NSSE 2018
Administration Summary

Western Carolina University

IPEDS: 200004

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NSSE 2018 Administration Summary

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Administration Summary

This report provides an overview of your NSSE administration, including details about your population and sample, response rates, representativeness of your respondents, survey customization choices, and recruitment message schedule. This information can be useful for assessing data quality and planning future NSSE administrations.

Population and Respondents

The table at right reports your institution's population sizes, how many students were sampled (whether census-administered or randomly selected), and how many completed the survey.

Survey completions	*First-year*	*Senior*
Submitted population	2,508	2,717
Adjusted population[a]	2,506	2,715
Survey sample[b]	2,506	2,715
Total respondents[b]	402	398
Full completions[c]	289	317
Partial completions	113	81

a. Adjusted for ineligible students and those for whom survey requests were returned as undeliverable.
b. Number of census or randomly sampled students invited to complete the survey. Targeted, experimental, and locally administered samples not included.
c. Submitted demographic and (if applicable) Topical Module sets.

Response Rate and Sampling Error[a]

The table below summarizes response rates and sampling errors for your institution and comparison groups. For more information see NSSE's Response Rate FAQ: **nsse.indiana.edu/pdf/Resp_Rate_FAQ.pdf**

	First-year				*Senior*			
	WCU	UNC System Schools	Public Master's L	Participating Peers	WCU	UNC System Schools	Public Master's L	Participating Peers
Response rate	16%	18%	23%	20%	15%	19%	25%	22%
Sampling error[b]	+/- 4.5%	+/- 1.3%	+/- 0.6%	+/- 1.2%	+/- 4.5%	+/- 1.2%	+/- 0.5%	+/- 1.0%

a. Comparison group response rate and sampling error were computed at the student level (i.e., they are not institution averages) for all respondents.
b. Also called "margin of error," sampling error is an estimate of the amount a score based on a sample could differ from the true score on a given item. For example, if the sampling error is +/- 5.0% and 40% of your students replied "Very often" to a particular item, then the true population value is most likely between 35% and 45%.

Representativeness and Weighting

The first table at right details variables submitted in your population file. Respondent and population percentages are listed side by side as a convenience to see how well the characteristics of your respondents reflect your first-year and senior populations. For detailed characteristics of the respondents in your reports, refer to your *Respondent Profile*.

NSSE data files include weights by institution-reported sex and enrollment status so institutional estimates reflect the population with respect to these characteristics. The second table at right provides the respondent and population proportions used to calculate your weights. For more information, see **nsse.indiana.edu/html/weighting.cfm**

Representativeness	*First-year*		*Senior*	
	Respondent %	Population %	Respondent %	Population %
Female	69	53	67	57
Full-time	97	97	80	75
First-time, first-year	81	79	N/A	N/A
Race/ethnicity[a]				
Am. Indian or Alaska Native	1	1	1	1
Asian	1	1	1	1
Black or African American	5	6	4	6
Hispanic or Latino	9	9	7	6
Native Hawaiian/Other Pac. Isl.	0	0	0	0
White	75	76	79	79
Other	0	0	0	0
Foreign or nonresident alien	3	1	2	2
Two or more races/ethnicities	4	5	4	3
Unknown	1	1	2	1

a. Based on the IPEDS categories submitted in the population file. Results for institutions without full (at least 90%) race/ethnicity information in the population file are not reported.

Weighting	*First-year*		*Senior*	
	Respondent %	Population %	Respondent %	Population %
Full-time, female	67	51	52	41
Full-time, male	30	46	28	34
Part-time, female	3	2	15	16
Part-time, male	0	1	6	9

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Population File

Your institution provided a population file for survey administration and was afforded an opportunity to update it.

Population file options

Included "group" variable(s)[a]	Yes	Identified students who completed BCSSE 2017[d]	N/A
Identified an oversample[b]	No	Customized the report sample[e]	No
Updated to identify ineligible students[c]	No		

a. Institutions had the option to include additional variables in the population file for oversampling or for *post hoc* analyses. Up to five group variables were allowed. If formatting specifications were met, Group 1 can be used in the Report Builder–Institution Version.
b. Institutions that did not census-administer to first-year and senior students had the option to oversample a segment of their population. Oversamples may also be used to survey students in other class years.
c. Institutions had the option to update their population files to identify students who did not return to campus in the spring or otherwise did not meet NSSE eligibility criteria.
d. Institutions that participated in the Beginning College Survey of Student Engagement (BCSSE) can identify BCSSE survey respondents in their NSSE population file. This information is required to receive the longitudinal results in the *BCSSE-NSSE Combined Report*.
e. Institutions had the option to flag a subset of students for exclusion from reports, but all sample members were invited to complete the survey. For details, visit: **nsse.indiana.edu/html/customization_options.cfm**

Survey Options

The options at right were available to customize the content of your NSSE survey and to collect complementary data from companion surveys.

Administration features

Survey sample type	Census
Recruitment method	Email
Portal/LMS used[a]	No
Incentive offered	Yes
Survey version	U.S. English
Institution logo used in survey	Yes
Mobile respondents[b]	420, 53%

Additional question sets and companion surveys

Topical module(s)	Civic Engagement, Cultural Diversity
Consortium	None
BCSSE 2017	No
FSSE 2018	No

a. Institutions that used their student portal or learning management system to recruit students are indicated by "Yes" followed by the number and percentage of respondents who used posted survey links.
b. Number and percentage of students who responded with a smartphone or tablet. See the "operating system" variables in your SPSS data file for additional details.

Recruitment Messages

Students received up to five direct contacts. Your institution had the option to customize message content and timing.

Message schedule

		Cumulative response rate	
	Date	*First-year*	*Senior*
Invitation	03/14/2018	6%	4%
Reminder 1	03/21/2018	9%	7%
Reminder 2	04/03/2018	13%	11%
Reminder 3	04/11/2018	15%	13%
Final reminder	04/18/2018	16%	15%

Report Customization

Your institution had the option to customize the comparison groups used in reports. The group selected for the *Snapshot* comparisons is identified with an asterisk.

Comparison groups for NSSE core survey reports

Group 1	UNC System Schools (customized, N=12)
Group 2	Public Master's L* (customized, N=62)
Group 3	Participating Peers (customized, N=16)

Comparison groups for additional question set report(s)

Topical Module: Civic Engagement	Public Master's L (customized, N=12)
Topical Module: Cultural Diversity	Public Master's L (customized, N=16)