



COOPERATIVE INSTITUTIONAL RESEARCH PROGRAM  
at the HIGHER EDUCATION RESEARCH INSTITUTE AT UCLA

## 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. Campuses can also customize all messages so they appear to come from institutional representatives (e.g., President, Dean of Students, Director of Institutional Research).

### Invitation

Subject Line (can be edited)	College Senior Survey Invitation
Greeting (cannot be edited)	Dear <name of student>
Introduction (can be edited)	<p>Please tell us about you! [<i>Insert your institution name here</i>] is participating in a national survey of college seniors that examines the effectiveness of college. 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. Each year, students from colleges and universities across the country are asked to participate in this same survey. It asks you about your academic habits and experiences, your interaction with peers and faculty, your involvement with campus programs and activities, your satisfaction with your college experience, and your post-college plans and aspirations.</p> <p>Results from this survey are used by faculty and administrators at [<i>insert your institution name here</i>] and by higher education researchers to understand and improve the college experience.</p>
Mandatory Language (cannot be edited)	<p><b>The website for the survey is: <a href="https://www.datastat.com/XXXXXXXX">https://www.datastat.com/XXXXXXXX</a></b></p> <p><b>Simply click on this address to go directly to the survey. If this does not work, "copy and paste" this address into the address bar of your Internet Browser.</b></p> <p><b>Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate in the study (please read the "Survey Information Sheet" linked on the survey website for more information).</b></p>
Message Close (can be edited)	<p>Thank you for participating in this important survey of college seniors.</p> <p>Sincerely,</p> <p>Kevin Eagan, Ph.D. Interim Director, The College Senior Survey Higher Education Research Institute</p>

**Reminder 1**

Subject Line (can be edited)	College Senior Survey Reminder
Greeting (cannot be edited)	Dear <name of student>
Introduction (can be edited)	It's not too late to participate in an important survey of college seniors conducted for [ <i>insert your institution name here</i> ] by The Higher Education Research Institute (HERI) at UCLA. Please consider providing your feedback on your experiences as a college student.
<b>Mandatory Language</b> (cannot be edited)	<p><b>The website for the survey is: <a href="https://www.datastat.com/XXXXXXXXX">https://www.datastat.com/XXXXXXXXX</a></b></p> <p><b>Simply click on this address to go directly to the survey. If this does not work, "copy and paste" this address into the address bar of your Internet Browser.</b></p> <p><b>Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate (please read the "Survey Information Sheet" linked on the survey website for more information).</b></p>
Message Close (can be edited)	<p>Thank you for participating in this important study of college seniors.</p> <p>Sincerely,</p> <p>Kevin Eagan, Ph.D. Interim Director, The College Senior Survey Higher Education Research Institute</p>

**Reminder 2**

Subject Line (can be edited)	College Senior Survey Reminder
Greeting (cannot be edited)	Dear <name of student>
Introduction (can be edited)	This is a reminder that we are conducting an important survey of college seniors.
<b>Mandatory Language</b> (cannot be edited)	<p><b>The website for the survey is: <a href="https://www.datastat.com/XXXXXXXX">https://www.datastat.com/XXXXXXXX</a></b></p> <p><b>Simply click on this address to go directly to the survey. If this does not work, "copy and paste" this address into the address bar of your Internet Browser.</b></p> <p><b>Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate (please read the "Survey Information Sheet" linked on the survey website for more information).</b></p>
Message Close (can be edited)	<p>Thank you for participating in this important survey of college seniors.</p> <p>Sincerely,</p> <p>Kevin Eagan, Ph.D. Interim Director, The College Senior Survey Higher Education Research Institute</p>

**Reminder 3**

Subject Line (can be edited)	Final College Senior Survey Reminder
Greeting (cannot be edited)	Dear <name of student>
Introduction (can be edited)	This is a final reminder that we are conducting an important survey of college seniors.
<b>Mandatory Language</b> (cannot be edited)	<p><b>The website for the survey is: <a href="https://www.datastat.com/XXXXXXXX">https://www.datastat.com/XXXXXXXX</a></b></p> <p><b>Simply click on this address to go directly to the survey. If this does not work, "copy and paste" this address into the address bar of your Internet Browser.</b></p> <p><b>Your participation in this survey is completely voluntary. Your responses to the questionnaire indicate your consent to participate (please read the "Survey Information Sheet" linked on the survey website for more information).</b></p>
Message Close (can be edited)	<p>Thank you for participating in this important survey of college seniors.</p> <p>Sincerely,</p> <p>Kevin Eagan, Ph.D. Interim Director, The College Senior Survey Higher Education Research Institute</p>