**Strategies to Improve Survey**

**Participation**

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| **Strategy** | **Description** |
| **Articles**  | **Create short articles that can be included in a variety of print of electronic media.** | Newsletters |
| **Websites** |
| **Student portals** |
| **Student Newspaper** |
| **Faculty/Staff Newsletter** |
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| **Press Release** | **Work with Public Relations to craft a press release about the assessment instrument** |  |
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| **Social Media** | **Facebook** | **Create a facebook group**  |
| **Post announcements on the office facebook page** |
| **Ask other offices to create posts regarding the assessment being launched** |
| **Create an event on facebook** |
| **Twitter** | **Create a twitter account**  |
| **Tweet and ask others to re-tweet** |
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| **Strategy** | **Description** |
| **Advertisement campaign** | **Create advertisements that can be published in a variety of media outlets** | Student newspaper |
| **Facebook** |
| **University Radio Station** |
| **Digital Display Boards** |
| **Bulletin Boards/Display Cases** |
| **Residence Hall Fliers** |
| **Fliers in academic buildings** |
| **Campus TV or Cable Network Provider** |
| **Napkin Holder ad space/Table Tents in Dining facilities** |
| **Ad space on the University Bus system** |
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| **Letter to Student Organization Presidents/Faculty/Staff Senate** | **Ask Student and Academic Leaders to include information about the assessment as an announcement at their next meeting** |
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| **Listserv Emails** | **Craft an email communication and ask key staff/ student leaders to include the information on listservs and or email contact lists** |
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| **Strategy** | **Description** |
| **Completion Events** | **Promote and schedule time for students to “take” the survey in a computer lab** |
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| **Campus Awareness** | **Media campaign to increase awareness** | **Chalk sidewalks** |
| **Yard Signs placed at entrances to campus and major pedestrian through ways** |
| **Hand Bills/Post cards** |
|  |  |  |
| **Listserv Emails** | **Craft an email communication and ask key staff/ student leaders to include the information on listservs and or email contact lists** |
| **Twitter** | **Create a twitter account**  |
| **Tweet and ask others to re-tweet** |
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