



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

Invitation and Reminder Templates for the DLE Survey

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). This document includes text for invitation and reminders, as well as for a pre-contact letter that institutions may wish to send to their students, announcing the survey and encouraging them to look for the invitation to participate.

Pre-Contact Letter

Dear Student [*Insert Student Name*]

In a few days you will receive an email invitation to participate in a web-based student survey. [*Insert name of your institution here*] is participating in this survey, which is conducted by the Higher Education Research Institute (HERI) at UCLA.

The survey captures student perceptions regarding the climate for diversity on campus and asks your input about campus practices and transitioning to your major, along with other information.

I am writing in advance to ask you to look for this invitation in your email in the days to come. In addition to this story being important to [*insert name of your institution here*], our results will be combined with those from hundreds of institutions in the United States as part of a national research project on students.

Your confidentiality is assured, and nobody at [*insert name of your institution here*] will see identified results at the individual level.

Thank you for your time and consideration. I appreciate your assistance with this important project.

Sincerely,

[*Insert signature of institutional official such as President or Provost*]

Initial invitation

Subject Line (can be edited)	Diverse Learning Environments Survey Invitation
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	<p>Please tell us about you! [<i>Insert your institution name here</i>] is participating in a national survey about college students. Conducted by the Higher Education Research Institute at UCLA, this survey asks your opinion on many items relevant to examining the impact of college. Every year, students from college and universities across the country are asked to participate in the same survey. It asks about your academic work, your interaction with faculty and peers, your participation in campus activities, your perceptions of the climate on campus, and your use of campus services.</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 undergraduate college experience.</p>
Mandatory Language (cannot be edited)	<p>The website for the survey is: INSERT SURVEY LINK</p> <p>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.</p> <p>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).</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, Diverse Learning Environments Survey Higher Education Research Institute</p>

Reminder 1

Subject Line (can be edited)	Diverse Learning Environments Survey Reminder
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	Recently we sent you a request to participate in an important survey about college students conducted by [<i>insert your institution name here</i>] and The Higher Education Research Institute (HERI) at UCLA. Please consider adding your feedback on your experience as a student.
Mandatory Language (cannot be edited)	<p>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 the address bar of your Internet Browser.</p> <p>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).</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, Diverse Learning Environments Survey Higher Education Research Institute</p>

Reminder 2

Subject Line (can be edited)	Diverse Learning Environments Survey Reminder
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	This is a reminder that we are conducting an important survey about college students.
Mandatory Language (cannot be edited)	<p>The website for the survey is: INSERT SURVEY LINK</p> <p>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.</p> <p>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).</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, Diverse Learning Environments Survey Higher Education Research Institute</p>

Reminder 3

Subject Line (can be edited)	Final Diverse Learning Environments Survey Reminder
Greeting (cannot be edited)	Dear <student name>
Introduction (can be edited)	This is a final reminder that we are conducting an important survey about college students.
Mandatory Language (cannot be edited)	<p>The website for the survey is: INSERT SURVEY LINK</p> <p>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.</p> <p>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).</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, Diverse Learning Environments Survey Higher Education Research Institute</p>