

NATIONAL ASSESSMENT OF SERVICE AND COMMUNITY ENGAGEMENT

2016-2017 Deployment and Marketing Strategies



Siena Research Institute

Introduction

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The Siena College Research Institute administers the NASCE survey through four separate email invitations, over the course of twelve days, to all undergraduate students at your institution. Before the email invites are sent out, and while the survey is fielding, we encourage all participating campuses to develop an effective deployment strategy based on the recommendations throughout this packet.

Generating awareness and support for the survey both before it launches and while it is fielding is the most effective way to increase survey response rates.

Thus, it is essential that each and every participating institution develop their own unique NASCE-marketing campaign to obtain an adequate and representative sample of students.

This guide provides several suggestions and easy-to-use materials for effectively marketing the NASCE on your campus. Please refer to it throughout the preparation and deployment process. Should you have any questions, do not hesitate to contact April Backus at abackus@siena.edu or (518)-782-6997.

STRATEGIZE. When marketing the survey, consider which marketing strategies have been successful at your campus in the past. The most important points to convey to students are:

1. Content of the survey
2. Value in participating (to the student and the institution)
3. Online format and link in emails (including the “from” name)
4. Weeks when students can participate
5. Incentive, if applicable

COLLABORATE. One of the most effective ways to increase response rates is to obtain full support from your institution’s administrators, faculty, staff, and student leaders.

1. **Demonstrate Presidential-level support.** Emphasize the value and importance of the NASCE to your institution’s President or other high-level administrators. Ask them to demonstrate their endorsement by sending a personal email to all staff/faculty members requesting their support, and to all students encouraging them to participate. Appendices A and B contain sample emails that can be customized and sent out by your institution’s President or other high-level administrators to students and faculty/administrators.
2. **Work with Faculty and Staff.** Request that all faculty members announce the survey and encourage participation in class and other academic settings. Work with administrative staff to promote the NASCE at student events, in the dorms, through campus programs, etc. Emphasize the value of the survey and reiterate the President’s support. Appendix C contains a sample email that can be customized and sent out by your Community Engagement Office (or any other office/department) to your school’s faculty members to garner support for the NASCE. Announcing your school’s participation in the NASCE at department/faculty/ administrative meetings is highly encouraged.
3. **Incorporate students.** The best way to reach students is through students! Work with student affairs and other student-centered departments to utilize student networks to emphasize the importance of the NASCE as an assessment tool for community engagement, a key component to student life. Appendix D contains a sample email that can be customized and sent out to your school’s student leaders or other student networks, to increase NASCE-awareness and encourage participation among all students.

INCENTIVIZE. While it is not mandatory, we do advise schools to offer an incentive for students as a way to encourage participation. Again, be creative! Past schools have raffled off iPads, gift cards, parking spots, a free coffee to every person who participates, etc. In keeping with the spirit of the survey, some schools have offered \$1 to a local non-profit for every survey completion. We have found that multiple smaller prizes is better than one big one. Ultimately, the choice is up to you, but offering an incentive can be a great way to catch students’ attention and add something extra to your marketing campaign. In your promotional materials, be sure to explicitly state the prize(s) and the associated value(s).

GENERATE BUZZ. The most successful NASCE campaigns are those that advertise and spread the word about the survey long before the launch date, right up until the survey is closed. Utilize all available forms of media to reach every student at your institution. Here are several suggestions:

1. **Develop a Catchphrase.** Many institutions have come up with their own unique slogan to center their marketing efforts around (At Siena we used “Make Your Actions Heard”). Developing a catchphrase will help focus your marketing materials and establish a consistent style and theme.
2. **Post flyers.** Put them all around campus (in the student center, dorm rooms, bulletin boards, screen savers, etc.) announcing the “coming of the NASCE,” advertising the dates of the survey and the online, email format. Upon request, we have several sample flyers that can be customized and utilized on your campus.
3. **Social Media.** Advertise the survey on Facebook, Twitter, and any other forms of Social Media your institution uses.
4. **Web Presence.** Announce the survey on your department’s web page, specifying how and when to participate. Post an article about the significance of the NASCE on your institution’s home page.
5. **Create a Video.** Use this to publicize the content of the survey, the launch dates, and the incentive (if applicable). Some of the most creative ones have gone viral!
6. **Electronic Outreach.** Send out NASCE announcements in electronic newsletters, e-bulletins, weekly e-mails, advertise it on computer backgrounds, etc...
7. **Student Newspaper.** Recruit a student writer to write an article about the NASCE for the school newspaper (once you receive the survey results, the student can write a follow-up article as well).
8. **Tabling Event.** Several institutions have hosted tabling events in campus common areas (e.g. student center or dining hall), where they have laptops available for students to take the survey right then and there.
9. **Be Creative!** While these are some useful ideas for how best to generate buzz and awareness, there are countless more. We encourage you to be as creative as possible with your marketing efforts. Each school has a unique institutional structure with a unique set of available resources, thus, every institution approaches it differently.

Marketing Checklist

NASCE Marketing Checklist

- Survey incentive (e.g., gift cards, ipad, coffee vouchers, etc.)
- Demonstrated Presidential/High-level Support – President or other high-level administrator has sent (or will send) email to both students and faculty/administrators.
- Demonstrated Faculty Support – Faculty have committed to announcing the survey during class, putting reminders on class management platforms (e.g., WebCT, Angel, Blackboard, etc.), sending reminder emails to students, etc.
- Demonstrated Staff/Interdepartmental support – Community Engagement office(s) has connected with faculty, administrators, and students to raise awareness for the importance of this survey
- Demonstrated Res. Life support – NASCE has been discussed in RA floor meetings, and posters are present in all dorms
- Involvement of student clubs and organizations – Student leaders have been notified and encouraged to spread the word
- Information and encouragement on school homepage /Announcement on department web page
- Survey advertised via Facebook, Twitter, and other forms of social media
- NASCE article published in school newspaper
- Flyers posted all around campus
- NASCE video created and uploaded to various media outlets (e.g. school website, TV station, department web page, Facebook, Twitter, etc.)
- NASCE participation announced in appropriate campus-wide emails (e.g. newsletters, weekly emails, etc.)
- Launch survey – Utilize all avenues to effectively advertise and push the survey for all 12 days of fielding

Appendix A: Presidential Email to Faculty

To All [XYZ] Faculty and Staff:

Between *[these dates]* [XYZ University] will participate in the National Assessment of Service and Community Engagement (NASCE), a web-based survey that measures an institution's overall level of community engagement by evaluating the rate, frequency, and depth of student community service activities. [XYZ University] is dedicated to the promotion of community involvement and service on our campus, and we are interested in identifying and understanding how and where our students serve (through a community engagement program? a service-learning course? club involvement? etc.). This survey is a wonderful opportunity to assess how well [XYZ University] serves the needs of the community and to highlight the efforts and passions of our students.

Starting on *[this date]* all undergraduate students will receive an email from "NASCE at [XYZ]" – with a link to the online survey – inviting them to participate. I need your help to advertise the NASCE and to encourage all undergraduate students to participate. Please announce the survey during class time and in other academic settings. Should you have any extra class time and you feel that the content of the NASCE relates to your course content, feel free to encourage students to take the survey during that time (it should take about 10 – 15 minutes to complete).

To learn more about the NASCE please visit: www.siena.edu/sri/nasce.

Thank you for your time and assistance.

Sincerely,

Appendix B: Presidential Email to Students

Students:

This semester, [XYZ University] will be participating in the National Assessment of Service and Community Engagement (NASCE), a web-based survey that measures an institution’s overall level of community engagement by evaluating the rate, frequency, and depth of student community service activities. [XYZ University] is dedicated to the promotion of community involvement and service on our campus, and we are interested in your experiences and attitudes. This survey is a wonderful opportunity to assess how [XYZ University] serves the needs of the community and to highlight the efforts and passions of our students.

Between [these dates] all undergraduate students will receive an email from “NASCE at [XYZ]” – with a link to the online survey – inviting you to participate. Regardless of your participation in community service, I highly encourage you to take the survey. It should only take about 15 minutes to complete and the results will contribute to a growing understanding of community service in higher education. We will use the data to identify where we as an institution are doing well and where we can improve in order to build better students, a stronger school, and a more vibrant community.

Upon completion of the survey you will be automatically entered into a raffle for... [Incentive information if applicable]

To learn more about the NASCE please visit www.siena.edu/sri/nasce .

Thank you for your time and participation.

Sincerely,

Appendix C: Faculty Email

Greetings Faculty and Staff:

Between *[these dates]* *[XYZ University]* will participate in the National Assessment of Service and Community Engagement (NASCE), a web-based survey that measures an institution's overall level of community engagement by evaluating the rate, frequency, and depth of student community service activities. *[Our office]* is dedicated to the promotion of community involvement and the enhancement of *[XYZ's]* service-learning programs. The data acquired from this survey will allow us to quantitatively measure our students' service contribution so that that we can more effectively and efficiently focus our community engagement efforts to better serve the entire community.

Starting on *[this date]* all undergraduate students will receive an email – with a link to the online survey – inviting them to participate. We *[Our Community Engagement Office]* need your help to emphasize the importance of the NASCE and to encourage all undergraduate students to complete it. Please announce the survey during class time and in other academic settings. *[Our President]* has expressed *[her/his]* full support for this valuable assessment, and we would appreciate your help in getting the word out and encouraging students to take the survey (it should take about 10 – 15 minutes to complete).

To learn more about the NASCE please visit www.siena.edu/sri/nasce .

Thank you for your time and assistance.

Sincerely,

Appendix D: Email for Student Clubs/Organizations

Dear Student Leaders:

This semester, [XYZ University] will participate in the National Assessment of Service and Community Engagement (NASCE), a web-based survey that measures an institution’s overall level of community engagement by evaluating the rate, frequency, and depth of student community service activities. [Our President] has expressed [her/his] full support for this important assessment, which is a wonderful opportunity to assess how [XYZ University] serves the needs of the community and to highlight the efforts and passions of our students.

Between [these dates] all undergraduate students will receive an email from “NASCE at [XYZ]” – with a link to the online survey – inviting you to participate. Regardless of students’ participation in community service, we want to hear from as many undergraduates as possible. Given your position as a student leader, we ask that you please spread the word, and we would appreciate your help in getting all members of your student networks to take the survey (it should take about 10 – 15 minutes to complete).

We will use the data to identify where we as an institution are doing well and where we can improve in order to build better students, a stronger school, and a more vibrant community.

Upon completion of the survey, students will be automatically entered into a raffle for... [Incentive information if applicable]

To learn more about the NASCE please visit www.siena.edu/sri/nasce .

Thank you for your time and assistance.

Sincerely,

Appendix E: Social Media Advertising:

For Twitter (all under 140 characters):

The National Assessment of Service and Community Engagement (NASCE) is coming to [XYZ] campus next week! Check your email for details!

Check your email and take the NASCE survey for your chance to win [enter incentive here.]

"Be the change you wish to see in the world" -Ghandi. Take the NASCE survey between [these dates] and tell us about the impact you make!

Take this survey about your community service involvement here at XYZ College!

Check your email between [these dates] and take the NASCE survey to tell us about your community service activities!

How engaged are you? Tell us now and you could win [incentive]!

Be sure to participate in the NASCE survey. You could win [incentive]. Check your email for details!

For Facebook (and any other form of social media):

The NASCE is a national survey of service and community engagement in higher education that allows participating campuses to assess the service activities and attitudes of their students. Your participation is very important! Take this survey about your community service involvement at XYZ College and you could win [incentive]! Starting on [date], check your email for details!

"Without community service, we would not have a strong quality of life. It's important to the person who serves as well as the recipient. It's the way in which we ourselves grow and develop." -Dorothy Height Take the NASCE survey between [these dates] and tell us about your community service activities.

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." - Margaret Mead. Check your email to participate in the NASCE survey, so you can tell us about your community service involvement at XYZ College and what you've done to help change the world!

Don't forget to check your email and take the National Assessment of Service and Community Engagement Survey! Learn more about the NASCE here: www.siena.edu/sri/nasce.

Between [these dates] we ask that all students participate in the National Assessment of Service and Community Engagement (NASCE) to help us better understand how much of an impact our student body has on the greater community. Be sure to check your email for a link to the survey. You could win [incentive]!