**CIRP Freshman Survey Invitation and Reminder Templates**

CIRP provides these templates as samples of invitation and reminder correspondence. Campuses should customize the invitation and reminder messages sent to students in order to maintain a tone that is consistent with campus culture. You may edit any language in the invitations and reminders, including Subject, Email Content (**except Mandatory Language in bold**), and the Message Close, including the signature/title information. This document contains three sets of invitations and reminders, first for paper administrations, then for paper/web administrations, and finally for web-only administrations.

1. **Paper Administration**

*Initial invitation* – *Paper Administration*

**Dear <student name>**

Please tell us about you! **[*Insert your institution name here*]** is participating in a national survey about incoming college students. Conducted by the Higher Education Research Institute (HERI) at UCLA, this survey asks your opinion on many items relevant to examining the impact of college. Every fall, students from colleges and universities across the country are asked to participate in this same survey. It asks you about your expectations for college, your academic habits and experiences, what influenced your college choice, your goals and values, and how you spend your time.

Results from this survey are used by faculty and administrators at [***insert your institution name here*]** and by higher education researchers to understand and improve the undergraduate college experience.

The enclosed questionnaire should be completed in pen (blue or black ink only) and returned to **[*insert institutional contact information*]** as soon as possible **[*insert return instructions (i.e., in the enclosed envelope)*].**

**Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate. For more information please read the enclosed “Survey Information Sheet.”**

Thank you for participating in this important survey of college students.

Sincerely,

Kevin Eagan, Ph.D.

Director, CIRP Freshman Survey

Higher Education Research Institute

*Reminder* – *Paper Administration*

**Dear <student name>**

It’s not too late to participate in an important survey about incoming college students conducted by [*insert your institution name here*] and the Higher Education Research Institute (HERI) at UCLA. Please consider adding your feedback on your experience as a college student.

The enclosed questionnaire should be completed using a pen (blue or black ink only) and returned to **[*insert institutional contact information*]** as soon as possible **[*insert return instructions (i.e., in the enclosed envelope)*].**

**Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate. For more information please read the enclosed “Survey Information Sheet.”**

Thank you for participating in this important survey of college students.

Sincerely,

Kevin Eagan, Ph.D.

Director, CIRP Freshman Survey

Higher Education Research Institute

1. **Paper and Web Administration**

*Initial invitation* – *Paper and Web Administration*

Subject: Freshman Survey

**Dear <student name>**

Please tell us about you! **[*Insert your institution name here*]** is participating in a national survey about incoming college students. Conducted by the Higher Education Research Institute (HERI) at UCLA, this survey asks your opinion on many items relevant to examining the impact of college. Every fall, students from colleges and universities across the country are asked to participate in this same survey. It asks about your expectations for college, your academic habits and experiences, what influenced your college choice, your goals and values, and how you spend your time.

Results from this survey are used by faculty and administrators at [***insert your institution name here*]** and by higher education researchers to understand and improve the college experience.

The enclosed questionnaire should be completed using a pen (blue or black ink only) and returned to **[*insert institutional contact information*]** as soon as possible **[*insert return instructions (i.e., in the enclosed envelope)*].**

**You may also complete this survey on the internet. The website for the survey is: INSERT SURVEY LINK. Simply click on this address to go directly to the survey. If this does not work, copy and paste this address into your Internet browser’s address bar.**

**Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate. For more information please read the enclosed “Survey Information Sheet.”**

Thank you for participating in this important survey of college students.

Sincerely,

Kevin Eagan, Ph.D.

Director, CIRP Freshman Survey

Higher Education Research Institute

*Reminder* – *Paper and Web Administration*

Subject: Freshman Survey Reminder

**Dear <student name>**

It’s not too late to participate in an important survey of incoming college students conducted by [*insert your institution name here*] and the Higher Education Research Institute (HERI) at UCLA. Please consider adding your feedback on your experience as a student.

The enclosed questionnaire should be completed using a pen (blue or black ink only) and returned to **[*insert institutional contact information*]** as soon as possible **[*insert return instructions (i.e., in the enclosed envelope)*].**

**You may also complete this survey on the internet. The website for the survey is: INSERT SURVEY LINK. Simply click on this address to go directly to the survey. If this does not work, copy and paste this address into your Internet browser’s address bar.**

**Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate. For more information please read the enclosed “Survey Information Sheet.”**

Thank you for participating in this important survey of college students.

Sincerely,

Kevin Eagan, Ph.D.

Director, CIRP Freshman Survey

Higher Education Research Institute

1. **Web-only Administration**

*Initial invitation* –*Web-only Administration*

*Subject:* Freshman Survey Invitation

**Dear <student name>**

Please tell us about you! **[*Insert your institution name here*]** is participating in a national survey about incoming college students. Conducted by the Higher Education Research Institute (HERI) at UCLA, this survey asks your opinion on many items relevant to examining the impact of college. Every fall, students from colleges and universities across the country are asked to participate in this same survey. It asks about your expectations for college, your academic habits and experiences, what influenced your college choice, your goals and values, and how you spend your time.

Results from this survey are used by faculty and administrators at [***insert your institution name here*]** and by higher education researchers to understand and improve the college experience.

**The website for the survey is: INSERT SURVEY LINK. Simply click on this address to go directly to the survey. If this does not work, copy and paste this address into your Internet browser’s address bar.**   
  
**Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate (please read the “Survey Information Sheet” on the survey website for more information).**

Thank you for participating in this important survey of college students.

Sincerely,

Kevin Eagan, Ph.D.

Director, CIRP Freshman Survey

Higher Education Research Institute

*Reminder 1* –*Web-only Administration*

*Subject:* Freshman Survey Reminder

**Dear <student name>**

It’s not too late to participate in an important survey about incoming college students conducted by [*insert your institution name here*] and the Higher Education Research Institute (HERI) at UCLA. Please consider adding your feedback on your experience as a student.

**The website for the survey is: INSERT SURVEY LINK. Simply click on this address to go directly to the survey. If this does not work, copy and paste this address into your Internet browser’s address bar.**   
  
**Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate (please read the “Survey Information Sheet” on the survey website for more information).**

Thank you for participating in this important survey of college students.

Sincerely,

Kevin Eagan, Ph.D.

Director, CIRP Freshman Survey

Higher Education Research Institute

*Reminder 2 – Web-only Administration*

*Subject:* Freshman Survey Reminder

**Dear <student name>**

This is a reminder that we are conducting an important survey about incoming college students.

**The website for the survey is: INSERT SURVEY LINK. Simply click on this address to go directly to the survey. If this does not work, copy and paste this address into your Internet browser’s address bar.**   
  
**Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate (please read the “Survey Information Sheet” on the survey website for more information).**

Thank you for participating in this important survey of college students.

Sincerely,

Kevin Eagan, Ph.D.

Director, CIRP Freshman Survey

Higher Education Research Institute

*Reminder 3 – Web-only Administration*

*Subject:* Freshman Survey Final Reminder

**Dear <student name>**

This is a final reminder that we are conducting an important survey about incoming college students.

**The website for the survey is: INSERT SURVEY LINK. Simply click on this address to go directly to the survey. If this does not work, copy and paste this address into your Internet browser’s address bar.**   
  
**Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate (please read the “Survey Information Sheet” on the survey website for more information).**

Thank you for participating in this important survey of college students.

Sincerely,

Kevin Eagan, Ph.D.

Director, CIRP Freshman Survey

Higher Education Research Institute