Ensure you have accurate contact information

- Have Admissions & Records collect updated information as part of the graduation process.
- Collect students’ personal email addresses, as college email addresses may not be checked after students leave.
- Work with your Alumni Association, which may have updated student contact information.

Promote the survey to students

- 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.
- Use social media to share survey results and alert students when the survey is being conducted.
- Partner with student government and other student-run organizations.

And remember...

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