

NCHA Promotion Techniques

Hello all,

I thought it could be helpful if we created a space to share what promotional techniques we have used at our institutions. This way individuals can get different ideas for how to promote the survey on their campus.

In 2016 at MRU we have had quite a high response rate, and I have kept a record of the promotional techniques we have used. Although this is speculative, my personal opinion is that the most significant techniques were: 1) having the President send out a pre-survey email, 2) increasing our incentives, 3) giving small hand-outs, and 4) engaging approx 50 employees in promotion. I also think that the increase in the number of reminders from 2 to 3 by ACHA helped increase our response rate.

Promotional Techniques:

- **Pre-survey email** - from our President to all students letting them know about 3 upcoming surveys in winter semester (NCHA, NSSE, and CUSC), and the corresponding prizes.
- **Incentives** - changed our early bird prizes from one prize with a larger amount to 20 smaller early bird prizes. We also increased our grand prize thanks to a supportive partner on campus.
- **Engaging Faculty** - We connected with our Deans to encourage Faculty members to promote the survey to students (e.g., we provided a brief overview, as well as a slide they could insert into powerpoint presentations)
- **Provided hand-outs** - 3" x 2" NCHA promotional cards (see below for the image and wording). These cards had either a sucker taped to the back, or they had a small package of 2 Hershey's kisses stapled to the front. We gave out about 600 hand-outs at a) events on campus (e.g., Student Leadership Conference, our healthy relationships weekend, winter New Student Orientation, Bell Let's Talk Day, and Peer Health Education and Peer Mental Health program meetings), and b) at the reception areas of different departments on campus (Wellness, Recreation, Student Learning Services, etc.)
- **Live Promotion Events** - We had 2 live promotion events on our campus that had NCHA signage and hand-outs. Student staffed the booth and spoke to other students about the survey.
- **Collaboration with other surveys** - we worked with the NSSE and CUSC surveys to ensure the same students didn't receive too many surveys, and we created this website: mtroyal.ca/surveys (includes a short student video)
- **Posters/Advertisements** - provided NCHA posters to a few areas on campus. We also created large institutional survey posters (to promote NCHA, NSSE, and CUSC) that we placed around campus. There were also electronic posters made for our screens on campus and areas were invited to rotate in the NCHA electronic poster. We included an

advertisement in our February issue of SH101, on the tray liners in our food court for a week in January, and on our Wellness Services website for the duration of the survey.

- **Social Media** - FaceBook, Twitter, and Instagram posts promoting the NCHA, as well as the 3 institutional surveys. Already created posts were bundled with a brief overview of the survey and sent to individuals on campus who could potentially post it.
- **Online student portal** - We had a campaign here that included a 30 [second video](#) of a student encouraging others to participate. We also had an announcement on the survey, a small advertisement, and a 'competition status bar' that tracked the response rate of NSSE, NCHA, and CUSC.
- **Presentations** - When we were giving presentations in classes or to faculty members, we mentioned the survey.

All of the above techniques may not be feasible on all campuses, but hopefully this list is useful. Do individuals have other ideas or techniques they have used or plan to use? Feedback on what has worked well?

Here is a sample of one of our hand-out cards/posters/electronic advertisements:

The National College Health Assessment

Chance to win fabulous **PRIZES - \$500 gift card** to Chinook Mall
Check your MRU inbox to see if you have been randomly selected to participate.

YOUR OPINION MATTERS - Please Participate!

WELLNESS SERVICES | **U216**

mtroyal.ca/wellness