

# Group 1 - Is your institution ready to collect data on basic needs?

**this  
works.**

**this  
works.**

**Room two  
says yes.**

# Group 2 - Who should collect data at your institution?

Consider support from Sociology faculty who do surveys

Institutional Research Office

Room two says Institutional Research, maybe with collaboration with some key faculty.

Make sure the data can be disaggregated by ethnicity, gender, age, social economic (Pell and non-Pell?), etc.

**All  
students**

# Group 3 - Who should take the survey at your institution?

**Group two  
says first  
semester  
students  
including  
dual.**

**Consider students  
who have limited  
wifi. Also could  
utilize a chat bot to  
feel more secure  
responding.**

**Faculty  
and  
Staff**

**Students who  
have not  
completed  
enrollment  
process**

# Group 4 - How do you recruit students to take the survey?

Provide incentives (FOOD often works)...Gift cards, etc.

Incorporate questions in the basic needs application. Meet with a financial coach who collects additional information.

Targeted text messaging.

Share opportunities on social media-- highlight the incentives to validate that it is real.

Room 4 says size and culture of institution matters - tabling, pizza, intake form at advising, social media, texting, raffling gift card, etc.

Incorporate questions into advising intake--not a survey, but it is still a way to help identify students who have needs.

Careful constructions of messaging. Mimic strategies you see external - avoid college-speak.

# Group 5 - Is your institution ready to collect data on basic needs?

some good  
insight  
already from  
Trellis Survey

# Group 6 - Who should collect data at your institution?

**IR**

**VP of  
Strategic  
Initiatives**

# Group 7 - Who should take the survey at your institution?

All students

But response rates will be an issue, especially at larger institutions/systems

Sent to certain students depending on what questions you are looking to get answered.

# Group 8 - How do you recruit students to take the survey?

**Email  
blast**

**Put it into  
weekly  
newsletters**

**Targeted and  
clear  
messaging**

**Incentives - IF  
this does not  
skew survey  
results**



