



Freshman Survey Promo Pack

We now offer templates ([TFS Promo Pack](#)) for you to promote your surveys via print or digital options. Publicizing the survey by using flyers, social media, school website, and emails, as well as incentives provided for participation can reinforce the message to students that survey results are valued and used on campus. Communicating the importance of the survey to your students can contribute to higher response rates (Dillman, 2007). [Encouraging Participation in CIRP Surveys](#) will give you more information about the factors that contribute to higher response rates, as well as more in-depth information and ideas for promoting the survey on your campus.

Websites and Social Media (Facebook Twitter, etc) – Enter your desired tweet, post on Facebook or other social media, and attach the corresponding JPEG file. For example, on Facebook: “The Freshman Survey coming to your inbox soon! Please share your experience as a student with us! We want your input!”

Freshman_Promo_Pack_SocialMedia_Intro_2019.jpg
Freshman_Promo_Pack_SocialMedia_Reminder_2019.jpg
Freshman_Promo_Pack_SocialMedia_Stats_2019.pdf
(please see instructions for converting to JPG for posting on social media.)

Email – you can use the email attachment as a pre-notification to students (please see our sample pre-notification email templates), or include it in your email with the link to the survey. (Please make sure that your institution’s email system will allow attachments).

Freshman_Promo_Pack_SocialMedia_Email_2019.pdf

Flyer/Poster – Customize the text in the flyer (8.5x11) or poster (11x17), print them out and post on campus.

Freshman_Promo_Pack_Flyer_8.5x11_2019.pdf Freshman_Promo_Pack_Poster_11x17_2019.pdf

Infographics – Share the results with your students after the survey so that they can see the direct results of their participation. Our infographics can be customized to include your institution’s data compare to the national statistics. The infographic poster can be shared online, or printed out and posted on campus.

<http://www.heri.ucla.edu/infographics.php>

Instructions for saving an Editable PDF as a JPG

Some of the Editable PDFs included in the CIRP Freshman Survey Promo Pack must be converted to .JPGs if you plan to post them to social media or embed in an email.

How to Convert:

1. Open PDF.
2. Type your school’s information into any of the light blue boxes. If you chose to leave some boxes blank, delete the placeholder copy.
3. Go to File > Save As in Acrobat
4. Change the “Format” to .JPG
5. Click save.

The CIRP Freshman Survey 2018 Flyer Infographic Codebook

Infographic Item	Survey Question/Variable Name	Response Option(s) selected
98% feel it's important to help others difficulty	Please indicate the importance to you personally of each of the following: Helping others who are in difficulty (GOAL12)	Somewhat Important, Very Important, & Essential
64% express concerns about financing their education	Do you have any concern about your ability to finance your college education? (FINCON)	Some (but I probably will have enough funds) & Major (not sure I will have enough funds to complete college)
93% plan to vote in a local, state, or national election	What is your best guess as to the chances that you will: Vote in a local, state, or national election [FUCACT38]	Very Little Chances, Some Chance, Very Good Chances

Survey Source: The CIRP Freshman Survey (TFS) 2018

www.heri.ucla.edu

NOTE: Only students enrolled in college are represented in the infographic (ENRLSTAT= "Part-time student" or "Full-time student")