

40+ Tips to Increase Survey Responses

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Which area of tips resonated with you the most?

Intentional Design

Survey Invitations

Student Engagement

Engaging Faculty and Staff

Using the Results

Investing Resources

WE NEED YOUR FEEDBACK!

Please share your perspective!

This short survey will help us improve.

Click here to share your experience!

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IF THIS IS HOW YOU FEEL,

HOW DO YOU THINK OUR STUDENTS FEEL?

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Intentional Design (Tips 1-7)

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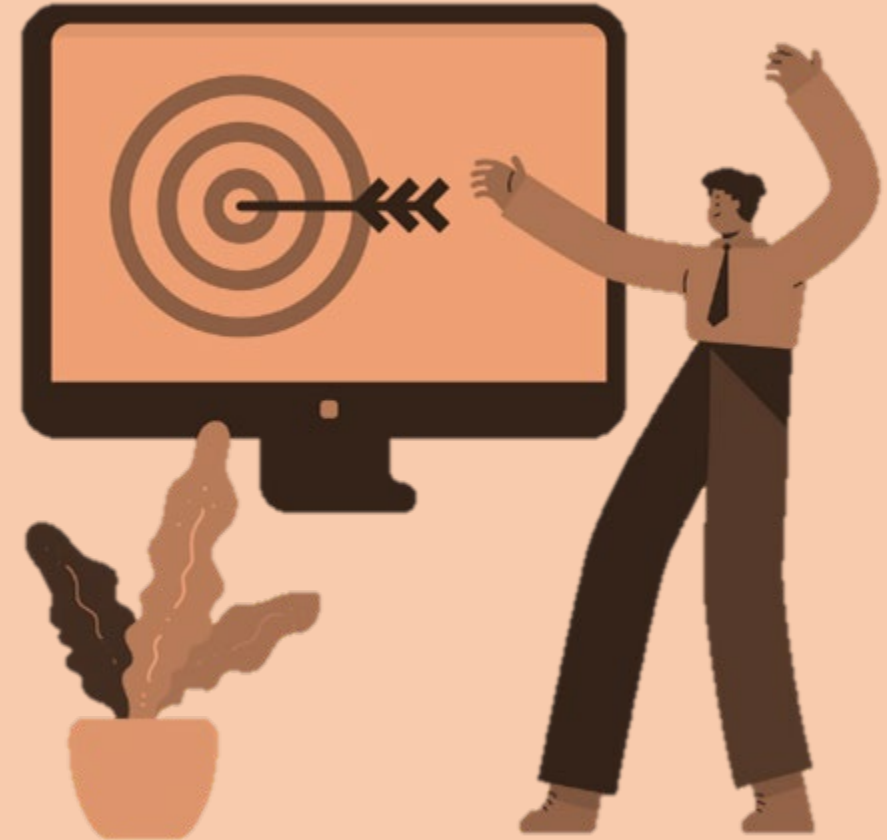
1. Determine what data you already have
2. Only ask necessary questions
3. Put demographic questions at the end
4. Use survey or skip-logic to ask response-based questions



5. Pilot your instrument with students to check for clarity

6. Test instrument functionality and administration method

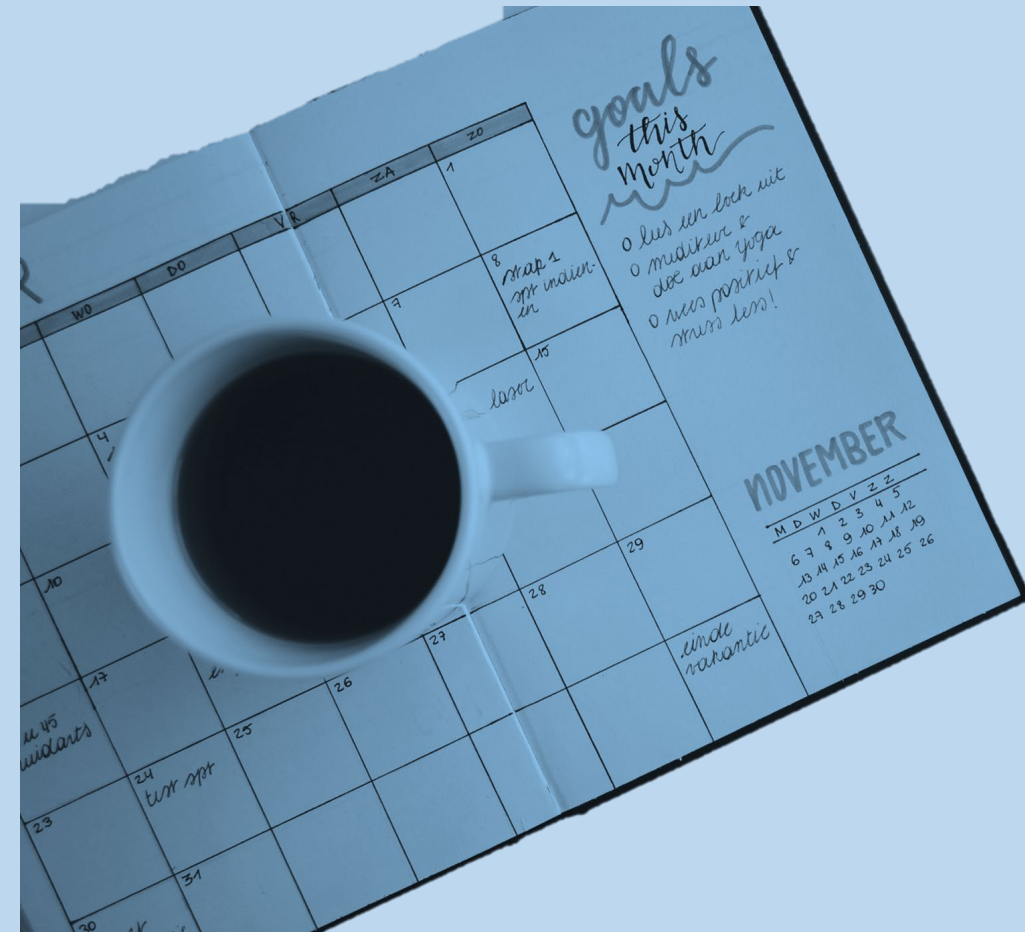
7. Make your survey accessible



Invitations (Tips 8-17)

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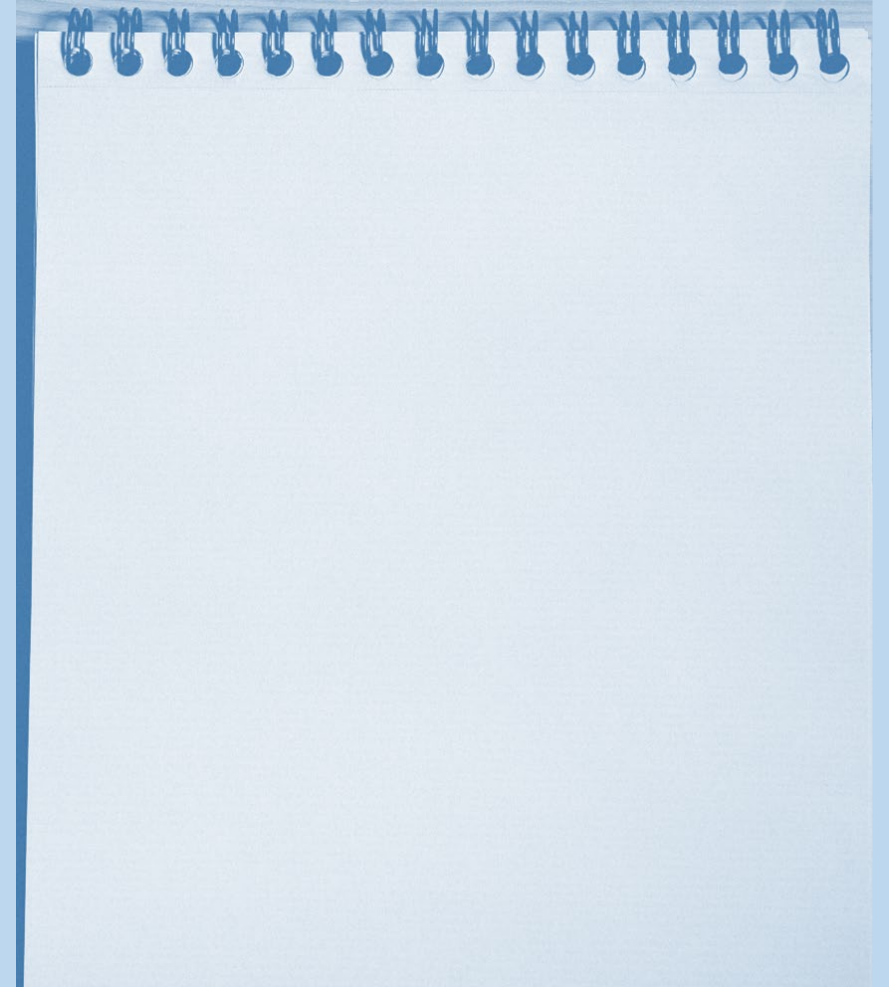
8. Mind your survey timing
9. Pre-announce, announce, follow up
10. Only remind non-responders



11. Personalize invitations
12. Use invitations to motivate interest
13. Talk about how data will be used
14. Explain how you'll handle data



15. Be real about completion time
16. Include data in the invitations
17. Include the first question in the invitation, if possible



Engaging Students (Tips 18-23)

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18. Get students' take on survey needs

19. Include students in design

20. Ask students for administration advice



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21. Integrate with student systems

22. Invite student interpretation of results

23. Share results with students





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Considering your survey activity, which best describes how often you involve students in your survey efforts?

0-20%

21-40%

41-60%

61-80%

81-100%

Engaging Faculty & Staff (Tips 24-29)

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24. Discuss survey purpose/value
25. Get leadership talking it up
26. Share survey literature and resources



27. Watch/report response rates

28. Make assessment a regular topic

29. Celebrate the results!



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Using the Results (Tips 30-35)

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30. Discuss results with students
31. ...and with faculty & staff
32. Use data to inform decisions
33. Review results for validity
34. Results inform assessment plans
35. Leverage in marketing & messaging to students

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Investing Resources (Tips 36-41)

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36. Set aside time for life of survey

37. Cluster assessments

38. Leverage a captive audience



39. Brand your invitations & tools

40. Offer incentives for participation

41. Consider paying for tech



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Reflection & Activity

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A top-down view of a group of people, likely students, gathered in a circle. Their hands are stacked in the center, with fingers pointing towards the middle. Many of the individuals are wearing blue wristbands with the word "EMFASIS" printed on them in white. The scene is dimly lit, with the primary light source coming from above, highlighting the hands and the wristbands. The overall mood is one of unity and teamwork.

Engage/involve students

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- **Intentional Design (#5)**
- Survey Invitations
- **Student Engagement (#18-23)**
- Engaging Faculty and Staff
- **Using the Results (#30)**
- **Investing Resources (#38)**

An illustration on a dark green background showing two stylized figures, a man on the left and a woman on the right, walking towards the center. The man is wearing an orange sweater and dark pants, carrying a black bag. The woman is wearing a blue suit and blue pants, carrying a brown bag. In the background, there are several floating icons: a large white document with a blue pencil pointing to a green checkmark, a green square with a white letter 'A', and an orange speech bubble with a white question mark 'Q'. There are also some abstract blue and green shapes and plants in the background.

Collaborate with Faculty and Staff

- **Intentional Design (#1, 6)**
- **Survey Invitations (#8)**
- Student Engagement
- **Engaging Faculty and Staff (#24-29)**
- **Using the Results (#31-32, 34)**
- **Investing Resources (#36)**

A stylized illustration in shades of purple and white. A person in a white lab coat is shown from the back, holding a magnifying glass over a digital dashboard. The dashboard features a pie chart, a bar chart, and various data points connected by lines. The scene is set within a large, rounded purple shape.

Be intentional in your design and administration

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- **Intentional Design (#1-7)**
- **Survey Invitations (#8-17)**
- **Student Engagement (#18-20)**
- **Engaging Faculty and Staff (#24, 26)**
- **Using the Results (#34-35)**
- **Investing Resources (#36)**



Over-use and
over-share your
results!

- **Intentional Design (#1, 6)**
- **Survey Invitations (#13-14)**
- **Student Engagement (#22-23)**
- **Engaging Faculty and Staff (#25, 28, 29)**
- **Using the Results (#30-35)**
- **Investing Resources (#36)**



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Blog Resource

<https://www.presence.io/blog/41-ways-to-earn-more-responses-to-the-surveys-you-send-out-to-students-and-staff/>

Questions?

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