



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). This document includes three sets of invitations and reminders, first for paper administrations, then for paper/web administrations, and finally for web administrations.

1. Campuses Using a Paper Administration

Invitation

Subject Line (can be edited)	Freshman 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 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 hundreds of 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.</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> <p>The enclosed questionnaire should be completed in pen (blue or black ink only) and returned to <i>[insert institutional contact information]</i> as soon as possible <i>[insert return instructions (i.e., in the enclosed envelope)]</i>.</p>
Mandatory Language (cannot be edited)	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.”
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, The CIRP Freshman Survey Higher Education Research Institute</p>

Reminder

Subject Line (can be edited)	Freshman Survey Reminder
Greeting (cannot be edited)	Dear <name of student>
Introduction (can be edited)	<p>Recently, we sent you a request to participate in an important survey about incoming 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. The enclosed questionnaire should be completed in pen (blue or black ink only) and returned to [<i>insert institutional contact information</i>] as soon as possible [<i>insert return instructions (i.e., in the enclosed envelope)</i>].</p>
Mandatory Language (cannot be edited)	<p>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.”</p>
Message Close (can be edited)	<p>Thank you for participating in this important survey of college students. Sincerely,</p> <p>Kevin Eagan, Ph.D. Interim Director, The CIRP Freshman Survey Higher Education Research Institute</p>

2. Campuses Using both a Paper and Web Administration:

Invitation

Subject Line (can be edited)	Freshman 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 about incoming college students. Conducted by the Higher Education Research Institute (HERI) at UCLA, this survey asks your opinion on many items relevant to the impact of college. Every fall, students from hundreds of colleges and universities across the country are asked to participate in the 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.</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> <p>The enclosed questionnaire should be completed in pen (blue or black ink only) and returned to [<i>insert institutional contact information</i>] as soon as possible [<i>insert return instructions (i.e., in the enclosed envelope)</i>].</p>
Mandatory Language (cannot be edited)	<p>You may also complete this survey on the Internet. The website for the survey is: https://www.drcsurveys.com/CIRPFreshmanSurvey2014/et.aspx?Logon=XXXXXX</p> <p>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” (or via the survey website).</p>
Message Close (can be edited)	<p>Thank you for participating in this important survey of college students. Sincerely,</p> <p>Kevin Eagan, Ph.D. Interim Director, The CIRP Freshman Survey Higher Education Research Institute</p>

Reminder

Subject Line (can be edited)	Freshman 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 incoming 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. The enclosed questionnaire should be completed in pen (blue or black ink only) and returned to [<i>insert institutional contact information</i>] as soon as possible [<i>insert return instructions (i.e., in the enclosed envelope)</i>].
Mandatory Language (cannot be edited)	<p>You may also complete this survey online. The website for the survey is: https://www.drctsurveys.com/CIRPFreshmanSurvey2014/et.aspx?Logo n=XXXXXXXX</p> <p>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” (or via the survey website).</p>
Message Close (can be edited)	<p>Thank you for participating in this important survey of college students. Sincerely,</p> <p>Kevin Eagan, Ph.D. Interim Director, The CIRP Freshman Survey Higher Education Research Institute</p>

3. Campuses Using a Web Administration

Invitation

Subject Line (can be edited)	Freshman 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 about incoming college students. Conducted by the Higher Education Research Institute (HERI) at UCLA, this survey asks your opinion on many items relevant to the impact of college. Every fall, students from hundreds of 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.</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: https://www.dr surveys.com/CIRPFreshmanSurvey2014/et.aspx?Logo n=XXXXXXX</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. Sincerely,</p> <p>Kevin Eagan, Ph.D. Interim Director, The CIRP Freshman Survey Higher Education Research Institute</p>

Reminder 1

Subject Line (can be edited)	Freshman 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 incoming 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.
Mandatory Language (cannot be edited)	<p>The website for the survey is: https://www.drcsurveys.com/CIRPFreshmanSurvey2014/et.aspx?Logo n=XXXXXXXX</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 study of college students. Sincerely,</p> <p>Kevin Eagan, Ph.D. Interim Director, The CIRP Freshman Survey Higher Education Research Institute</p>

Reminder 2

Subject Line (can be edited)	Freshman 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 incoming college students.
Mandatory Language (cannot be edited)	<p>The website for the survey is: https://www.dr surveys.com/CIRPFreshmanSurvey2014/et.aspx?Logo n=XXXXXXXX</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. Sincerely,</p> <p>Kevin Eagan, Ph.D. Interim Director, The CIRP Freshman Survey Higher Education Research Institute</p>

Reminder 3

Subject Line (can be edited)	Final Freshman 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 incoming college students.
Mandatory Language (cannot be edited)	<p>The website for the survey is: https://www.dr surveys.com/CIRPFreshmanSurvey2014/et.aspx?Logo n=XXXXXXXX</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. Sincerely,</p> <p>Kevin Eagan, Ph.D. Interim Director, The CIRP Freshman Survey Higher Education Research Institute</p>