

## Student Experience in the Research University (SERU)

SERU seeks to broaden our understanding of undergraduate experiences on campuses like ours, and to promote a culture of institutional self-improvement.



The SERU Consortium includes UI and 15 other universities:

UC Berkeley  
University of Florida  
Indiana University  
University of Michigan  
University of Minnesota

University of North Carolina  
University of Oregon  
University of Pittsburgh  
Purdue University  
Rutgers University

University of Southern California  
Texas A&M University  
University of Texas at Austin  
University of Virginia  
University of Washington

*Student Voices Make a Difference*

<http://uc.uiowa.edu/tell-us>

# Student Experience in the Research University (SERU)

All students respond to the Core Survey and one of two randomly assigned modules

## Core Survey

- Academic engagement
- Time use
- Plans and aspirations
- Evaluation of their major
- Climate for diversity
- Financial concerns
- Overall satisfaction

Participation in student organizations, community engagement, service learning, and leadership development

Academic challenge, student employment, interactions with other students, and uses of learning technology



TELL US.

The University of Iowa has over 21,000 undergraduates, in more than 100 different fields of study, and we want to know what each of you thinks.

Tell us by taking a survey that lets us hear from all of you -- about your classes, your major, life as a student, and your overall experience at UI.

When we hear from you, *everybody benefits.*

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## Still Recruiting

- Posters, flyers, and digital sign boards around campus
- ICON home page invitation – April 7-18, May 5-16
- Email invitations every 6-10 days between Spring Break and the end of May: Remaining messages will go out to students on April 22, April 30, and May 19
- Additional recruiting through UI departments and offices
  - ✓ Template for an email recruiting message : write to [seru@uiowa.edu](mailto:seru@uiowa.edu)
  - ✓ Additional recruiting materials : <http://uc.uiowa.edu/help-us-get-word-out>

## Analysis

- To learn more about the survey, see <http://uc.uiowa.edu/about-survey>
- To access SERU 2013 data, or to learn more about 2014 responses as they come in, send a message to [seru@uiowa.edu](mailto:seru@uiowa.edu)

What's the one thing you'd change about UI?

TELL US.

Take the survey.

Win prizes.

**CREATE CHANGE.**

Go to: [uc.uiowa.edu/tell-us](http://uc.uiowa.edu/tell-us)

What do you think UI can do to improve?

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What do students in your major think of UI?

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For additional materials to encourage students to respond, visit <http://uc.uiowa.edu/help-us-get-word-out>