

CCLASSS TOOLKIT

Student Survey Template Messages



ITHAKA S+R



Ithaka S+R provides research and strategic guidance to help the academic and cultural communities serve the public good and navigate economic, demographic, and technological change. Ithaka S+R is part of ITHAKA, a not-for-profit organization that works to advance and preserve knowledge and to improve teaching and learning through the use of digital technologies. Artstor, JSTOR, and Portico are also part of ITHAKA.

Copyright 2020 ITHAKA. This work is licensed under a Creative Commons Attribution 4.0 International License. To view a copy of the license, please see <https://creativecommons.org/licenses/by/4.0/>.

ITHAKA is interested in disseminating this brief as widely as possible. Please contact us with any questions about using the report: research@ithaka.org.

Through the Community College Libraries & Academic Support for Student Success (CCLASS) project, we examined student goals, challenges, and needs from the perspective of the students themselves. The project's goal was to provide community colleges and their libraries with strategic intelligence on how to adapt their services to most effectively meet student needs. For a toolkit of resources related to this project, please see <https://sr.ithaka.org/our-work/cclass-toolkit>.

This project was made possible in part by the Institute of Museum and Library Services RE-96-17-0113-17.



The Institute of Museum and Library Services is the primary source of federal support for the nation's libraries and museums. We advance, support, and empower America's museums, libraries, and related organizations through grantmaking, research, and policy development. Our vision is a nation where museums and libraries work together to transform the lives of individuals and communities. To learn more, visit www.ims.gov and follow us on [Facebook](#) and [Twitter](#).

Below, we provide template language for survey messages, including web text, survey invitations and reminders, and the prize-drawing form.

Survey landing page

You are invited to complete this survey as part of a research study that is examining the practices, perspectives, and needs of students at [name of college].

Your participation is voluntary and anonymous. Your honest, thorough responses will contribute to an increased understanding of student needs and lead to recommendations for services and resources to better serve students.

The survey should take 10 to 15 minutes to complete. You will be asked for basic contact information after submitting the survey, which you only need fill in if you want to enter an optional drawing conducted by [name of college] for one of five \$100 [Amazon or Visa] gift cards. This information will not be connected to your survey responses. You may enter the drawing only once.

By completing and submitting the questionnaire, you confirm that:

- you are at least 18 years old,
- a currently-enrolled [name of college] student,
- and that you give your consent for the researchers to use your answers in their study.

If you have any questions about this research before or after you complete the survey, please contact [local institutional contact name, email address and phone number]. If you have any questions about your rights as a research participant or if you would like to talk to someone other than the researchers, you can contact [institutional compliance administrator contact name, email, and phone number].

This research has been reviewed and approved through the [institution name IRB].

Invitation

Subject: [name of college] Student Survey: complete for a chance to win [incentive]!

Dear [First Name],

We are conducting a study to examine the practices, perspectives, and needs of students at [name of college]. Would you be willing to participate in a 10-15 minute survey to share your unique experiences and perspectives? You will have a chance to win [incentive] from [name of college] if you complete the survey!

You may access the survey by clicking on the link below:

[survey link]

Our local [name of college] study is part of a larger study being conducted by seven community colleges across the U.S. and in partnership with Ithaka S+R, a not-for-profit research and consulting service. The information gathered at [name of college] and other community colleges will be included in a report by Ithaka S+R and will be essential for understanding how to better support the needs of students like you.

Thank you in advance for your participation!

Sincerely,

[Signatory]

Reminder #1

Subject: [name of college] Student Survey needs your input!

Dear [First Name],

The [name of college] Student Survey is still available! Would you be willing to participate in this 10-15 minute survey to share your unique experiences and perspectives? You will have a chance to win [incentive] from [name of college] if you complete the survey!

You may access the survey by clicking on the link below:

[survey link]

Our local [name of college] study is part of a larger study being conducted by seven community colleges across the U.S. and in partnership with Ithaca S+R, a not-for-profit research and consulting service. The information gathered at [name of college] and other community colleges will be included in a report by Ithaca S+R and will be essential for understanding how to better support the needs of students like you.

Thank you in advance for your participation!

Sincerely,

[Signatory]

Reminder #2

Subject: RE: [name of college] Student Survey

Body of email the same as reminder #1

Reminder #3

Subject: [name of college] Student Survey: Final opportunity to participate to shape future resources and services

Dear [First Name],

The [name of college] Student Survey is closing on [date TBD]! Would you be willing to participate in this 10-15 minute survey to share your unique experiences and perspectives? You will have a chance to win [incentive] from [name of college] if you complete the survey!

Rest of the body of the email same as reminder #1

Prize drawing form

If you would like to enter the drawing conducted by [name of college] to win one of [incentive], please enter your name and email address below. Please note that these details are not connected to your survey response.

Name:

Email: