



NSSE 2015

Administration Summary

Western Carolina University

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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	<i>First-year</i>	<i>Senior</i>
Submitted population	1,899	2,362
Adjusted population ^a	1,725	1,688
Survey sample ^b	1,719	1,684
Total respondents ^b	397	388
Full completions ^c	295	313
Partial completions	102	75

- a. Adjusted for ineligible students and those for whom survey requests were returned as undeliverable.
 b. Targeted, experimental, and locally administered oversamples were not included.
 c. Completed at least one demographic question after the core engagement items on the survey.

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

	<i>First-year</i>				<i>Senior</i>			
	WCU	UNC System	Public Masters/L	Participating Peers	WCU	UNC System	Public Masters/L	Participating Peers
Response rate	23%	16%	19%	19%	23%	19%	24%	25%
Sampling error ^b	+/- 4.3%	+/- 1.4%	+/- 0.7%	+/- 1.4%	+/- 4.4%	+/- 1.2%	+/- 0.6%	+/- 1.1%

- a. Comparison group response rate and sampling error were computed at the student level (i.e., they are not institution averages).
 b. Also called "margin of error," sampling error is an estimate of the amount the true score on a given item could differ from the estimate based on a sample. For example, if the sampling error is +/- 5.0% and 40% of your students reply "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 reports on 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 more respondent characteristics, refer to your *Respondent Profile* report.

NSSE weights results 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 2015 weights. For more information, see nsse.indiana.edu/html/weighting.cfm

Representativeness

	<i>First-year</i>		<i>Senior</i>	
	Respondent %	Population %	Respondent %	Population %
Female	72	54	67	59
Full-time	98	97	72	69
First-time, first-year	96	94	N/A	N/A
Race/ethnicity ^a				
Am. Indian or Alaska Native	1	0	1	1
Asian	2	1	2	1
Black or African American	4	6	3	5
Hispanic or Latino	8	7	4	3
Native Hawaiian/Other Pac. Isl.	0	0	0	0
White	80	77	86	83
Other	0	0	0	0
Foreign or nonresident alien	1	2	1	3
Two or more races/ethnicities	4	5	2	3
Unknown	0	1	2	1

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

Weighting

	<i>First-year</i>		<i>Senior</i>	
	Respondent %	Population %	Respondent %	Population %
Full-time, female	72	51	48	40
Full-time, male	27	45	25	29
Part-time, female	1	2	20	19
Part-time, male	1	1	8	12

Population File

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

Population file options

Included "group" variables ^a	Yes
Identified an oversample ^b	No
Updated to identify ineligible students ^c	Yes
Identified students who completed BCSSE 2014 ^d	BCSSE not administered

- a. Institutions had the option to include additional variables in their population files for oversampling or for their own *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 survey all first-year and senior students (census) 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*.

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

Sample type	Census
Recruitment method	Email
Incentive offered	Yes
Survey version	U.S. English
Institution logo used in survey	Yes

Additional question sets and companion surveys

Asked optional sexual orientation question	No
Topical module(s)	Academic Advising, Civic Engagement
Consortium	None
BCSSE 2014	No
FSSE 2015	No

Recruitment Messages

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

Message schedule

	Date	Cumulative response rate	
		<i>First-year</i>	<i>Senior</i>
Invitation	02/11/2015	8%	6%
Reminder 1	02/19/2015	13%	12%
Reminder 2	03/03/2015	18%	17%
Reminder 3	03/17/2015	21%	20%
Final reminder	03/23/2015	23%	23%

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 (customized)
Group 2	Public Masters/L* (customized)
Group 3	Participating Peers (customized)

Comparison groups for additional question set report(s)

Topical Module: Academic Advising	Public Masters/L (customized)
Topical Module: Civic Engagement	Public Masters/L (customized)