



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)	Your First College Year Survey Invitation
Greeting (cannot be edited)	Dear <name of student>
Introduction (can be edited)	<p>Please tell us about you! <b><i>[Insert your institution name here]</i></b> is participating in a national survey of first-year 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 spring, students from colleges and universities across the country are asked to participate in this same survey. It asks about your transition to college, your academic habits and experiences, your interaction with peers and faculty, your involvement in campus activities and programs, and how you spend your time.</p> <p>Results from this survey are used by faculty and administrators at <b><i>[insert your institution name here]</i></b> and by higher education researchers to understand and improve the first year experience.</p>
<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” 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 students.</p> <p>Sincerely,</p> <p>Kevin Eagan, Ph.D. Interim Director, Your First College Year Survey Higher Education Research Institute</p>

**Reminder 1**

Subject Line (can be edited)	Your First College Year Survey Reminder
Greeting (cannot be edited)	Dear <name of student>
Introduction (can be edited)	Recently we sent you a request to participate in an important survey about first-year college students conducted for [ <i>insert your institution name here</i> ] by The Higher Education Research Institute (HERI) at UCLA. Please consider adding your opinions and experiences to this important project.
<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” 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 students.</p> <p>Sincerely,</p> <p>Kevin Eagan, Ph.D. Interim Director, Your First College Year Survey Higher Education Research Institute</p>

**Reminder 2**

Subject Line (can be edited)	Your First College Year 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 about first-year college students.
<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” 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 students.</p> <p>Sincerely,</p> <p>Kevin Eagan, Ph.D. Interim Director, Your First College Year Survey Higher Education Research Institute</p>

**Reminder 3**

Subject Line (can be edited)	Final Your First College Year 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 about first-year college students.
<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” 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 students.</p> <p>Sincerely,</p> <p>Kevin Eagan, Ph.D. Interim Director, Your First Year College Survey Higher Education Research Institute</p>