



Get More on the Web

www.ccsse.org

High levels of student engagement are the product of an institutionwide commitment, not discrete initiatives. In other words, quality education is not an event — it's a culture. The “Members Only” section of CCSSE's Web site has tools and resources that can help as you build that culture at your college.

Visit the “Members Only” section to better understand your survey results, benchmark your college's performance against that of similar institutions, and get tools for communicating your college's results to internal and external audiences. Member resources on the site include the 2003 “Communications Tools” and advanced “Search the Data” options.

2003 “Communications Tools” for CCSSE Members

The “Communications Tools” include 12 items that can help you communicate your survey results — and use them to launch a dialogue with key internal and external constituencies.

- ★ **A 10-Step Plan for Interpreting and Working with Your Survey Results.** CCSSE gives its members a lot of information. This plan offers suggestions for sorting through it — and making the best use of it.
- ★ **Developing Storylines To Communicate Results.** These sample storylines use hypothetical situations with hypothetical data to provide ideas for stories that can be told using CCSSE results. These storylines are intended to inform, engage, and highlight important issues — not to spin or manipulate data.
- ★ **PowerPoint Presentation Template.** Use this PowerPoint template (and the related talking points) as a starting point for custom presentations to both internal and external audiences.
- ★ **PowerPoint Presentation Talking Points.** These talking points, organized by slide, are the companion for the PowerPoint template.
- ★ **Sample News Release.** Customize this sample press release to highlight your college's CCSSE results.
- ★ **Sample Fact Sheet.** Customize this sample fact sheet to highlight your college's CCSSE results.
- ★ **Sample Letter to the Editor.** This sample letter to the editor provides background on key issues. Customize it with your specific CCSSE results and tie it to events in your area.
- ★ **Tips for Working with the Media.** Use these tips so you can be better prepared to talk with the media about your CCSSE results and other aspects of college quality and performance.
- ★ **Engaging Community Colleges: National Benchmarks of Quality.** This is a PDF of CCSSE's 2003 national print report of the survey results.
- ★ **Engaging Community Colleges: National Benchmarks of Quality: Summary.** This is a PDF of CCSSE's 2003 summary print report.
- ★ **Local Results Insert (PDF, QuarkXPress template, and guidelines).** These materials provide a format for a two-sided flyer that you can develop with information about your college and insert into CCSSE's national print report.
- ★ **Faculty Predictions; Faculty Hopes (two Excel files).** Use these to jump-start discussions with faculty and staff.

Advanced “Search the Data” *(coming soon)*

The “Members Only” data search allows you to:

- ★ Search the data based on type of institution (e.g., size or location) or segment of the student population (e.g., female students or part-time students) — or by selecting individual colleges by name.
- ★ Compare two groups that you select.
- ★ Compare your own college to the full CCSSE population or to a group you select.

The site provides benchmark charts as well as means and frequencies for individual survey items. When two groups are compared, it indicates whether the difference is statistically significant and, if so, provides an effect size — a measure of whether the difference warrants attention.