

2. Promotional Guidelines

Promotion of the NSS at a localised level is key to achieving the required response rates. Good [response rates](#) ensure that NSS data can be made available to prospective students and institutions to support student choice and quality enhancement.

Although Ipsos MORI can communicate with non-responsive students and encourage participation, institutions are in the prime position to raise awareness of the survey, convey its importance and encourage participation. All internal marketing activities should aim to raise awareness of the NSS amongst mostly final year undergraduate students (and directed at eligible students only where possible) encouraging students to give honest and anonymous feedback on their course experience. Please ensure that all staff directly involved with the NSS, and those who will be actively encouraging student participation, are familiar with the rules and regulations of promoting the survey. In particular, they must be provided the [HEFCE guidelines](#) on inappropriate influence and the guidance in [Annex A](#), so they are made aware of what they can and cannot do when encouraging completion, and what the consequences may be if inappropriate influence is discovered.

It is recommended that institutions utilise the national promotional materials provided by Ipsos MORI to promote the NSS. However, institutions are also encouraged to develop their own marketing and communication plans: promotion of the survey through internal web portals, direct email communications and word-of-mouth. Nevertheless, institutions should review the Ipsos MORI communications schedule to ensure that internal communications have the maximum impact.

The timing of promotional activity is important and will be dependent on the institutions' chosen survey start week. Spreading the word about the NSS, and ensuring students are aware it is coming, is an ongoing process; this should begin before the launch of the survey with pre-emptive emails to students and continue throughout the fieldwork period.

Q1. When should we display promotional materials?

It is recommended to display promotional materials around your institution before the launch of the survey. This is to ensure it is visible to students and fresh in their minds before they receive their email invitations. The survey website will remain live until **30 April 2018**. Please continue to display the materials until this date.

The survey start date chosen by the institution can be found on the [NSS Extranet](#) within the 'Survey Options' form.

2.1. Creating your own promotional materials

Institutions can create internal promotional materials. If you do decide to create your own artwork, please ensure that the guidelines in [Chapter II](#) are adhered to.

In summary:

- The National Student Survey (NSS) marketing campaigns must not be embedded into broader institutional campaigns.
- The key message of internal marketing must be to encourage students to give their honest opinion and make it clear that the NSS is an independent survey.
- Marketing campaigns and images must be balanced and must not be seen as attempting to influence responses, or self-promoting the institution. For example, 'I love my institution' or 'My institution is the best' taglines are not permitted.
- Materials should promote online completion at www.thestudentsurvey.com.
- The NSS logo, funder logos and Ipsos MORI logos should be present. Please contact nss@ipsos.com if you require the artwork.

Customised text should:

- Aim to encourage students to voice their opinions (what they liked **and** did not like about their student experience).
- State the purpose of the NSS and the target audience (mainly final year undergraduates).
- Encourage students to complete the survey and only invite honest feedback.
- Not attempt to influence responses inappropriately.
- Inform students that the survey is run by Ipsos MORI, an independent research agency, on behalf of all HE funding bodies.

Using the new NSS logo

The NSS logo was updated in 2017. Any materials that are created by institutions to promote the NSS should include the **official NSS logo** and branding and be in line with the images used across the NSS campaign. **Please do not use the old logo. All iterations of the old NSS logo should be removed from institutions' websites and promotional materials.** English and Welsh versions of the logo can be downloaded from the 'Logos & Icons' area on the [NSS Extranet](#)

home page.

Quick response (QR) code

A QR code will be included in all hard copy promotional materials. Students with access to mobile devices can scan the image and be redirected to www.thestudentsurvey.com to complete the online survey. The QR code will be available to download from the 'Logos & Icons' area on the [NSS Extranet](#). We would encourage institutions to use the QR code on all hard copy materials that they create internally.

Q1 What is the process for adapting the Ipsos MORI provided marketing materials?

Institutions are permitted to adapt the Ipsos MORI supplied marketing materials, however, restrictions apply. You are permitted to add the institution's logo and promotional text to the poster design. However, the fundamental content of the poster cannot be adapted and the ratios of the NSS and funder logos cannot be changed. Institutions wishing to adapt the national campaign will need to request the design files from Ipsos MORI. All amended artwork must be sent to nss@ipsos.com for approval to ensure that it remains brand compliant.

Q2 What method of completion should we promote to our students?

It is highly desirable that as many students as possible complete the survey online. The survey can be completed via desktop computers or by mobile devices (e.g. smartphones and tablets). Therefore, in communications and marketing materials, we recommend advertising online completion. Institutions can direct students via institutional portals to the survey web address.

The survey website www.thestudentsurvey.com goes live on **Monday 8 January 2018**. Regardless of your institution's chosen start week, **ALL** eligible students can complete the survey from this date. However, we recommend advertising the website in line with the chosen survey start week. This year, initial email invitations will be sent on the Thursday of each start week, so institutions have the first few days of the week to launch their own promotional activities as they wish.

Please note that students can also complete the survey via the telephone. If students do have a preferred method of contact, they can select their preference online (www.thestudentsurvey.com) or can contact the Ipsos MORI student helpline at thestudentsurvey@ipsos.com.