

Spring 2015 Campus Climate Survey

Appendix A: Survey Announcements

EMAIL INVITATION

From: "NC State Chancellor Woodson " <studentsurveys@ncsu.edu>
Subject: NC State Campus Climate Survey - Your opinions matter to us!

Dear NC State Students:

A key goal of NC State University is to enhance a diverse and inclusive campus community that celebrates and nurtures demographic and intellectual diversity. As part of our ongoing efforts to help achieve the goal of a safe, tolerant, and inclusive campus, every five years we ask all NC State undergraduate and graduate students to participate in a confidential survey asking for their opinions and experiences related to diversity and the campus climate. By routinely administering the Campus Climate Survey we are able to track progress in achieving goals and help identify rising concerns.

While your participation is completely voluntary, we hope that you will take time to share your opinions so NC State can continue to build a diverse, tolerant and safe campus. It is very important that as many students as possible from all backgrounds and all experiences share their views and opinions so that we have the most representative data. Please take this opportunity to let your voice be heard.

To show our appreciation for your participation, we will randomly select 25 respondents who complete the survey by 9 a.m. on Wednesday April 15 to win a \$25 Amazon.com gift card. In addition, all students who complete the survey before it closes on April 28 will be entered into a drawing in which five students will be selected to each win a \$75 Amazon.com gift card.

You will need to provide your Unity logon to access the survey. This will allow staff to check your name off the mailing list when your survey is submitted, and will enable us to link your responses to other information in your student record to help better understand your answers. Be assured that we will protect your identity and keep your responses confidential. The survey data are stored in a secure location, our reports remove all personally identifying information, and your responses are combined with those from other students. With the exception of the final section of the survey, asking for your suggestions on ways to improve the University, individual responses are not available for use by others.

You can access the survey at the following URL:
go.ncsu.edu/campus.climate.survey

It should only take about 25 minutes to complete the survey.

Please be sure to complete the survey by April 28 to be eligible to win a \$25 and/or \$75 Amazon.com gift card. If you have any problems accessing the survey, please contact the Office of Institutional Research and Planning at 919.515.4184 or email studentsurveys@ncsu.edu. Thank you in advance for helping us meet our goal of providing the best possible learning and living experience at NC State.

Sincerely,
W. Randolph Woodson, Chancellor

1ST FOLLOW-UP REMINDER EMAIL

From: "NC State Student Surveys " <studentsurveys@ncsu.edu>
Subject: Campus Climate Survey - We need your input!

Dear NAME,

Last week Chancellor Woodson sent you an email about an important survey we are doing on campus - - perhaps you've also seen signs about the survey posted around campus, or heard people talking about it. We are asking you to help us assess the current campus climate and understand attitudes about diversity. According to our records, as of noon on Tuesday April 14 we had not yet gotten a completed survey from you. If you have taken the survey since then, thank you very much! If not, we hope you take the opportunity now to participate and share your opinions with us.

To show our appreciation for your time we will be randomly selecting 25 students who submit the survey by 9:00 AM tomorrow, Wednesday April 15, to each win a \$25 Amazon.com gift card. In addition, all students who complete the survey before it closes on April 28 will be entered into a drawing in which we will randomly select five students to each win a \$75 Amazon.com gift card.

It is very important that we have as much input as possible in making decisions that affect our campus community. While your participation is completely voluntary, providing us with your views and opinions will help ensure that we have the most representative data. Please don't miss this opportunity to have your voice heard!

It should only take about 25 minutes to complete the confidential survey, which you can access online at:
go.ncsu.edu/campus.climate.survey

(Note that if you have already started the survey, when you log back in you will be taken to where you left off.)

Be sure to complete the survey by April 28 to be eligible to win up to \$100! If you have any problems accessing the survey, please contact the Office of Institutional Research and Planning at 919.515.4184 or email studentsurveys@ncsu.edu.

Thank you in advance for helping us meet our goal of providing the best possible learning and living experience at NC State.

Nancy Whelchel, Ph.D.
Associate Director for Survey Research

2ND FOLLOW-UP REMINDER EMAIL

From: "Mike Mullen, VC and Dean, Academic and Student Affairs" <studentsurveys@ncsu.edu>
Subject: Campus Climate - What's YOUR Opinion?

Dear NC State Student:

I am emailing to encourage you to participate in an important survey we are doing on campus to help us better understand attitudes about diversity and assess the current campus climate from the student perspective.

I understand that many students have already attempted to access the Campus Climate Survey, but were unable to do so. Due to a string of unanticipated technical problems the survey was unavailable at various times over the past couple of weeks. This was a frustrating experience for everyone, but Institutional Research and Planning (the office responsible for administering the survey) has been working closely with the Office of Information Technology to get it all resolved. If you were one of the many people who tried but were unable to participate in the survey, we appreciate your patience, and hope you will try again.

We need as much input as possible when making decisions that affect our campus community. Recent events at NC State and other campuses around the country emphasize how important it is to systematically gather and report on information related to the campus climate. While your participation in the survey is completely voluntary and confidential, providing us with your honest views and opinions will help ensure that we have the most representative data.

You can access the survey online at
go.ncsu.edu/campus.climate.survey

It will likely take about 25 minutes to complete the survey - - it is quite comprehensive. Because we administer the Campus Climate Survey only every five years we need to take this opportunity to collect a wide breadth of information.

To compensate for the technical difficulties in accessing the survey, the deadline for being entered into a drawing in which 25 students will be randomly selected to each win a \$25 Amazon.com gift card has been extended to noon on Wednesday April 22. In addition, all students who complete the survey before it closes on April 28 will be entered into a drawing in which five students will each win a \$75 Amazon.com gift card.

While we do not anticipate any more technical problems with the survey, if you have any difficulty accessing it please contact the Office of Institutional Research and Planning at 919.515.4184 or email studentsurveys@ncsu.edu.

Thank you in advance for helping us meet our goal of providing the best possible learning and living experience at NC State.

Mike Mullen, Vice Chancellor and Dean
Division of Academic and Student Affairs

3RD FOLLOW-UP REMINDER EMAIL

From: Joanne Woodard, VP for Institutional Equity and Diversity
Subject: Final Reminder: What's YOUR opinion about diversity?

Dear Student,

As Vice Provost for Institutional Equity and Diversity, and the Title IX Coordinator for NC State, I take great pride in our efforts to create and support a diverse and inclusive environment for all our students, faculty, and staff. In order to ensure that we are meeting our goals and, importantly, to identify areas on which to improve, NC State routinely surveys our students to ask for their candid opinions on the campus environment. Whatever your thoughts and experiences, please don't miss this opportunity to share them with us by participating in the Campus Climate Survey. ALL voices and opinions matter – make sure yours is heard!

The confidential survey is available online at go.ncsu.edu/campus.climate.survey

Your participation is voluntary, and I know this is a busy time of year, but it would be very helpful and much appreciated if you could take about 20 minutes of your time between now and May 1 to complete the survey. Many of you have already started but not yet completed the survey -- If that's the case after you log in you will be taken to where you left off.

Twenty-five students who completed the survey by the April 22 deadline have already been selected to each win a \$25 Amazon.com gift card. There's still a chance you might also be a winner! Everyone who submits the survey by noon on May 1 will be entered into a drawing in which five respondents will be randomly selected to each win a ** \$75 ** Amazon.com gift card. So, you can help us evaluate the campus climate AND maybe win a great prize!

If you have any questions about the project, or problems accessing the survey (and, yes, there have been a few of those, but it's all resolved now!) please email studentsurveys@ncsu.edu or call 919.515.4184.

Thank you very much for your help. I wish you the best of luck during your exams.

Sincerely,
Joanne Woodard
Vice Provost for Institutional Equity and Diversity