

- High Return Rate on 1st year master student survey: 70%
 - Discussion with Graduate Program Directors at fall meeting
 - Pre-notification of launch
 - Launch announcement sent to students: 52% return after first week
 - Reminder sent to Program Directors with power point slide to include in appropriate graduate classes: 66% return after two weeks
 - Two additional reminders sent to students: 70% return
- Close relationship with Program Directors
- Team members from Provost staff elevated the importance
- Expertise from research center in fielding surveys
- Reminders to students directly from Program Directors
- Amazon gift card incentives with a 1 in 15 chance to win

Challenges

- Student Focus Groups
 - Contacted 120 students
 - Received 38 confirmations, 36 students attended the 4 groups
- Contacts and follow-ups were made by Grad Assistant
- Focus groups held during day and late afternoon restricted some evening students from participating
- Incentive: \$10 Starbucks Cards

- December Graduate Student Survey
 - Timing of survey
 - Anticipated graduating students vs actual graduating students