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**NSSE 2014**  
**Administration Summary**  
Brock University

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### Administration Summary

This report provides an overview of your NSSE administration, including details about your population and sample, response rates, representativeness of your respondents, survey customization choices, and recruitment message schedule. This information can be useful for assessing data quality and planning future NSSE administrations.

### Population and Respondents

The table at right reports your institution's population sizes, how many students were sampled (whether census-administered or randomly selected), and how many completed the survey.

Survey completions	<i>First-year</i>	<i>Senior</i>
Submitted population	4,467	2,796
Adjusted population <sup>a</sup>	4,342	2,391
Survey sample <sup>b</sup>	4,342	2,391
Total respondents <sup>b</sup>	1,297	1,082
Full completions <sup>c</sup>	1,071	939
Partial completions	226	143

a. Adjusted for ineligible students and those for whom survey requests were returned as undeliverable.

b. Targeted and locally administered oversamples were not included.

c. Completed at least one demographic question after the core engagement items on the survey.

### Response Rate and Sampling Error<sup>a</sup>

The table below summarizes response rates and sampling errors for your institution and comparison groups. For more information see NSSE's Response Rate FAQ: [nsse.iub.edu/pdf/Resp\\_Rate\\_FAQ.pdf](http://nsse.iub.edu/pdf/Resp_Rate_FAQ.pdf)

	<i>First-year</i>				<i>Senior</i>			
	Brock	Ontario	Group 2: Inst.	NSSE 2013 & 2014	Brock	Ontario	Group 2: Inst.	NSSE 2013 & 2014
Response rate	30%	32%	26%	24%	45%	34%	28%	27%
Sampling error <sup>b</sup>	+/- 2.3%	+/- 0.5%	+/- 1%	+/- 0.2%	+/- 2.2%	+/- 0.5%	+/- 1.1%	+/- 0.1%

a. Comparison group response rate and sampling error were computed at the student level (i.e., they are not institution averages).

b. Also called "margin of error," sampling error is an estimate of the amount the true score on a given item could differ from the estimate based on a sample. For example, if the sampling error is +/- 5.0% and 40% of your students reply "Very often" to a particular item, then the true population value is most likely between 35% and 45%.

### Representativeness and Weighting

The first table at right reports on variables submitted in your population file. Respondent and population percentages are listed side by side as a convenience to see how well the characteristics of your respondents reflect your first-year and senior populations.

Because females and full-time students are consistently overrepresented among respondents, NSSE weights results by institution-reported sex and enrollment status so institutional estimates reflect the population with respect to these characteristics. The second table at right provides the respondent and population proportions used to calculate your 2014 weights. For more information, see

[nsse.iub.edu/html/weighting.cfm](http://nsse.iub.edu/html/weighting.cfm)

#### Representativeness

	<i>First-year</i>		<i>Senior</i>	
	Respondent %	Population %	Respondent %	Population %
Female	67	53	69	61
Full-time	97	95	92	90
First-time, first-year	86	82	N/A	N/A
Race/ethnicity <sup>a</sup>				
Am. Indian or Alaska Native	N/A	N/A	N/A	N/A
Asian	N/A	N/A	N/A	N/A
Black or African American	N/A	N/A	N/A	N/A
Hispanic or Latino	N/A	N/A	N/A	N/A
Native Hawaiian/Other Pac. Isl.	N/A	N/A	N/A	N/A
White	N/A	N/A	N/A	N/A
Other	N/A	N/A	N/A	N/A
Foreign or nonresident alien	N/A	N/A	N/A	N/A
Two or more races/ethnicities	N/A	N/A	N/A	N/A
Unknown	N/A	N/A	N/A	N/A

a. Based on the IPEDS categories (not available for Canadian institutions) submitted in the population file. Results not reported for institutions without full (at least 90%) race/ethnicity information in the population file.

#### Weighting

	<i>First-year</i>		<i>Senior</i>	
	Respondent %	Population %	Respondent %	Population %
Full-time, female	65	50	64	56
Full-time, male	32	45	28	34
Part-time, female	2	2	5	6
Part-time, male	1	3	3	5

### Population File

Your institution provided a population file for survey administration and was afforded an opportunity to update it.

#### Population file options

Included "group" variables <sup>a</sup>	No
Identified an oversample <sup>b</sup>	No
Updated to identify ineligible students <sup>c</sup>	Yes
Identified students who completed BCSSE 2013 <sup>d</sup>	BCSSE not administered

- a. Institutions had the option to include additional variables in their population files for oversampling or for their own post hoc analyses. Up to five "group" variables were allowed; If formatting specifications were met, Group 1 can be used in the Report Builder–Institution Version.
- b. Institutions that did not survey all first-year and senior students (census) had the option to oversample a segment of their population. Oversamples may also be used to survey students in other class years.
- c. Institutions had the option to update their population file to identify students who did not return to campus in the spring or otherwise did not meet NSSE eligibility criteria.
- d. Institutions that participated in the Beginning College Survey of Student Engagement (BCSSE) can identify BCSSE survey respondents in their NSSE population file. This information is required to receive the longitudinal results in the *BCSSE-NSSE Combined Report*.

### Survey Options

The options at right were available to customize the content of your NSSE survey and to collect complementary data from companion surveys.

#### Administration features

Sample type	Census
Recruitment method	Email
Incentive offered	Yes
Survey version	Canadian English
Institution logo used in survey	Yes

#### Additional question sets and companion surveys

Asked optional sexual orientation question	No
Topical module(s)	Transferable Skills
Consortium	Ontario Universities
BCSSE 2013	No
FSSE 2014	No

### Recruitment Messages

Students received up to five direct contacts. Your institution had the option to customize message content and timing.

#### Message schedule

	Date	Cumulative response rate	
		<i>First-year</i>	<i>Senior</i>
Invitation	02/12/2014	9%	15%
Reminder 1	02/24/2014	21%	32%
Reminder 2	02/27/2014	22%	33%
Reminder 3	03/06/2014	26%	39%
Final reminder	03/11/2014	30%	45%

### Report Customization

Your institution had the option to customize the comparison groups used in reports. The group selected for the *Snapshot* comparisons is identified with an asterisk.

#### Comparison groups for NSSE core survey reports

Group 1	Ontario* (default)
Group 2	Group 2: Inst. (customized)
Group 3	NSSE 2013 & 2014 (default)

#### Comparison groups for additional question set report(s)

Ontario Universities	Ontario (default)
Topical Module: Transferable Skills	Transferable Skills (default)