

DESSE

Dual Enrollment Survey of Student Engagement





Agenda

- Survey Administration
 - Survey information
 - Survey Access
 - Survey Population
 - Reviewing and testing the survey link
- 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)". It provides general procedural information, tips, and sample communications and graphics for campus staff to use for online survey promotion and administration.

The page is organized into several sections:

- 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 the "Procedure Guide" and a list of resources:
 - Register for the *DESSE* 2026 Orientation Webinar
 - Thursday, December 4, 2025, at 1 p.m. CST
 - Survey Administration Timeline
 - General FAQs
 - Student FAQs
- Communication Templates:** Includes links for "Communications to Students" and "Communications to Administrators, Faculty, and Staff".
- Promotional Examples:** Shows four promotional graphics:
 - "WE WANT TO HEAR FROM YOU!"
 - "Early College Students, your voice matters!"
 - "YOUR FEEDBACK MATTERS!"
 - "HOW ARE WE DOING?"



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

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



Data Verification

Link sent by liaison 12/8. Complete by 12/12.

- Enter access code instructions (survey access)
- Enter contact information to be displayed on survey landing page
- Early college high schools
- Opportunity to define dual enrollment



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.



Survey Access/Access Code Instructions

- Unique survey link for each participating college
 - Colleges distribute the survey link
- Unique access code for each survey-eligible student:
 - Must be known to students
(such as a student ID #, email, or LMS username)
 - Cannot contain all or part of a SS# or password
 - Emailed to liaison in a single-column spreadsheet no earlier than two weeks after the start of the semester
 - Prompt on survey splash page instructs students what to enter



Survey Access/Access Code Instructions

- 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*



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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



Early College High Schools

- During data verification, you will indicate if your college serves early/middle college high schools
- Different definitions in different contexts, but generally these are schools with programs designed to allow students to earn an associate degree by the time they graduate high school
- Primary implication for the survey is for reporting (would be used as a breakout)



High School List

By January 16 - Email high school list to liaison

Please let you liaison know if your college serves more than 50 high schools

	A	B	C
1	High School	Early or Middle College (1=yes, 2=no, 3=NA or unknown)	
2	Adams Academy		2
3	Butler Area High School		2
4	Collins Prep		1
5	Dell High School - General Program		2
6	Dell High School - Early College Academy		1
7	Sanders High School		2
8	Home School		2
9	Other		2
10			
11			



Dual Enrollment Definition

- All students will see:
 - “The following questions are regarding courses you have taken for college credit while in high school. These courses are sometimes referred to as dual enrollment, dual credit, or concurrent enrollment, and throughout this survey they will be referred to as dual enrollment courses. Dual enrollment courses include any college courses taken while you are enrolled in high school through a partner college or university, not including Advanced Placement (AP), International Baccalaureate (IB), Cambridge, or Advanced College Experience (ACE) courses.”
- Colleges may add additional details:
 - Example: “At Example College, dual enrollment includes the College in the High School and Ladders to Success programs.”



Administration Timeframe

December

- Develop survey distribution strategy
- Communicate about the survey with your campus community and high school partners
- See timeline and Procedure Guide for suggestions
- Investigate implications of surveying minors

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



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
- Incarcerated students



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 Timeframe (cont.)

- 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



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





Promotions Webinar

- Wednesday, January 28 at 1pm Central
- Liaison will email registration link next week



Planning

- How has your college successfully promoted previous online surveys?
- Cautions:
 - Promotions that reference more than one survey
 - Relying exclusively on email invitations



Planning - Communications

- Salience of topic
 - Unique experience of dual enrollment students
 - Timeliness; why their feedback is important now
 - Why their feedback is valuable (benefit them/the college)
and how the information will be used



Planning - Communications

“It’s who students know”

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



Planning – Promotions Strategy

- LMS Shell Course
- QR Code Flyer

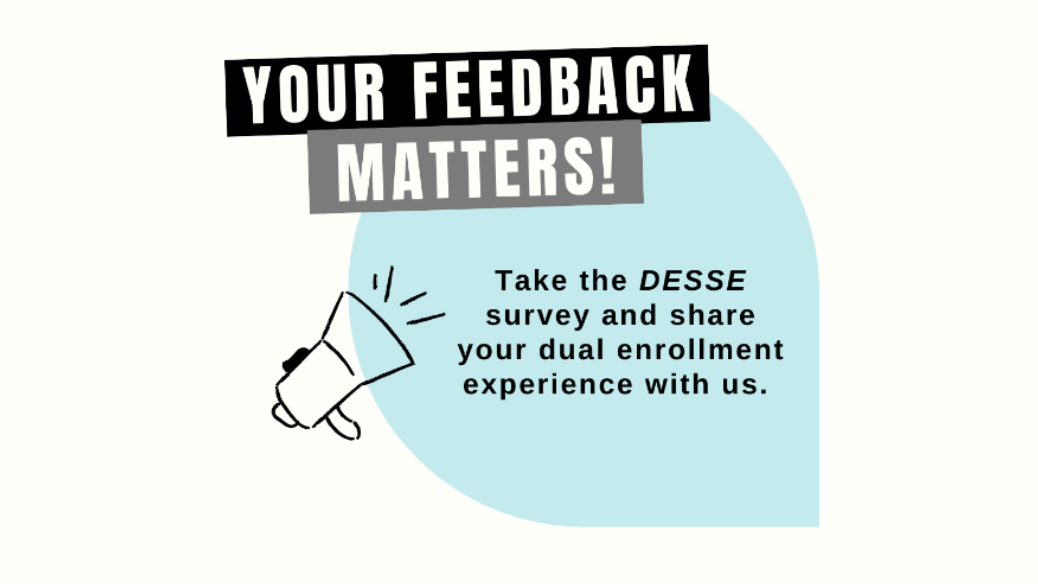
Planning – Promotions Strategy

☰ DESSE

Home
Announcements
Assignments
My Textbooks
RegisterBlast
Zoom

Dual Enrollment Survey of Student Engagement

To-Do Date: Nov 16 at 10:59pm



YOUR FEEDBACK MATTERS!

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

Dual Enrollment Students!

Please take the *DESSE* Survey today. It is available through this link: [link]

▮ View Course Stream

📅 View Course Calendar

🔔 View Course Notifications

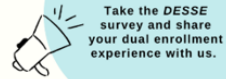
To Do

- 📄 [Please Participate in DESSE](#) ×
Dual Enrollment Survey of Student Engagement
Nov 16 at 10:59pm
- 📄 [Take the DESSE Survey!](#) ×
Dual Enrollment Survey of Student Engagement
Nov 16 at 11:59pm

Planning – Promotions Strategy

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:





Planning – Promotions Strategy

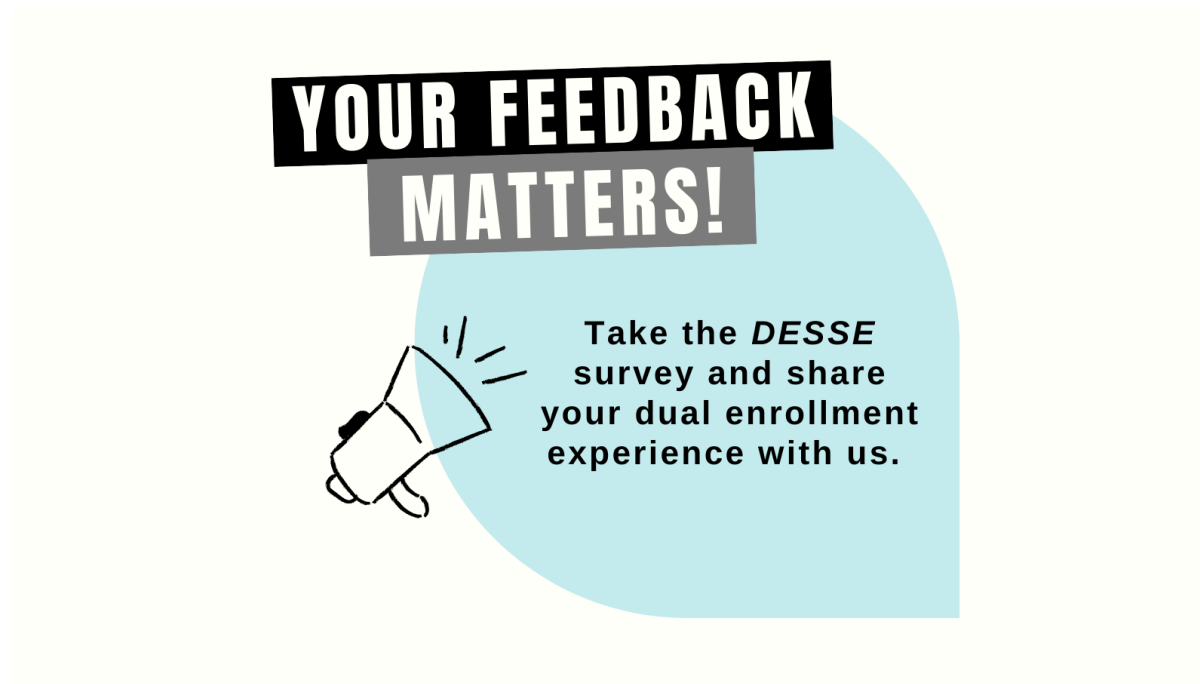
Use multiple platforms for survey invitation and reminders:

- LMS
- Email
- Social Media / College website
- Text
- QR Code
- Faculty reminder



Planning – Promotions Strategy

Create a visual connection





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 – Tasks

During the administration window:

- Survey invitation and reminders
- Checking the Responder Tool



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.”



Responder Tool

Review to gauge efficacy of survey invitation and promotions

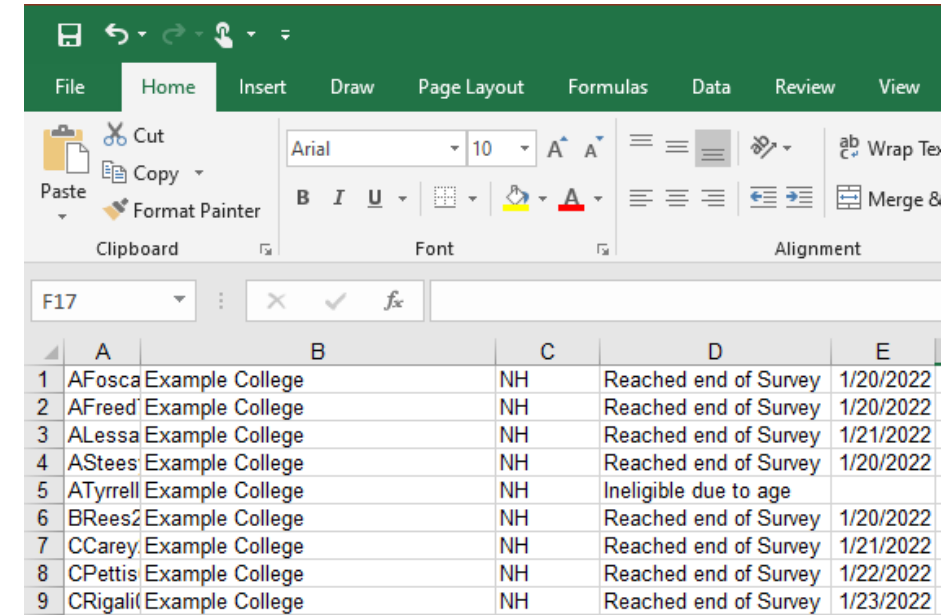
Tool displays:

- 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 following data in the spreadsheet:

	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 platform to reach students
 - Text
 - LMS
 - Faculty and administrators/leadership
 - Direct messages
 - Social media
- 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

Questions?

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