



*The UNIVERSITY of OKLAHOMA.*  
*Office of the Senior Vice President and Provost*

March 23, 2026

Dear Colleagues,

Today, the university is launching the Student Experience in the Research University (SERU) survey for all undergraduate, graduate, and online students.

**What is SERU?**

The SERU survey is a comprehensive survey administered to all students on 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 our campus climate so that we can provide the best student 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.

Today, all undergraduate, graduate, and online students on the OU Norman Campus will receive an email from President Harroz 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 SERU Overview and the website (links below).

- [Marketing Toolkit](#) (includes email templates, talking points, and PowerPoint slides)
- [SERU Overview](#) (provides timeline, talking points, incentives, etc.)
- Website: [ou.edu/seru](https://ou.edu/seru)

The SERU survey data will provide valuable insight into the student experience 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 our progress toward the fulfillment of our "Lead On, University" Strategic Plan. I appreciate your efforts to make sure we reach our goal of 10,000 respondents.

If you have any questions about the survey, please feel free to reach out to [seru@ou.edu](mailto:seru@ou.edu).

Sincerely,

A handwritten signature in black ink, appearing to read "André-Denis G. Wright". The signature is stylized with a large initial "A" and a long horizontal stroke at the end.

André-Denis G. Wright  
Senior Vice President and Provost, Norman Campus