



Changing Campus Culture Climate Survey Tip Sheet

Ways to Increase Your Climate Survey Response Rates

- 1) Use an introduction notice that stresses the importance of getting the information in the Climate Survey and how the information will be used by the campus to improve campus conditions for students, faculty, staff and administrators.
- 2) Broadly advertise the Campus Climate Survey in multiple outlets where the students, faculty, administrators and staff turn for information.
- 3) Encourage faculty/professors to dedicate some class time to support their students in completing the Campus Climate Survey. Some professors have dedicated a class so the students can log on and complete the survey in their scheduled class time.
- 4) As you monitor the response rate, send out reminders to the students, faculty, administrators & staff to let them know that more responses are needed to truly represent their perspectives and what is actually happening on your campus.
- 5) On some campuses different department have challenged each other to increase their response rates as a kind of "friendly competition".
- 6) One of the biggest boosts for increasing response rates for the Campus Climate Survey is offering **INCENTIVES** for the students. Students love the opportunity to receive something for their time. But, you have to make it worthwhile, so think about the incentive that will motivate students to complete the Climate Survey.

Ideas for Incentives for Students

- Opportunity to win IPADS
- Free bookstore gear
- Campus Event tickets
- Vouchers for free meal points
- Book Store Vouchers
- Television Sets
- Opportunity to win a Tablet Computer
- "Consent Is Like Tea" mugs
- Gift cards to local Restaurants & Retail Shops
- Cash
- Amazon Gift Cards
- Gift Cards for Gasoline
- Gift Card Amounts Range from \$25 to \$100