MIRO’s Comprehensive Marketing Plan

Comprehensive Marketing Plan

University of Hawaii at Mānoa
NSSE Administration
Past 3 NSSE Administration: RESPONSE RATES

- 2020: 52%
- 2015: 32%
- 2011: 16%

- No Marketing Plan
- 1st Marketing Plan
- Refined Campaign
NSSE Response Rate in Comparison

- 2020: 36%
- 2015: 25%
- 2011: 23%
- (Our Tier): 52%
- UH Mānoa 2020: 32%
- UH Mānoa 2015: 16%
NSSE Standard Questions

An Online Survey with over 100 Questions, Collects information across 5 categories:

1) Participation in Educationally Purposeful Activities
2) Institutional Requirements and Coursework
3) Perceptions of the College Environment
4) Estimates of Educational and Personal Growth
5) Background and Demographic Information
MIRO’s NSSE Web Apps

Interactive Reporting for Decision Support

- Engagement Indicators
- High-Impact Practices
- Time Usage
- Overall Satisfaction
- Diversity
- Info Literacy
- Skills Development
- Misc Questions
- Additional Comments
- Results Overview
NEWS STORIES, EMAIL BLASTS, EVENT CALENDAR
Communications Office

CAMPUS AWARENESS PROMOTIONS
Ground Stakes, Banners, & Posters

SURVEY LINK EMBEDDING
Student Learning System

EMAILS & UNIT LEVEL PROMOTIONS
From Colleges, Departments, & Offices

INCENTIVES
Vice Chancellor for Students

FACULTY
Sponsor Class Visits

EVENTS
NSSE Fair & NSSE Yoga

MIRO DATA TOOLS
Track Response Rates

52%
2020 NSSE Survey Response Rate
NSSE Marketing Timeline

July 2019

Early Preparation
- Secure funding
- Decide on incentives
- Graphic design for visual campaign
- NSSE survey landing page
- NSSE data training series

June 2019

1 month

Gear-up Month
- NSSE promotion checklist
- Schedule class visits
- Distribute Dean’s packet
- Work with ITS to embed NSSE
- Collaborate with Communication’s Office
- Prepare for campus visual campaigns

Feb 11 2020

Launch Day
- Pop-up reminder in UHM learning system
- Class visit to over 400 students
- Email blast
- Campus-wide visual campaign

Jan 2020

Survey Open Window
- University news story / social media
- Campus calendar of events
- NSSE Fair and yoga event
- Completion Rates tracking web apps
- Assist units to promote NSSE
- Rotate promotion materials

Mar 3 2020

3 Weeks
Early Preparation
Survey Preparation for NSSE

JULY 2019

6 months

DEC 2019

Launch Day
EARLY PREPARATION: Incentives & Funding

- 15 UH Bookstore Gift Cards ($50)
- 2 Pairs of AirPods Pro
- 30 Starbucks Gift Cards ($25)
EARLY PREPARATION: 4 Primary Designs for Visual Campaign

UHM Freshmen and Seniors

ANSWER THE NSSE SURVEY
Tell Us About Your College Experience & Win Great Prizes!

WHAT CAN YOU DO WITH 8 MINUTES?

- Scroll through Instagram
- Research why you shouldn’t be afraid of sharks
- Take the NSSE survey, tell us about your college experience, and make a difference!

NSSE IS HERE...
Now is Your Chance to be "HERD"!

UHM Freshmen and Seniors

Feel Like Nobody is Listening?
NOW IS YOUR CHANCE TO BE "HERD"!

2 Pairs of Airpods Pro
15 UH Bookstore Gift Cards ($50)
30 Starbucks Gift Cards ($25)
EARLY PREPARATION: Various Promotion Materials

- Instagram
- Facebook
- Twitter
- eblasts
- Posters
- Flyers
NSSE 2020 Survey Administration

What is the National Survey of Student Engagement (NSSE)?

NSSE is the most popular undergraduate student survey in the U.S. Since 2000, over 1,600 colleges and universities have participated in the survey and approximately 5 million students have completed the survey, administered by the Indiana University School of Education, Center for Post-secondary Research. This survey collects data from first-year and senior students on learning and engagement related practices and activities.

Who can participate?

At UH Mānoa, a number of freshman and senior students are being invited to complete the survey.
EARLY PREPARATION: NSSE Data Workshops

NSSE 2015

- Engagement Indicators '15
- High-Impact Practices '15
- Time Usage '15
- Overall Satisfaction '15
- Diversity '15
- Info Literacy '15
- Skills Development '15
- Misc Questions '15
- Additional Comments '15
- Results Overview
NSSE Marketing Timeline

**July 2019**
- Early Preparation
  - Secure funding
  - Decide on incentives
  - Graphic design for visual campaign
  - NSSE survey landing page
  - NSSE data training series

**Jan 2020**
- Gear-up Month
  - NSSE promotion checklist
  - Schedule class visits
  - Distribute Dean’s packet
  - Work with ITS to embed NSSE
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**Feb 11 2020**
- Launch Day
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- Survey Open Window
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  - NSSE Fair and yoga event
  - Completion Rates tracking web apps
  - Assist units to promote NSSE
  - Rotate promotion materials

**6 months**
- **1 month**
- **1 Day**
- **3 Weeks**
Gear-up Month
Bring awareness of the survey to all units

JAN 2020 1 month FEB 2020

Launch Day
GEAR-UP MONTH: Work with the Campus Printing Office
GEAR-UP MONTH: Promote Among Deans

- Present at the Dean’s council meeting
- Provide NSSE promotion resources
- Identify NSSE liaisons
- Visit each Dean’s office
- Distribute NSSE packet to the Deans
- Seek help from the Deans for class visit
GEAR-UP MONTH: Checklist for Academic Units (Delivered to Deans and Chairs)

***Electronic copies of resources are available on MIRO's Decision Support System.***

<table>
<thead>
<tr>
<th>Dates:</th>
<th>NSSE Promotion Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb. 1 - 10</td>
<td>- Please appoint a NSSE liaison from your college or office &amp; notify MIRO (<a href="mailto:miro@hawaii.edu">miro@hawaii.edu</a>) of their contact info, to be included in future survey promotion emails.</td>
</tr>
<tr>
<td></td>
<td>- Inform faculty &amp; staff of upcoming NSSE administration at college or department meetings.</td>
</tr>
<tr>
<td></td>
<td>- Print out “NSSE 2020 Preparation” handout &amp; distribute to faculty &amp; staff.</td>
</tr>
<tr>
<td></td>
<td>- If possible, begin planning college or department events to promote NSSE among your students between 2/11 &amp; 3/3.</td>
</tr>
<tr>
<td></td>
<td>- Event invitation email template available.</td>
</tr>
<tr>
<td></td>
<td>- Connect MIRO with professors of classes with highest freshman &amp; senior enrollment.</td>
</tr>
<tr>
<td></td>
<td>- Discuss the possibility of inviting MIRO staff to briefly talk about the survey in-class between 2/11 &amp; 3/3.</td>
</tr>
<tr>
<td></td>
<td>- Please see the document “Highest FR/SR Enrollment Courses” in spring 2020.</td>
</tr>
<tr>
<td></td>
<td>- Encourage instructors to contact MIRO for class visits.</td>
</tr>
<tr>
<td></td>
<td>- Encourage faculty &amp; staff to print out NSSE promotion flyers &amp; hang them up in their building (elevator, bulletin board, classes, office doors/windows, etc.)</td>
</tr>
<tr>
<td>Feb. 11 - Mar. 3</td>
<td>- Deans, Chairs, &amp; Directors email their students about NSSE, if applicable.</td>
</tr>
<tr>
<td></td>
<td>- Google doc for email template available.</td>
</tr>
<tr>
<td></td>
<td>- Email professors requesting they make an in-class announcement about NSSE if they have freshmen &amp; seniors in their class.</td>
</tr>
<tr>
<td></td>
<td>- Google doc for email template &amp; in-class announcement script available.</td>
</tr>
<tr>
<td></td>
<td>- Invite MIRO to high enrollment FR/SR classes for NSSE promotion.</td>
</tr>
<tr>
<td></td>
<td>- Hold college or department NSSE Events, if applicable.</td>
</tr>
<tr>
<td></td>
<td>- Encourage students to attend NSSE Fairs @ Campus Center Courtyard on Feb. 18 &amp; 27 between 11am - 2pm, &amp; NSSE Yoga Promotion Event @ Andrews Amphitheater from 4:30pm - 5:30pm on Feb. 13 &amp; March 3.</td>
</tr>
<tr>
<td>Sept. - Oct.</td>
<td>- NSSE returns survey results to MIRO.</td>
</tr>
<tr>
<td></td>
<td>- MIRO imports data to web app tools on Decision Support system.</td>
</tr>
<tr>
<td></td>
<td>- Survey results shared with the campus.</td>
</tr>
</tbody>
</table>
2020 NSSE SURVEY
In-Class Announcement

Search "NSSE" in your UH email and take the NSSE Survey between February 11 - March 3
manoa.hawaii.edu/miro/nsse
GEAR-UP MONTH: Prepare for Campus-wide Visual Campaign

UHM Freshmen and Seniors

Answer the NSSE Survey
Tell Us About Your College Experience & Win Great Prizes!

Search "NSSE" in your UH email between February 11 - March 3
For more information, scan the QR code or visit manoa.hawaii.edu/miro/nnse

2 Pairs of AirPods Pro

$50 Amazon Gift Card

15 UH Bookstore Gift Cards

30 Starbucks Gift Cards

25 Starbucks Gift Cards
GEAR-UP MONTH: Promotion Materials Given to Units

UHM Freshmen and Seniors

2 PAIRS OF AIRPODS PRO

ANSWER THE NSSE SURVEY
Tell Us About Your College Experience & Win Great Prizes!

Search “NSSE” in your UH email between February 11 - March 3
For more information, scan the QR code or visit maua.hawaii.edu/nsse
## Highest FR/SR Enrollment Freshmen Courses by College

(Data Pulled from Spring 2019)

### FRESHMEN

#### Arts & Humanities

<table>
<thead>
<tr>
<th>CRN</th>
<th>Course</th>
<th>Section</th>
<th>Title</th>
<th>Instructor</th>
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<tbody>
<tr>
<td>81274</td>
<td>REL 150</td>
<td>2</td>
<td>Intro to the World’s Major Religions</td>
<td>H Baroni</td>
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<tr>
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<td>2</td>
<td>Intro to the World’s Major Religions</td>
<td>H Baroni</td>
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<tr>
<td>82409</td>
<td>REL 150</td>
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<td>R Lamb</td>
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<tr>
<td>82409</td>
<td>REL 150</td>
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<td>R Lamb</td>
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<tr>
<td>88687</td>
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<td>4</td>
<td>Intro to the World’s Major Religions</td>
<td>J Pettit</td>
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<td>88687</td>
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<td>J Pettit</td>
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<tr>
<td>81275</td>
<td>REL 150</td>
<td>3</td>
<td>Intro to the World’s Major Religions</td>
<td>Sakakita</td>
</tr>
<tr>
<td>81275</td>
<td>REL 150</td>
<td>3</td>
<td>Intro to the World’s Major Religions</td>
<td>Sakakita</td>
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</table>

#### Medicine

<table>
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<tbody>
<tr>
<td>82426</td>
<td>PHYL 142</td>
<td>1</td>
<td>Human Anatomy &amp; Physiology</td>
<td>Higa</td>
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</table>

#### Natural Sciences

<table>
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<th>Title</th>
<th>Instructor</th>
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<tr>
<td>82369</td>
<td>BIOL 172</td>
<td>1</td>
<td>Introduction to Biology I</td>
<td>Darchier</td>
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<tr>
<td>80267</td>
<td>CHEM 161</td>
<td>1</td>
<td>General Chemistry I</td>
<td>Gary</td>
</tr>
<tr>
<td>80267</td>
<td>CHEM 161</td>
<td>1</td>
<td>General Chemistry I</td>
<td>Gary</td>
</tr>
</tbody>
</table>
GEAR-UP MONTH: Survey Link on the Student Learning Portal

Pop-up Message on Laulima

National Survey of Student Engagement (NSSE)

Aloha! You are invited to participate in the National Survey of Student Engagement (NSSE) to help UHM make improvements and enhance student success. Please click on the link below to complete the NSSE survey & tell us about your college experience:

Take the National Survey of Student Engagement (NSSE)

*** Participation automatically enters you into a drawing for 2 pairs of AirPods Pro (each worth $250), 15 UHM Bookstore gift cards (each worth $50), or 30 Starbucks gift cards (each worth $25) ***

Please contact Manoa Institutional Research Office with any questions: mir@hawaii.edu

Don't show this again  Remind me later
University of Hawai'i at Mānoa students can make their voices heard by filling out a quick, 8-minute survey. Invitations went out today to freshmen and seniors to complete the National Survey of Student Engagement (NSSE). Administered by the Center for Postsecondary Research based at Indiana University Bloomington, NSSE is considered one of the most important nationwide student surveys in higher education. This survey is distributed by hundreds of institutions across North America each year and has been taken by approximately five million students in more than 1,600 institutions since its inception in 2000.

37% of Freshmen and Seniors have already taken NSSE. Learn how to participate

The first NSSE survey invitation went out to a number of freshmen and seniors on Tuesday, February 11. NSSE is considered the most important nation-wide student survey in higher education and the results are critical for UH Manoa’s 2021 WASC accreditation. NSSE results also provide valuable insights on how UH Manoa compares with other universities in the U.S. The final Invitation to participate will be emailed out on Thursday, February 27. Questions? Email the Manoa Institutional Research Office at miro@hawaii.edu.
Important Student Survey and a chance to win AirPods

Manoa Institutional Research Office <announce@hawaii.edu>
to announce

Freshmen and Seniors,

You are encouraged to complete the most important student survey in higher education—the National Survey of Student Engagement (NSSE). This survey is a major element in UH’s upcoming accreditation and takes less than 10 minutes to complete.

Today, many of you received an invitation to complete the survey from Provost Michael Bruno. This is a great opportunity to tell the university about your educational experiences. Your responses will help the university build on successes and target resources for future growth. In addition, if you complete the survey by March 3, you will be entered into a prize drawing for one of two pairs of Apple AirPods ($250 each), 15 UH Bookstore gift cards ($50 each), or 30 Starbucks gift cards ($25 each).

For more information, please attend the NSSE fairs in the Campus Center Courtyard on Tuesday, February 18 and Thursday, February 27, 11 a.m.–2 p.m. Swing by for snacks, music and a chance to win prizes! Please also join us for free yoga sessions at the Andrews Outdoor Theatre on Thursday, February 13 and Tuesday, March 3, 4:30–5:30 p.m.

For more information, please visit UH Manoa’s NSSE survey administration page: http://manoa.hawaii.edu/mirot/nsse/
GEAR-UP MONTH: Facebook, Twitter, Instagram

University of Hawaii at Manoa - Feb 18
Freshmen & seniors are encouraged to take the @NSSESurvey! Help get the word out & you could win a $10 Starbucks gift card!

To enter:
1. Current UHM student
2. Attend at least one NSSE fair (2/18 & 2/27)
3. Take a photo at the photo booth & post w/ #uhmanoanasse

Contest ends 3/3

WHAT CAN YOU DO WITH 8 MINUTES?
- Scroll through Instagram
- Research why you shouldn’t be afraid of sharks
- Take the NSSE survey, tell us about your college experience, and make a difference!

FRESHMEN & SENIORS,
Check your UH email for keyword “NSSE” after February 11 to Take the Survey & Tell Us About Your College Experience!
GEAR-UP MONTH: Facebook, Twitter, Instagram

**Facebook**

University of Hawai'i at Manoa
February 10

FRESHMEN AND SENIORS: The first NSSE survey invitation goes out on Tuesday, February 11 - NSSE results provide valuable insights as to how UHManoa compares with other universities in the US. Search your email for the keyword "NSSE" or after 2/11.

**UHM Freshmen and Seniors**

**ANSWER THE NSSE SURVEY**
Tell Us About Your College Experience & Win Great Prizes!

- Search "NSSE" in your UI email between February 11 - March 3 for more information, scan QR code or visit manoa.hawaii.edu/nsse
- Search "NSSE" in your UI email between February 11 - March 3 for more information, scan QR code or visit manoa.hawaii.edu/nsse

**Instagram**

University of Hawai'i at Manoa
Official account: 🌺 Just a little aloha from #UHManoa.
#ExploreUHM #FacesOfManoa #MakeManoaYourHome #GoBows
@hawaii.edu/onl

**WHAT CAN YOU DO WITH 8 MINUTES?**

- Scroll through Instagram
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**Twitter**

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Contest ends 3/3

Show Less

**Instagram**

uhmanoanews ...

Follow

University of Hawai'i at Manoa
Official account: 🌺 Just a little aloha from #UHManoa.
#ExploreUHM #FacesOfManoa #MakeManoaYourHome #GoBows
@hawaii.edu/onl

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- Research why you shouldn't be afraid of sharks
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**Freshmen & Seniors,**
Check Your UI Email for Keyword "NSSE" After February 11 to Take the Survey & Tell Us About Your College Experience!
Launch Day -1: NSSE Ground Stakes in Heaviest Foot-Traffic Area
Launch Day -1: NSSE Banners @ Library & Campus Center
Launch Day -1: NSSE Visual Campaign Generates Attention
NSSE Marketing Timeline

**Early Preparation**
- Secure funding
- Decide on incentives
- Graphic design for visual campaign
- NSSE survey landing page
- NSSE data training series

**Launch Day**
- Pop-up reminder in UHM learning system
- Class visit to over 400 students
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- Campus-wide visual campaign

**Gear-up Month**
- NSSE promotion checklist
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**Survey Open Window**
- University news story / social media
- Campus calendar of events
- NSSE Fair and yoga event
- Completion Rates tracking web apps
- Assist units to promote NSSE
- Rotate promotion materials

- July 2019
- Feb 11 2020
- Jan 2020
- Mar 3 2020
Launch Day

Students receive the first NSSE Survey Invitation
LAUNCH DAY: NSSE Scheduled Pop-Up Reminder on Laulima

National Survey of Student Engagement (NSSE)

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Freshmen and Seniors,

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For more information, please attend the NSSE fairs in the Campus Center Courtyard on Tuesday, February 18 and Thursday, February 27, 11 a.m.–2 p.m. Swing by for snacks, music and a chance to win prizes! Please also join us for free yoga sessions at the Andrews Outdoor Theatre on Thursday, February 13 and Tuesday, March 3, 4:30–5:30 p.m.

For more information, please visit UH Mānoa’s NSSE survey administration page.
## LAUNCH DAY: Class Visits

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>COURSE</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, 2/11 (Survey Invitation)</td>
<td>9:00 – 9:14 AM</td>
<td>HIST 156</td>
<td>PSYCHO 217</td>
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<td></td>
<td>9:45 – 10:00 AM</td>
<td>REL 150</td>
<td>SPAL 155</td>
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<td>10:30 – 10:45 AM</td>
<td>HIST 152</td>
<td>BIOMD T208</td>
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<td></td>
<td>12:30 – 12:45 AM</td>
<td>HIST 151</td>
<td>BIL 150</td>
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<td></td>
<td>4:15 – 4:30 AM</td>
<td>MUS 419</td>
<td>MB 108</td>
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<td>Wednesday, 2/12</td>
<td>1:30 – 1:45 PM</td>
<td>HIST 157</td>
<td>KUY 306</td>
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<td>Monday, 2/24 (3rd Reminder)</td>
<td>9:30 – 10:20 AM</td>
<td>REL 150</td>
<td>Webster 101</td>
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<td></td>
<td>10:30 – 11:20 AM</td>
<td>AREL 150</td>
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<tr>
<td></td>
<td>1:30 – 1:45 PM</td>
<td>CM 255</td>
<td>Crawford 105</td>
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<td>Tuesday, 3/13 (Prizes Drawn)</td>
<td>1:30 – 1:45 PM</td>
<td>ARCH 300</td>
<td>Room 202, Architecture Building</td>
</tr>
</tbody>
</table>
First Day...

The Survey Response Rate is Higher than the Overall NSSE Response Rate in 2011

17.9%

First Day Survey Response Rate
NSSE Marketing Timeline

July 2019
Early Preparation
- Secure funding
- Decide on incentives
- Graphic design for visual campaign
- NSSE survey landing page
- NSSE data training series

June 2019
6 months

Feb 11 2020
Launch Day
- Pop-up reminder in UHM learning system
- Class visit to over 400 students
- Email blast
- Campus-wide visual campaign

Jan 2020

Gear-up Month
- NSSE promotion checklist
- Schedule class visits
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Mar 3 2020

Survey Open Window
- University news story / social media
- Campus calendar of events
- NSSE Fair and yoga event
- Completion Rates tracking web apps
- Assist units to promote NSSE
- Rotate promotion materials

1 month

1 Day

3 Weeks
Survey Open Window
Promotion Efforts During Survey Window

Launch Day: Feb 12, 2020
3 weeks
Mar 3, 2020
Leading national student survey returns to UH Mānoa

Honolulu, HI | the university of hawai‘i system | 02-12

University of Hawai‘i at Mānoa students can make their voices heard by filling out a quick, 8-minute survey. Invitations went out today to freshmen and seniors to complete the National Survey of Student Engagement (NSSE). Administered by the Center for Postsecondary Research based at Indiana University Bloomington, NSSE is considered one of the most important nationwide student surveys in higher education. This survey is distributed by hundreds of institutions across North America each year and has been taken by approximately five million students in more than 1,600 institutions since its inception in 2000.
Events this week at UH Mānoa

Monday, March 2 – Monday, March 9

NSSE 'Free' Yoga Event

Campus Center and Student Life

› CCBAC's Self Defense Series - Monday, March 2 - 5:30pm-6:30pm - Campus Center 203E
› Blood Bank of Hawaii Blood Drive - Tuesday, March 3 - 9:00am-3:30pm - Campus Center
› Spring 2020 Career Fair - Tuesday, March 3 - 10:00am-2:00pm - Campus Center Ballroom
› Rock It, Don't Stock It - National Brain Awareness Rally Kick-Off - Wednesday, March 4 - 9:00am-1:00pm - Campus Center
› Free Papa Olelo Hawaii - Wednesday, March 4 - 3:00pm-4:00pm - Campus Center Ballroom

University of Hawaii at Manoa • Feb 18
Freshmen & seniors are encouraged to take the @NSSESurvey! Help get the word out & you could win a $10 Starbucks gift card!

To enter:
1. Current UHM student
2. Attend at least one NSSE fair (2/18 & 2/27)
3. Take a photo at the photo booth & post w/ #uhmanoansse

Contest ends 3/3

Show Less
SURVEY OPEN WINDOW: NSSE Fairs and Free Yoga Sessions

LEARN ABOUT THE NSSE SURVEY &
GET FREE SNACKS & HAVE FUN AT THE PHOTO BOOTH

TUESDAY,
FEBRUARY 18

THURSDAY,
FEBRUARY 27

11:00 AM - 2:00 PM
@ Campus Center Courtyard

Check Your UH Email for Keyword “NSSE” After February 11
To Take the Survey & Tell Us About Your College Experience!

FREE yoga on Campus

THURSDAY,
FEBRUARY 13

TUESDAY,
MARCH 3

4:30 - 5:30 PM
@ UH Mānoa Andrews Amphitheater

Check Your UH Email for Keyword “NSSE” After February 11
To Take the Survey & Tell Us About Your College Experience!

Please bring your own yoga mat and water bottle
SURVEY OPEN WINDOW: NSSE Fairs at Campus Center Courtyard
SURVEY OPEN WINDOW: NSSE Yoga at Campus
NSSE Completion Rates Web Apps
NSSE Completion Rates Web Apps

Interactive Reporting for Decision Support

Video Tutorial
Learn how to use the site

NSSE 2020 Survey Promotion Resources

Meetups & Info Sessions
Next Event: Wed 4/1 @ 11am

Gain insights into your unit’s NSSE survey response rate with our new apps:

- NSSE 2020
- Response Rate Comparison by Unit
- Response Rates over Time
- Promotion Resources
MIRO’s Live NSSE Completion Rate Tracking Web App 1 “Completion Rate Over Time”

Completion Rate of Students with Specific Background

Tip: Mouse over a column to view the raw numbers for that day.
# University of Hawai‘i at Mānoa NSSE 2020 Survey

**Response Rate Comparison by Unit**

Data Last Updated: Friday March 20, 10:30am

Tip: You can sort a table by clicking any column header.

Note: SN ("small number") indicates sample groups that have fewer than 4 eligible respondents or completed responses.

## Selected Group:
All data (no filters)

### Completion Rate by College

<table>
<thead>
<tr>
<th>College</th>
<th>Freshmen</th>
<th></th>
<th>Senior</th>
<th></th>
<th></th>
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<tbody>
<tr>
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<td>66.7</td>
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<td>25.0</td>
<td>64</td>
<td>102</td>
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<td>68</td>
<td>118</td>
<td>57.6</td>
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<td>50.0</td>
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<td>56</td>
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<tr>
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MIRO used our **Completion Rates web apps** to track the effectiveness of NSSE Promotion strategies.

“Last Chance to Win” messaging increased the response rate by 4%.
The Most Effective Strategies

1. Ensure Broad Visibility of NSSE
2. Demonstrate NSSE is Useful
3. Advertise Great Survey Prizes
Mahalo…

for viewing this session, please email us at miro@hawaii.edu for questions or comments.

The Project is a team effort by:
Survey Design: NSSE, Indiana University Bloomington
Survey Administration: Yang Zhang, Melissa Martinez, Jungts Lin
Data Web App Development: Bryson McFeeley, Yang Zhang, Jungts Lin, Melissa Martinez
Video Development: Melissa Martinez, Yang Zhang, Hanna Park