



WTAMU Student Response Rates to NSSE Survey

The National Survey of Student Engagement (NSSE) is a program that annually collects and analyzes information from 1,700 institutions of four-year colleges and universities. The program gathers information about freshman and senior participation in learning and personal development events and programs provided by the institution.

At the end of every academic year, a designated population of WTAMU freshmen and senior students receive emails from NSSE inviting them to participate in the survey. This voluntary action provides the University with data and information that will be received later in the year.

In the past, WTAMU student response rates have been volatile with a five and six-percentage point drop in 2021. However, last year showed a slight increase for both classifications. On average, seniors have a higher response rate than freshmen while following the same pattern over the past seven years.

	2016	2017	2018	2019	2020	2021	2022	Average
First-Years	13%	23%	10%	14%	25%	20%	24%	18%
Seniors	17%	29%	14%	15%	26%	20%	22%	20%

WTAMU Institutional Effectiveness began offering incentives regularly in 2020, and in 2023 launched a student outreach campaign on campus advocating the importance and influence of student participation in the NSSE survey. The anticipation was that there would be an increase in participation to our goal of 40%. Though the goal has yet to be reached, the efforts will continue until able to reach that benchmark and maintain it.