

Improving CTE Outcomes Survey Response Rates



Ensure you have accurate contact information

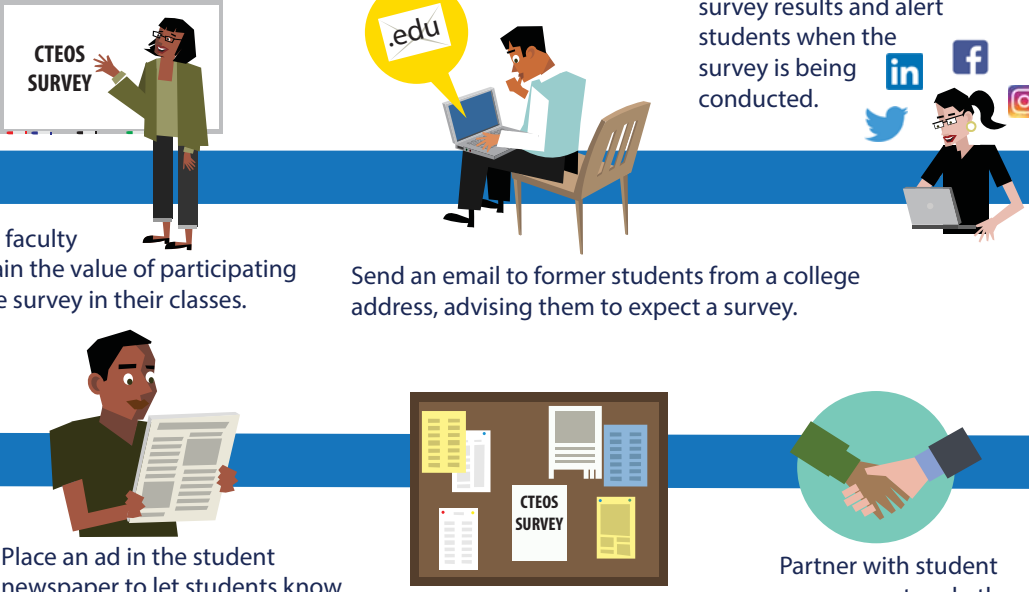


Have Admissions & Records collect updated information as part of the graduation process.

Work with your Alumni Association, which may have updated student contact information.

Collect students' personal email addresses, as college email addresses may not be checked after students leave

Promote the survey to students



Use social media to share survey results and alert students when the survey is being conducted.

Have faculty explain the value of participating in the survey in their classes.

Send an email to former students from a college address, advising them to expect a survey.

Place an ad in the student newspaper to let students know about the opportunity to participate.

Post flyers on campus.

Partner with student government and other student-run organizations.

And remember...



In all advertisements, remind students of the confidentiality of their survey results.

