



## Invitation and Reminder Templates

HERI provides these templates as samples of invitation and reminder correspondence. Campuses should customize the invitation and reminder messages sent to faculty 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, Provost, Dean of Faculty). This document includes text for invitation and reminders, as well as for a pre-contact letter that institutions may wish to send to their faculty, announcing the survey and encouraging them to look for the invitation to participate.

### Pre-Contact Letter

Dear Professor [*Insert Faculty Member Name*]

In a few days you will receive an email invitation to participate in a web-based faculty survey. [*Insert name of your institution here*] is participating in this survey, which is conducted by the Higher Education Research Institute (HERI) at UCLA.

The survey provides us with very comprehensive profile of our faculty, and asks questions about your view of institutional priorities, your levels of satisfaction, what goals you have for your students, and other useful information.

I am writing in advance to ask you to look for this invitation in your email in the days to come. In addition to this story being important to [*insert name of your institution here*], our results will be combined with those from hundreds of institutions in the United States as part of a national research project on faculty.

Your confidentiality is assured, and nobody at [*insert name of your institution here*] will see identified results at the individual level.

Thank you for your time and consideration. I appreciate your assistance with this important project.

Sincerely,

[*Insert signature of institutional official such as President or Provost*]

**Invitation**

Subject Line (can be edited)	HERI Faculty Survey Invitation
Greeting (cannot be edited)	Dear Professor <name of faculty member>
Introduction (can be edited)	<p><i>[Insert your institution name here]</i> and The Higher Education Research Institute (HERI) at UCLA are currently conducting a survey of college faculty. Administered every three years, the survey provides important information about the nature of the professoriate, including faculty satisfaction, goals, and experiences. Institutional results are an important means of charting its progress and providing a way to identify areas in need of improvement.</p> <p>This survey collects information about the experiences of faculty across the nation, and results reported in a publication by HERI and in the media such as the Chronicle of Higher Education.</p> <p>Results from this survey will be used at <i>[insert your institution name here]</i> and by higher education researchers to understand and improve the faculty experience.</p>
<b>Mandatory Language</b> (cannot be edited)	<p><b>The website for the survey is: INSERT WEB ADDRESS HERE</b></p> <p><b>Simply click on this address to go to directly to the survey. If the link does not work, copy and paste the above URL into the address bar of your Internet browser.</b></p> <p><b>Your participation in this research is strictly voluntary.</b></p> <p><b>Your completion and submission of the questionnaire indicate your consent to participate in the study (please read the “Survey Information Sheet” linked on the survey website for more information).</b></p>
Message Close (can be edited)	<p>Thank you for participating in this important research.</p> <p>Sincerely,</p> <p>Sylvia Hurtado Professor and Director Higher Education Research Institute University of California, Los Angeles</p>

**Reminder 1**

Subject Line (can be edited)	HERI Faculty Survey Reminder
Greeting (cannot be edited)	Dear Professor <name of faculty member >
Introduction (can be edited)	Recently we sent you a request to participate in an important survey of faculty conducted by[ <i>insert your institution name here</i> ] and the Higher Education Research Institute (HERI) at UCLA. Please consider adding your feedback on your experiences as a faculty member.
<b>Mandatory Language</b> (cannot be edited)	<p><b>The website for the survey is:</b>  <b>INSERT WEB ADDRESS HERE</b></p> <p><b>Simply click on this address to go to directly to the survey. If the link does not work, copy and paste the above URL into the address bar of your Internet browser.</b></p> <p><b>Your participation in this research is strictly voluntary.</b></p> <p><b>Your completion and submission of the questionnaire indicate your consent to participate in the study (please read the “Survey Information Sheet” linked on the survey website for more information).</b></p>
Message Close (can be edited)	<p>Thank you for participating in this important research.</p> <p>Sincerely,</p> <p>Sylvia Hurtado          Professor and Director          Higher Education Research Institute          University of California, Los Angeles</p>

**Reminder 2**

Subject Line (can be edited)	HERI Faculty Survey Reminder
Greeting (cannot be edited)	Dear Professor <name of faculty member>
Introduction (can be edited)	This is a reminder that we are conducting an important survey of faculty.
<b>Mandatory Language</b> (cannot be edited)	<p><b>The website for the survey is: INSERT WEB ADDRESS HERE</b></p> <p><b>Simply click on this address to go to directly to the survey. If the link does not work, copy and paste the above URL into the address bar of your Internet browser.</b></p> <p><b>Your participation in this research is strictly voluntary.</b></p> <p><b>Your completion and submission of the questionnaire indicate your consent to participate in the study (please read the “Survey Information Sheet” linked on the survey website for more information).</b></p>
Message Close (can be edited)	<p>Thank you for participating in this important research.</p> <p>Sincerely,</p> <p>Sylvia Hurtado Professor and Director Higher Education Research Institute University of California, Los Angeles</p>

**Reminder 3**

Subject Line (can be edited)	Final HERI Faculty Survey Reminder
Greeting (cannot be edited)	Dear Professor <name of faculty member>
Introduction (can be edited)	This is a final reminder that we are conducting an important survey of faculty.
<b>Mandatory Language</b> (cannot be edited)	<p><b>The website for the survey is: INSERT WEB ADDRESS HERE</b></p> <p><b>Simply click on this address to go to directly to the survey. If the link does not work, copy and paste the above URL into the address bar of your Internet browser.</b></p> <p><b>Your participation in this research is strictly voluntary.</b></p> <p><b>Your completion and submission of the questionnaire indicate your consent to participate in the study (please read the “Survey Information Sheet” linked on the survey website for more information).</b></p>
Message Close (can be edited)	<p>Thank you for participating in this important research.</p> <p>Sincerely,</p> <p>Sylvia Hurtado Professor and Director Higher Education Research Institute University of California, Los Angeles</p>