



The UNIVERSITY of OKLAHOMA®
Office of the Senior Vice President and Provost

Dear Faculty,

This semester, we are launching the undergraduate SERU survey (Student Experience at the Research University).

What is SERU?

The SERU survey (Student Experience at the Research University) is a comprehensive survey administered to all degree-seeking undergraduate students at the University of Oklahoma – Norman Campus. The survey data will be used to provide OU administrators, faculty, and staff with unique insights into student experiences, learning, development, and satisfaction with the campus climate here at OU so that we can provide the best undergraduate experience possible.

Why SERU?

The SERU survey offers numerous advantages over other student experience instruments on the market: it is written specifically for research universities; it provides benchmarking data with aspirational peers; it is annually validated and adapted as warranted by top research universities; and membership in the SERU consortium provides opportunities to develop studies related to the student experience and research collaborations with outstanding research universities with similar challenges and goals.

All degree-seeking undergraduate students on the OU Norman Campus received an email from President Harroz last week explaining the purpose and importance of the survey and asking them to participate.

I am asking you to help promote student participation in the survey. The Marketing Toolkit (link below) includes PowerPoint slides you can use in class as well as graphics for Canvas. For more information about the survey, please see the Student Experience Overview and the website (links below).

- Marketing Toolkit (includes email templates, graphics, and PowerPoint slides):
https://drive.google.com/drive/folders/1j57_hHYTHWGO5N5XFTOtMOQ4KdQkfBl?usp=sharing
- Student Experience Overview (provides timeline, talking points, incentives, etc.):
https://docs.google.com/document/d/1VAHDWX-ZPtHXH4e9V0PY7Vd2Z_ovI-0QVFZRAaS6CRk/edit
- Website: ou.edu/seru

The SERU survey data will provide valuable insight into the student experience here at OU. Moreover, SERU allows us to benchmark our students' experiences with those of other aspirational peers. And finally, the SERU survey data will provide valuable benchmarks on the implementation of *Lead On, University*. I appreciate your efforts to make sure we reach our goal of 7,000 respondents.

Special Notice: The SERU survey **is not related** to the Student Experience Survey (SES), the new official end-of-course student survey. The SES asks students questions about their experience in each

specific course they took this semester, while the SERU asks students about their overall sense of OU. Please visit the [SES FAQ](#) to learn more.

If you have any questions about the survey, please feel free to reach out to Felix Wao wao@ou.edu.

Thank you for your assistance with this presidential priority.

Best

André

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