



Improving CTE Outcomes Survey Response Rates

Ensure you have accurate contact information

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



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

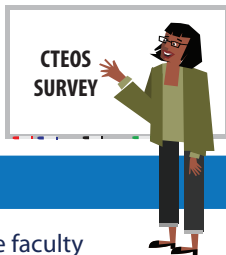


Collect students' personal email addresses, as college email addresses may not be checked after students leave



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.



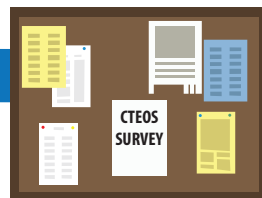
Use social media to share survey results and alert students when the survey is being conducted.



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.

