

FSSE/FSSE-G Materials Orientation for Institutions

For FSSE/FSSE-G to run smoothly and provide reliable analyses it is vital that our methods of collecting data are consistent from one institution to the next. To ensure this, it is important for you to understand the policies and procedures for the communications that your instructional staff (faculty, instructors, graduate students who teach, etc.) will receive regarding FSSE/FSSE-G:

- a) One *Pre-survey Announcement* that institutions may send out (optional), and
- b) Four survey recruitment messages (*Invitation, two Follow-Ups, and Reminder*) that are sent directly to instructional staff by FSSE.

Each of these messages has a specific role in your administration. Contained in this document is an explanation of the process these materials go through from submission to finalization, an explanation of each message and how it should be submitted, and other considerations for a successful administration. Not included here is a discussion of the FSSE population file. Information on population file creation and submission may be found under the Population File section on the Institution Interface.

Processing Your Institution's FSSE Materials

FSSE materials follow this sequence of events:

- 1) Institution must customize and submit documents via the Institution Interface
(*Invitation ONLY*)
- 2) FSSE staff will review documents for content and formatting
(*Invitation ONLY*)
- 3) FSSE staff will process documents into final versions that will go out to Instructional staff
- 4) Institutions may download final versions of all materials to ensure they appear as expected
- 5) Institutions may select a mailing schedule via the Institution Interface
(Availability of mailing dates is dependent on the timely submission of all FSSE materials. After the administration begins, mailing dates may be monitored via the Institution Interface)

*****NOTE ON INSTITUTIONAL REVIEW BOARD (IRB) APPROVAL:**

As a research project based at Indiana University Bloomington (IUB), all survey recruitment messages are approved by the IUB Institutional Review Board (IRB). Modifications to any recruitment messages or survey administration protocols must be reviewed by the IUB IRB. *This includes recruitment done by FSSE and efforts on individual campuses.*

Overview of FSSE Messages

1. Pre-survey Announcement (Optional)

The Pre-survey Announcement is an optional contact that you may elect to use in your FSSE administration. It precedes the Invitation, its purpose being to alert instructional staff of the upcoming survey administration. Research on survey methodology indicates response rates are generally higher when mixed modes of contact are used for recruitment. Since all other contacts with instructional staff are made via e-mail, you may want to send a pre-survey announcement via postal or campus mail. **Unlike all other contacts, the Announcement is sent directly to instructional staff by you.** Sending an Announcement to instructional staff will NOT reduce the number of times FSSE contacts them.

2. Invitation

The Invitation is the first contact directly from FSSE to instructional staff. It introduces the survey's purpose and provides a rationale for instructional staff to complete it. Invitations should be created directly on the Institution Interface. The option to customize the Invitation provides an opportunity to tailor the message to your campus using your school's nickname, a familiar sender name, and indicating a signatory whom instructional staff may easily identify.

The default sending e-mail address for messages is FSSE@FSSE.org. It is important to ensure spam filters will accept the message (see the end of this resource for more information). If you would like to have the message appear to come from an e-mail address at your institution, you can specify that address and we will mask our default sending address with that one. This option should be discussed with your campus IT personnel since it may have implications for spam filters.

3. Follow-up Messages (two)

You do not need to do anything with the Follow-up messages. The Follow-ups serve as the second and third contacts to instructional staff. Instructional staff who have completed the survey or explicitly refused participation will not be contacted again. The Follow-ups are e-mails sent from FSSE@FSSE.org.

4. Final Reminder

You do not need to do anything with the Final Reminder message. Those instructional staff who have not responded to the survey after the Follow-up messages will receive one additional Reminder from FSSE. The Final Reminder is an e-mail sent from FSSE@FSSE.org.

Other Considerations

Institutional Image

When instructional staff log on to the survey, they see an informed consent page with the option to participate or decline the survey. An image specific to your institution can be embedded here to make this initial screen more inviting and authentic to instructional staff. As such, the image institutions upload should be one that is easily recognizable to instructional staff at that institution, like a mascot, logo, or familiar campus locale.

Spam Filter Message

You should not assume that your system will let FSSE messages through! Each year, several institutions' systems treat our e-mails as spam, which prevents them from reaching their instructional staff. A resource called "Preparing for Message Delivery," posted on the Institution Interface before administration begins, contains information regarding how to prepare your campus email system to receive FSSE messages. Please share that resource with the appropriate information technology staff at your institution to help ensure that FSSE e-mail messages are delivered to your instructional staff.