

- Procedure Guide
- Tips for a Successful Administration
- Engaging Faculty in Survey Administration
- Timeline
- Communication Templates
- Promotional Examples

The screenshot shows the CCSSE Home | CCSSE website. The main header includes the logo for the Dual Enrollment Survey of Student Engagement (DESSE), a CCSSE instrument, and navigation links for 'Administer the Surveys' and 'Contact'. The main content area is titled 'DESSE Survey Administration (2026 Participation)' and provides general procedural information, tips, and sample communications for campus staff. The page is organized into several sections:

- DESSE Survey Administration (2026 Participation)**: The survey administration materials below provide general procedural information, tips, and sample communications and graphics for campus staff to use for online survey promotion and administration.
- Tips for Success**: Includes a link to 'Tips for a Successful Online Administration Engaging Faculty in the Online Survey Process'.
- General Information**: Includes a link to 'Procedure Guide' and a list of items to register for the DESSE 2026 Orientation Webinar, including 'Thursday, December 4, 2025, at 1 p.m. CST', 'Survey Administration Timeline', 'General FAQs', and 'Student FAQs'.
- Communication Templates**: Includes links to 'Communications to Students' and 'Communications to Administrators, Faculty, and Staff'.
- Promotional Examples**: Shows four promotional graphics:
 - WE WANT TO HEAR FROM YOU!**: A graphic with a hand holding a pen over a document.
 - Early College Students, your voice matters!**: A graphic with a checklist and a person icon.
 - YOUR FEEDBACK MATTERS!**: A graphic with a megaphone icon.
 - HOW ARE WE DOING?**: A graphic with a person icon and text about improving the dual enrollment college experience for current high school students.

Resources: Survey Administration Page

DUAL ENROLLMENT SURVEY OF STUDENT ENGAGEMENT

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 participation.

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.



DUAL ENROLLMENT SURVEY OF STUDENT ENGAGEMENT

Engaging Faculty in the Online Survey Administration

While *DESSE* does not require use of class time, faculty still play a vital role in helping the college have a successful survey administration. This role involves communicating about the survey to their students and encouraging participation. It may be necessary to reach out to high school partners and faculty who teach courses exclusively at the high school to make sure that they are aware of the survey and promote the survey to students. Staff who work with dual enrollment students such as advisors or dual enrollment directors may also need to engage with students to encourage them to complete *DESSE*.

Faculty who are engaged with survey results are more likely to be strong advocates for student participation. College leadership can partner with faculty in a variety of ways, including the following:

- » Making survey results available;
- » Creating faculty work groups to review *DESSE* survey results and explore how best to use the data to influence practice, and;
- » Having ongoing conversations about student success using *DESSE* results

Some faculty have helped their colleges increase survey responses by doing one or more* of the following:

- » Encouraging student participation;
- » Reminding students to participate;
- » Communicating to students about why the survey data are valuable for the college;
- » Assigning the survey as homework, and;
- » Providing class time for survey completion

*While we do not necessarily endorse each strategy, some colleges have successfully used these strategies to increase responses.

The following templates can assist college leadership in partnering with faculty to encourage student participation in the online *DESSE* survey. Additional tools that can be used for analyzing and communicating about *DESSE* results are listed at the end of this document.

Template Asking Faculty to Encourage Student Participation

[Survey Administrator's Message to Faculty](#)

Who should send the message?

Campus Contact/Survey Administrator

When should the announcement be sent?

After the President's message to faculty has been sent; a week prior to the start of survey administration



Survey Administration





Roles

- *DESSE* Liaison
- Primary college contact
- Secondary college contact



***DESSE* Information**

- Online survey for dual enrollment/dual credit students
- Students can start the survey and complete later
- Most survey items do not force a response
- Survey will take about 15 minutes to complete



Online Survey Population

All high school students who are concurrently enrolled in credit courses at the college should be invited to participate.

Exclude:

- Enrolled in a lowest-level ESL course
- Currently incarcerated students



Survey Access/Access Code Instructions

- Access code: unique identifier for each student. Typically an ID, username, or college e-mail
 - If necessary, work with your college's IT staff to:
 - Determine best method for sharing/posting the survey link
 - Determine access codes that students will know
- Colleges are responsible for maintaining record of access codes
- Survey invitation can be individualized messages and/or general post of link*



Thank you for participating in the Dual Enrollment Survey of Student Engagement (DESSE) at

Example Community College.

Your participation in the survey is entirely voluntary. There are no penalties for choosing not to participate or for stopping at any time. You may skip any items you do not wish to answer. Whether you participate and how you answer will not affect your reputation at our college in any way, but the information you provide will help us improve programs and services for students at the college.

Please answer in terms of your experiences at this college during this academic year, and not only in terms of your experiences in any particular class.

To access the survey, please enter your Example Community College email address in the access code window below.

Access Code

next >>

If you have any questions about accessing the survey, please contact:

Jane Doe
Institutional Researcher
surveyhelp@examplecollege.edu
123-456-1212

If you have any questions about the survey in general, you can contact CCCSE at 512-471-6807 or surveyops@cccse.org. We appreciate your participation.



Contact Information

- Should lead to someone familiar with the survey administration and population
- Many colleges used a shared email address (for example surveyhelp@college.edu)
- Will primarily receive questions from students who are unable to access the survey

Administration Timeframe

- Email your liaison your high school list
(spreadsheet)

High School	OPTIONAL: Early or Middle College (1=Yes, 2=No, 3=NA or unknown)
Atlas High School	2
Burns Area Secondary Academy	2
Clifton Springs High	2
Dulles High - Early College Program	1
Dulles High (other than Early College Program)	2
Emerald City High School	2
Fall Academy	2
Home School	2
Other	2

Administration Timeframe (cont.)

- No earlier than two weeks into the semester email access code spreadsheet to liaison
 - Single-column spreadsheet containing a unique access code for each survey eligible student.
 - (you can email additional codes later)

Access Code
jgarza@college.edu
ksmith@college.edu
lgarcia@college.edu
mlopez@college.edu
bturner@college.edu
jmoore@college.edu
arigg@college.edu
mgrey@college.edu
nscott@college.edu
bdavis@college.edu
rkidd@college.edu
jboone@college.edu
lnoel@college.edu
hhills@college.edu
bcortez@college.edu
fsinatra@college.edu
tbolten@college.edu
gcyrus@college.edu
mperkin@college.edu
rsmith@college.edu



Administration Timeframe (cont.)

Within two weeks of access code submission, your liaison will provide:

- Your college's unique survey link
- Your access code spreadsheet
- Information about testing the survey link
- Link to the Responder Tool
- Access code spreadsheet has two tabs – one for student access codes and one for test codes



Test the Survey Link

Review and test the survey using the provided test codes:

- Review online survey – check for:
 - College name
 - Contact information
 - Access code prompt
 - Dual enrollment definition
 - HS List



Administration in Brief

- December: Review survey materials, complete data verification, begin developing deployment strategy
- January: Submit high school list
- Two weeks into the semester: Email liaison access code spreadsheet
- Feb-May: Distribute survey to students

Survey Promotions





Historical Response Rates

- Average response rate for online administrations
 - 11-14% historical response rate on CCCSE Online Surveys
 - Smaller colleges have fewer responses but higher response rates
 - Larger colleges have a higher number of responses but lower response rates

Achieving high response rates often requires multiple promotional strategies, persistency, and collaboration with key leaders, faculty and staff



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



Planning – Tasks

Prior to the survey administration window:

- Ensure President's Memo to faculty and staff is sent
- Request faculty/partner support in encouraging student participation
- Finalize promotion and communication strategy
- Finalize survey invitation and reminders timeline



Planning - Timeframe

- Survey should be administered as early as 4 weeks into the spring semester with a May 15th deadline
- Consider:
 - A 2-to 4-week administration window and at least two reminders
 - Other online surveys (overlap with *CCSSE*)
 - Extended breaks or periods devoted to exams



Planning – Communications Strategy

- Consider a strategy that highlights:
 - Salience of Topic – “why” you’re asking for student feedback (can include how the college uses the data)
- Example: **Your feedback is important to us: Take the *DESSE* Survey**
- Example: **Make your voice heard: Take the *DESSE* Survey**



Planning – Communications Strategy

- Consider a strategy that highlights:
 - Timeliness
 - Example: **“We’re improving in 2026 – Take the *CCSSE* Survey and Let Us Know How We’re Doing”**
 - Example: **“Our dual enrollment programs are growing - Take the *DESSE* survey and be among the first students to take a survey focused on YOU!”**



Planning – Communications Strategy

- Consider a strategy that:
 - Appeals to students' desire to help shape future of their college
 - Example: **“Be a Part of Example College’s Future – Take the *DESSE* Survey”**



Planning – Leveraging Relationships

“It’s who students know”

- Faculty encouragement
- College administrators and staff (advisors) familiar to students
- College leadership
- HS Partners
- Fellow dual enrollment students

Planning – Visual Connection

- Image of leadership
- Sample graphics on Survey Administration Page
- Screenshot of survey splash page

**YOUR FEEDBACK
MATTERS!**



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



Promotion Strategies

- Email
- LMS
- On-campus ads
- Events
- Social media/college website
- Faculty/Staff
- Texting
- Student groups / organizations



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

The screenshot shows a course page in an LMS. The page title is "Dual Enrollment Survey of Student Engagement". The "To-Do" date is "Nov 16 at 10:59pm". A large banner features a megaphone icon and the text "YOUR FEEDBACK MATTERS!" and "Take the *DESSE* survey and share your dual enrollment experience with us." The banner is set against a light blue and yellow background. Below the banner, there is a small text block: "Dual Enrollment Students! Please take the *DESSE* Survey today. It is available through this link: [link]". On the right side of the page, there are three buttons: "View Course Stream", "View Course Calendar", and "View Course Notifications". Below these buttons is a "To Do" list with two items, each with a close button (X): "Please Participate in *DESSE*" and "Take the *DESSE* Survey!".

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.cccse.org/d/examplecollege> or scan the QR code below:





Promotion Strategy – Events

- Host events to give students opportunity to participate in the survey
 - Consider providing refreshments
- Try to provide opportunities for vast majority of students



Promotion Strategy – Social Media/College Website

- Opportunity to create visual connection and establish legitimacy of the survey
- Include survey URL and QR code



Promotion Strategy – Faculty/Staff

- Keep faculty and staff engaged in survey administration process
 - Progress updates
- Give faculty ideas on how to communicate about the survey
- Faculty can provide class time for survey participation



Promotion Strategy – Texting

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



Promotion Pace

- **Communicate early and often:**
 - Pre-promotions
 - Survey Announcement > survey invitation > survey progress updates and reminders
- If you do any pre-promotions or verbal promotions:
 - When/where students can expect their survey link/QR code
 - Short description of survey and/or why college is participating
 - Verbal promotions are advisor or faculty-to student



Sending the Survey –Invitation

- Send on a weekday
- Announce the survey in the morning
- Send/post link the afternoon of the same day
- Ensure promotions:
 - (Including faculty scripts) that do not include the survey link direct students to invitation/survey link
 - Indicate the survey is for dual enrollment students



Sending the Survey – Reminders

- Send 1st reminder 2-3 days after invitation
- Send at least 2 or 3 reminders
(but be cautious of sending too many)
- Continue promotions throughout administration timeframe
- Remind faculty to encourage student participation



Sending the Survey – Reminders

- “We have heard from XX number of students but we still want to hear from you!”
- “Don’t forget to share your thoughts by taking the *DESSE* Survey today.”
- “This is your last reminder - please help Example College by sharing your experiences at our college.”



Lessons from the Field

School District partners provide essential context that helps anticipate barriers and adapt administration in real time.

- Early and sustained school district partner involvement is critical to successful survey administration
- Engage district leadership, campus administrators, and on-the-ground staff at every stage (planning, rollout, troubleshooting)
- Be mindful of school district calendars (state testing, spring break, holidays, campus events, etc.)



Responder Tool

Review to gauge efficacy of survey invitation and promotions

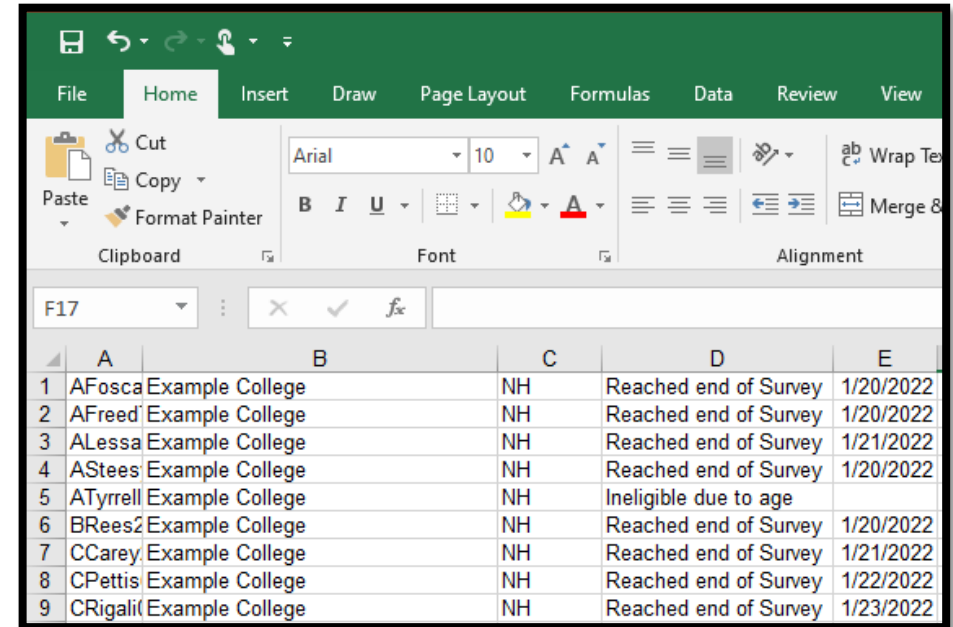
Tool displays:

- 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

Responder Tool

Download spreadsheet of used access codes to send targeted reminders

- Spreadsheet displays:
- Used access codes that reached survey endpoint
- Used access codes that were exited out due to student not being in HS
- Date and time access code reached survey endpoint



The screenshot shows the Microsoft Excel interface with the 'Home' tab selected. The ribbon includes options for File, Home, Insert, Draw, Page Layout, Formulas, Data, Review, and View. The ribbon is divided into sections: Clipboard (Paste, Format Painter), Font (Font face: Arial, size: 10, Bold, Italic, Underline, Color, Background Color), and Alignment (Wrap Text, Merge & Center). The spreadsheet grid shows columns A through E and rows 1 through 9. The data in the spreadsheet is as follows:

	A	B	C	D	E
1	AFosca	Example College	NH	Reached end of Survey	1/20/2022
2	AFreed	Example College	NH	Reached end of Survey	1/20/2022
3	ALessa	Example College	NH	Reached end of Survey	1/21/2022
4	AStees	Example College	NH	Reached end of Survey	1/20/2022
5	ATyrrell	Example College	NH	Ineligible due to age	
6	BRees2	Example College	NH	Reached end of Survey	1/20/2022
7	CCarey	Example College	NH	Reached end of Survey	1/21/2022
8	CPettis	Example College	NH	Reached end of Survey	1/22/2022
9	CRigali	Example College	NH	Reached end of Survey	1/23/2022



FAQ: What if we do all of this but want more responses?

- Identify barriers to survey participation
- Create and launch alternative promotional campaign
- Example: “Join the 400”
- Review communication strategy – why student feedback is valuable
- Identify non-responders and target specific student subgroups



FAQ: What if we do all of this but want more responses?

- Use a different strategy to reach students
- Additional strategies in “Engaging Faculty in Survey Administration” document
 - Faculty provide class time
- President sends request to students
- President requests faculty support



Survey Deadline – May 15

- Communicate survey close response count to campus community
- Send thank-you to survey stakeholders
- Deliverables:
 - August 15, 2026: Colleges receives access to results via Online Reporting System/Dashboard
 - Raw data file and college level frequencies



What's Next

- High School List
- Access code list
- Support opportunities



Support Opportunities

- Collaborative kick-off with high school partners (per request)
 - Webinar hosted by Anthony Perez and College *DESSE* Lead
- Regular check-ins
- Monthly Webinar Series (optional)
 - Last Wednesday of every month at 1:00 pm CST

Questions?

Emilio Delboy
delboy@cccse.org

Megan Estrada
estrada@cccse.org

Myndi Swanson
swanson@cccse.org

Anthony Perez
perez@cccse.org

