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University Assessment Services

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University Assessment Services, National Survey of Student Engagement: Response Rate Report, June 2023

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National Survey of Student Engagement (NSSE) 2023

Response Rate Report

THREE TAKEAWAYS

1. The NSSE 2023 survey witnessed higher response rates.

ISU witnessed a comparatively higher response rate (20.2%) in 2023. This is compared to past administrations at ISU and other universities. Potential reasons include:

- Collaborative, institution-wide approach.
- Intentional marketing and outreach plan.
- Use of new technologies.
- Increased investment in incentives.
- LMS integration.

2. Seniors have higher response rates than first-year students.

ISU first-year and senior response rates diverge from national trends. This warrants further investigation.

	First Year	Senior
ISU	18.1%	22.1%
ISU Peer	20.1%	18.9%
Difference	-2.0%	+3.2%

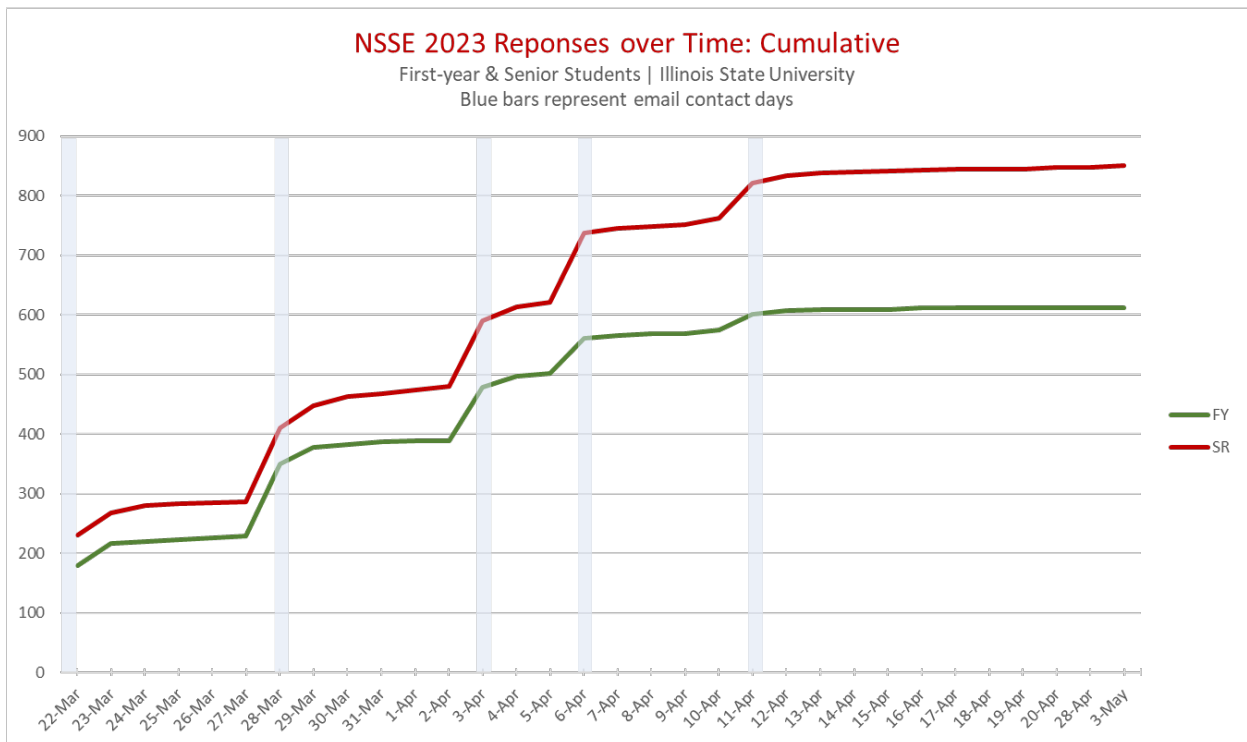
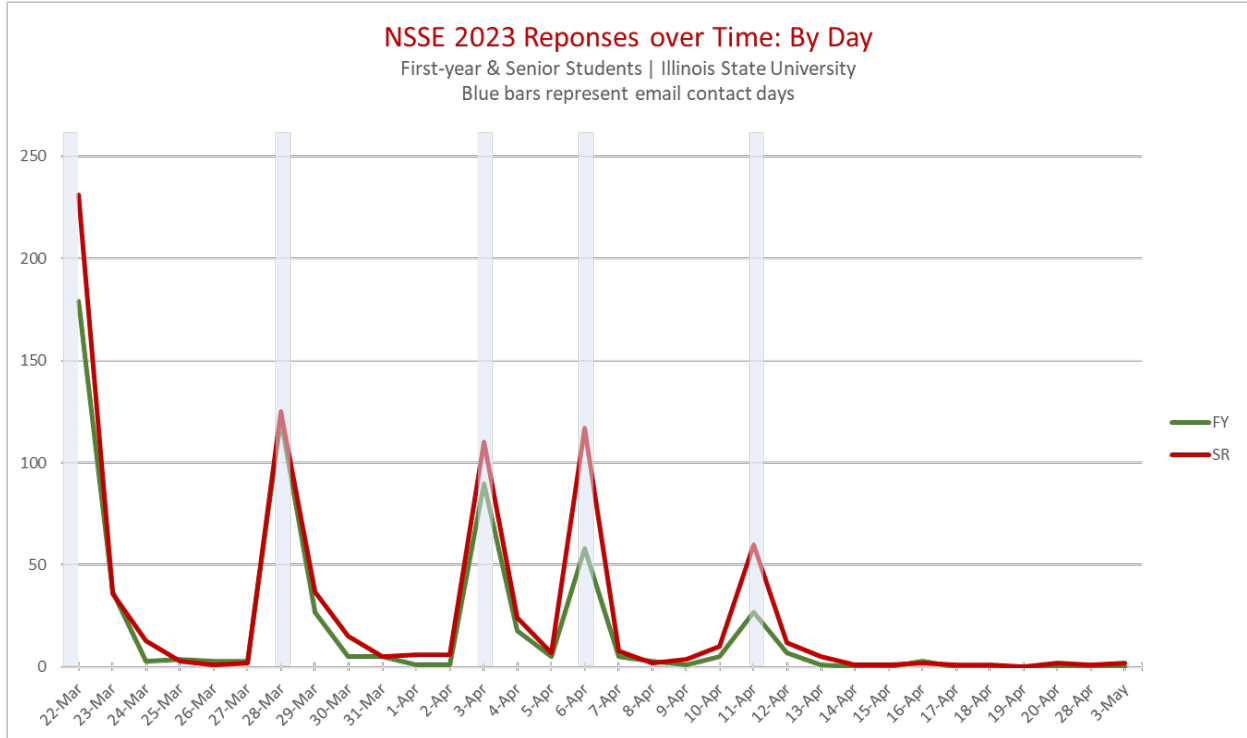
3. Response rates sustained higher momentum over time.

The 50% response survey guideline is a principle for estimating the number of responses one can expect to receive. If a survey has 100 responses from the first contact, one can generally expect 50 responses from the second contact, 25 responses from the third contact, and so forth. NSSE responses exceeded the 50% rule. This was particularly the case for senior students. This could be the result of a sustained and intentional marketing plan.

Contact	%
1st email	69%
2nd email	72%
3rd email	84%
4th email	59%

DATA TABLES & CHARTS

Responses over Time



Benchmarks

The ISU Peer Group consists of participating institutions with enrollment over 10,000.

First-year students

Contact	ISU 2023	ISU Peer	Difference
1st message	6.8%	8.8%	-2.0%
2nd message	11.5%	12.4%	-0.9%
3rd message	14.9%	16.4%	-1.5%
4th message	17.0%	18.3%	-1.3%
Final FY Response Rate	18.1%	20.1%	-2.0%

Seniors

Contact	ISU 2023	ISU Peer	Difference
1st message	7.4%	7.8%	-0.4%
2nd message	12.5%	11.2%	1.3%
3rd message	16.1%	15.0%	1.1%
4th message	19.8%	16.9%	2.9%
Final SR Response Rate	22.1%	18.9%	3.2%

All Students

Contact	ISU 2023	ISU Peer	Difference
1st message	7.1%	8.3%	-1.2%
2nd message	12.0%	11.8%	0.2%
3rd message	15.5%	15.8%	-0.3%
4th message	18.5%	17.6%	0.9%
Final Total Response Rate	20.2%	19.6%	0.6%