Overview

The purpose of this toolkit is to provide guidance and templates for individual campuses to increase survey response rates. The samples can be tailored for the specific implementation needs of each individual campus, and have been created to serve as a resource. Outreach and communication plans will ideally combine a variety of communication methods (email notifications, Listserv announcements, peer to peer outreach, social media) and engage a diverse group of campus partners to help break through silos and reach individuals across campus.

Timeline Overview

The outreach and communication timeline can be broken down into two phases including:

Phase I  Pre-Administration
The time leading up to the launch of/administration of the survey can be used to raise awareness of the survey and to engage campus partners who will help with promotion once the survey has launched. These efforts assist with increasing response rates by elevating awareness and increasing survey legitimacy.

Phase II  Survey Administration
The time from when the survey opens to the time that it closes can be used to communicate with the campus community to invite and encourage students to complete the survey.

Emails with the link to the survey will be sent from SUNY System and will come from Climate.Survey@suny.edu. The goal for this period of outreach is to encourage students to open this email/its subsequent reminders and complete the survey.

Outreach Materials

Utilize the print and digital outreach and promotional materials included in this toolkit to connect with individuals across campus. These include:

Email Templates
Print/Digital Flyers
Social Media Templates/Language
Campus Newsletter/Newspapers

Access templates and materials in the shared drive.
Outreach Strategies

**Mention the Survey**
Mention that the survey will be happening during meetings with students, faculty, and staff at the start of the semester and encourage that let classes/offices know that the survey will be occurring.

**Engage Campus Partners**
Campus partners are critical to reaching students across campus and increasing response rates by sending emails to organization members encouraging participation, sharing on social media, and having conversations with community members to raise awareness of the survey and its importance. Use Phase I to identify potential campus partners and reach out to them requesting their assistance in your outreach and communication efforts.

**Effective partners may include:**
- **Offices/Departments** (Athletics, Residence Life, Greek Life Organizations, Academic Success, Student Activities etc.)
- **Student Leaders and Student Organizations**
- **Faculty/Academic Departments**

Identify potential campus partners and reach out inviting them to join as a Campus Partner. Once Campus Partners have signed on, share communication and outreach materials with them so that they can prepare to launch their outreach efforts as soon as the survey opens.

We have included Campus Partner Invitation Template Emails to use in our outreach packet as well as a Campus Partner Sign-Up Form. The form may be used as a template for reference, or sent out to students. We will share sign-up information with individual campuses.

We have included social media graphics and suggested language as well as template emails that campus partners can use.

**Engage Campus Leadership and Communications Office**
In addition to the social media outreach done by Campus Partners, work with your institution’s leadership and official communications office/account to have them participate in sharing information once the survey is open including a request for an email from the President to the campus and posts promoting the survey from the campuses official social media accounts.
SUNY Campus Climate Survey
Outreach and Communication Tool Kit

Outreach Strategies

**Campuswide Emails**
Send an email immediately before the survey launches to all members of the campus community letting students know that they should expect an email from climate.survey@suny.edu and explaining the importance of their participation.

See templates for sample language.

**Reminder Emails**
Send shorter reminder emails throughout the survey window to continue encouraging participation.

See templates for sample language.

**Identify High Traffic Areas on Campus and Post Flyers/Digital Signage**
Identify highly visible/trafficked areas on campus to post signage (digital and physical).

Access templates and materials in the shared drive.
Social Media

Post on social media the day of the survey launch to raise awareness about the survey and to encourage participation. Plan to post multiple reminders while the survey is ongoing.

Best Practice Tips

- Utilize the pre-made graphics, videos, stories, and other materials in this toolkit.
  - The messaging is intended to be simple yet still attention-grabbing. The materials will also be sized correctly for each platform.
- Create a social media schedule to plan and manage reminder posts for each platform.
- Pin the initial post to Twitter and Facebook so that it will remain at the top of the page for the duration of the survey.
- Update your profiles to raise awareness of the survey
  - Update Twitter and Facebook bios to mention the survey & how to take it
  - Use a Facebook picture frame
  - Create an Instagram highlight dedicated to survey reminders and promoting the incentive
- Use clear, concise, and consistent language
  - See sample captions included in this toolkit
- Include a call to action
  - This is the part of the message that tells the reader what to do and why they should do it. It should be short, sweet, and prominently placed in any graphic or promotion.
    - Example: **Complete the survey** for a chance to win a $100 gift card
- Use a consistent hashtag

Access social media templates.
SUNY Campus Climate Survey
Outreach and Communication Tool Kit

Social Media

Sample Posts

Your Voice. Our Commitment.
Have your voice heard. Take the Campus Climate Survey.
Chance to win a $100 Amazon gift card

Speak Up.
Make a Difference. Take the Campus Climate Survey.
Chance to win a $100 Amazon gift card

We're listening.
Have your voice heard. Take the Campus Climate Survey.
Chance to win a $100 Amazon gift card

We Need Your Voice.
SUNY takes sexual and interpersonal violence seriously. Your voice matters.
The Campus Climate Survey helps campuses better understand student & employee experiences and related policy knowledge.
Take the survey for a chance to win a $100 Amazon gift card.
Campus Partner: SUNY Campus Climate Survey

Campus partners will be joining us in raising awareness of the survey, educating community members on the importance of completing the survey, and encouraging participation. It is critical that all students are encouraged to complete the survey, regardless of whether or not they feel as though these issues impact them personally. Larger response rates will increase the reliability of the results and ultimately help us to implement impactful change.

We are asking Campus Partners to join us in raising awareness of the campus climate survey, educating students on its importance in creating a safer community, and encouraging students to complete the survey.

Before The Survey Opens

**Mention the Survey** before it opens during meetings within your office or organization to make members/colleagues/students aware that it will be happening and encourage individuals to participate.

**Explain the significance of the survey** and the impact that students can have by completing it, whether or not they believe that they are directly impacted by sexual and interpersonal violence. Remember: Larger response rates will increase the reliability of the results.

Survey Launch (Day Of)

**Social Media:** Use a climate survey graphic on your banner, profile picture, and/or story.

**Email:** Send an email to members of your organization/office encouraging them to complete the survey.

Sample emails and social media posts are included in this packet.

Ongoing

During the time that the survey is open, we are asking that Campus Partners:

- Post 2–3 times on relevant social media channels
- Set aside official survey-taking time in existing meetings and other standing opportunities
- Continue to have conversations within your group and speak to the importance of completing the survey