



## Case Study Deep Dive

Leveraging Deep Integration to  
Double Response Rates and  
Increase Student Engagement

Theresa Farmer and  
Kanikka Wofford

UNLV

Office of Decision Support

# OVERVIEW

01

## INTRODUCTION

UNLV's central mission as an R1,  
MSI, HSI, and AANAPISI

02

## PROCEDURAL OVERVIEW

A look at the course evaluation  
historical timeline.

03

## INTEGRATION & IMPLEMENTATION

Understanding the integration  
process.

04

## DATA & RESULTS

Reviewing the impact of Canvas  
integration.

05

## CONCLUSION & NEXT STEPS

Takeaways and future plans for  
the institution.

# 01

## INTRODUCTIONS



## **COURSE EVALUATION TEAM**

**THERESA  
FARMER**

theresa.farmer@unlv.edu

### **Course Evaluation Coordinator**

- Has worked at UNLV for 18 years and the Office of Decision Support for 13 years.

**KANIKKA  
WOFFORD**

kanikka.wofford@unlv.edu

### **Office Manager**

- Has worked at UNLV for 6 years and the Office of Decision Support for 5 years.



## UNLV's Top Tier 2.0 Mission

**“We create value for the individuals and communities we serve by fostering a climate of innovation, stimulating economic diversification and workforce development, promoting social justice and inclusion of all voices, and enriching cultural vitality.”**

**<https://www.unlv.edu/about/mission>**

# UNIVERSITY OF NEVADA, LAS VEGAS



## R1 STATUS

- The R1 designation signifies high research activity in doctoral research from the Carnegie Classification of Institutions in Higher Education.
- Though, we have amazing faculty conducting research, an overarching goal of the university is to bolster the number of non-faculty researchers, especially in sciences and health.

## MSI, HSI, AND AANAPISI STATUS

- The MSI Task Force centralizes programs and funding to support our diverse student populations.
- RPC metrics are evaluated to promote engagement from traditionally disenfranchised students, improving overall student success

In Fall 2024, with a population of 32,911 students, 69% of those students were minorities, meaning that UNLV is uniquely positioned to consider the intersectionality between research and underrepresented populations.

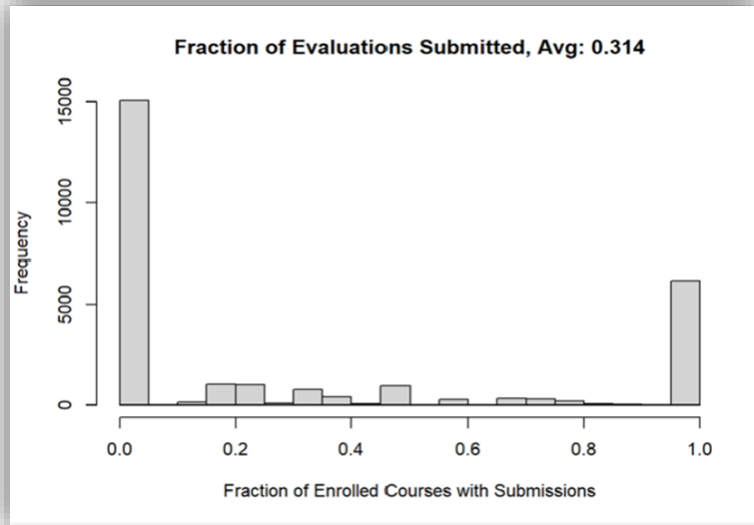


**02**

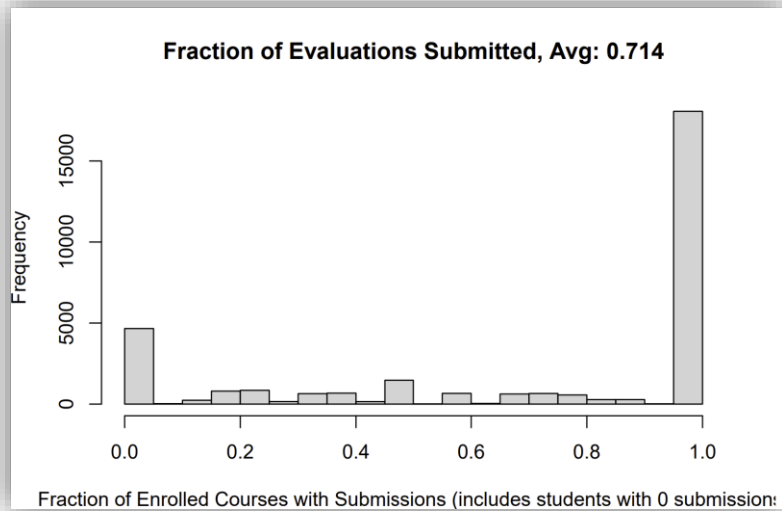
**PROCEDURAL  
OVERVIEW**



# Historical Timeline and Procedural Overview



Fall 2022 Ratio of Enrolled Courses and Submissions with Total Response Rate



Fall 2024 Ratio of Enrolled Courses and Submissions with Total Response Rate

## Fall 2022:

- Decentralized process for course evaluations
- Departments decided which classes are evaluated
- Low response rates

## Spring 2023:

- University questions are implemented
- Course evaluations are mandatory
- ODS opts out approved sections/departments no longer may complete opt out process

## Summer 2023:

- Evaluations are optional for departments
- Canvas deep integration was completed
- Response rates increased by 14%
- The majority of student are completing evaluations through Canvas

## Fall 2023:

- Content blocking was approved
- Evaluation window was increased by one week to accommodate the blocking

## Spring 2024 and Beyond:

- Continuation of course blocking practice for regular semesters
- Added option for students to opt out of their evaluation(s)
- Consistently higher responses rates than pre-deep integration





**03**

## **INTEGRATION & IMPLEMENTATION**

# Notes Regarding Integration and Implementation

**UNLV is using Blue 8,  
without DIG, QP or MLY**

**Prior to deep  
integration, there was  
a “bare bones”  
integration between  
Blue and Canvas**

**Coordination between  
Blue technicians and  
UNLV Canvas  
administrators for set  
up, and continued  
support with Blue and  
Canvas admins  
afterwards**

**Decision to use  
content blocking made  
at Provost level  
without broader  
campus buy-in**

# WHAT IS DEEP INTEGRATION BETWEEN BLUE AND CANVAS?

## POP UP MESSAGING

UNLV

Account

Dashboard

Courses

Calendar

Inbox

History

UNLV Zoom Transition

Zoom Transition Starting June 1

Earlier this month, it was announced that the Canvas LMS tool to campus on June 1, 2023. All Canvas accounts will move to Zoom.

June 1 Existing Zoom Accounts

On June 1, Zoom accounts will move to the UNLV Zoom account. The Office of Information Technology will assist with the migration. The account will move to the UNLV Zoom account.

1. Log into Zoom at the following link: [Zoom Link](#)

2. Once a notification appears on the screen, click confirm your UNLVMail email address.

3. Check your UNLVMail for an email from Zoom ([no-reply@zoom.us](#)).

4. In the email, click switch to the new account to move to the UNLV Zoom account.

Zoom Recordings from the past 180 days are migrated to the UNLV account and will be accessible. Zoom accounts using Rebelmail will have UNLV Zoom access through December 2023. [Learn more about what happens when Zoom](#)

You now have open evaluations. Please complete your course evaluations with the below link:

[IT 101 1006 - 2023 Sumr](#)

Due June 3, 2023

Remind me Later

Coming Up

View Calendar

Canvas Test

Theresa Farmer

Jun 3 at 11:59pm

Canvas Test

Theresa Farmer

Jun 3 at 11:59pm

Canvas Test

Theresa Farmer

Jun 3 at 11:59pm

2 more in the next week ...

Recent Feedback

Nothing for now

View Grades

## ANNOUNCEMENTS

UNLV

Account

Dashboard

Courses

Calendar

Inbox

History

Commons

Faculty Resources

Student

IT 101 1006 - 2023 Sumr

Announcements

Requesting your feedback fo...

2023 Summer

Home

Announcements

Course Evaluations

Discussions

Grades

People

Syllabus

Collaborations

Chat

Google Drive

Library Resources

Badges

Requesting your feedback for IT 101 1006 - 2023 Sumr

UNLV Eval

All Sections

Now is your opportunity to provide feedback for IT 101 1006 - 2023 Sumr. Please complete the [questionnaire](#) before the evaluation deadline, as there are no extensions. Please take this opportunity to share feedback on your learning experience.

This announcement is closed for comments

Search entries or author

Unread

1

1

## UPCOMING CALENDAR ITEMS DASHBOARD

Coming Up

View Calendar

Canvas Test

Theresa Farmer

Jun 3 at 11:59pm

Canvas Test

Theresa Farmer

Jun 3 at 11:59pm

Canvas Test

Theresa Farmer

Jun 3 at 11:59pm

2 more in the next week ...

Recent Feedback

Nothing for now

View Grades

## CALENDAR ENTRIES

UNLV

Account

Dashboard

Courses

Calendar

Inbox

History

Commons

Faculty Resources

Student

Today

June 2023

Week

Month

Agenda

+

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3 11:59p Canvas Test 11:59p Canvas Test 11:59p Canvas Test 11:59p Canvas Test 11:59p Canvas Test
4	5	6	7	8	9	
11	12	13	14	15	16	
18	19	20	21	22	23	24

Canvas Test

Jun 3 at 11:59pm

Calendar Theresa Farmer

Details Provide [feedback](#) for IT 101 1006 - 2023 Sumr before the evaluation deadline, as there are no extensions. Please take this opportunity to share feedback on your learning experience.

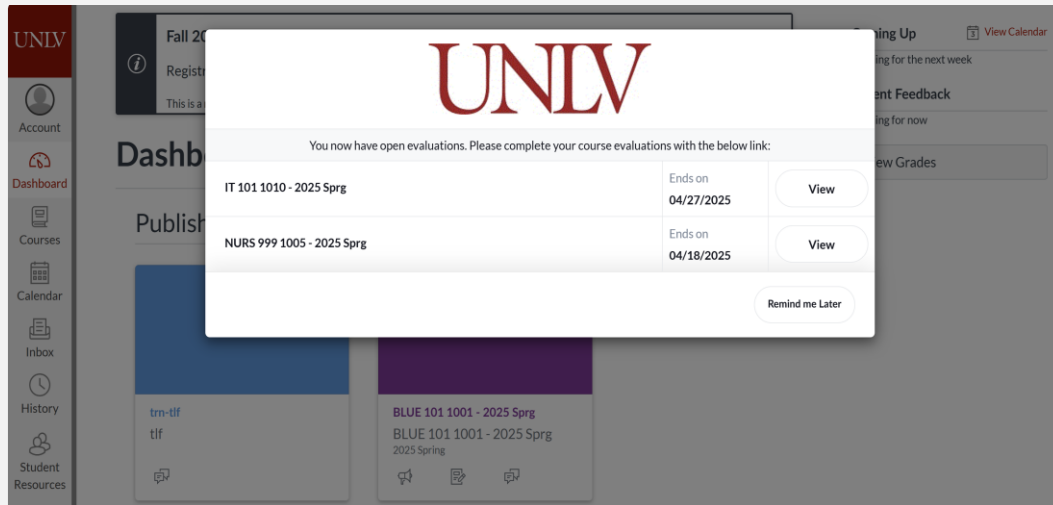
Delete

Edit

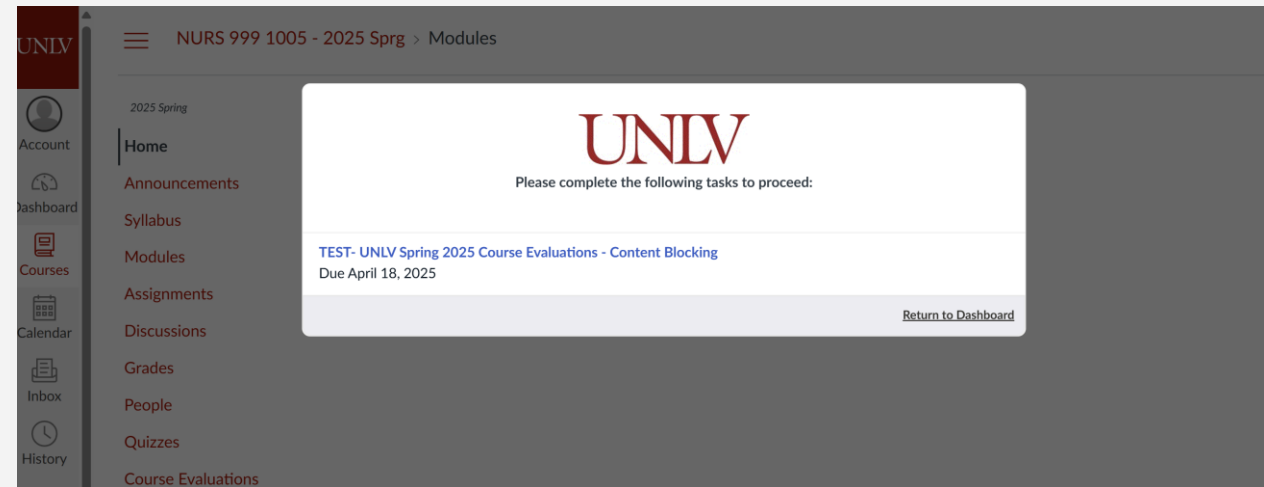


# WHAT HAPPENS WHEN CONTENT BLOCKING IS USED?

Pop Up Messaging Remains the same...



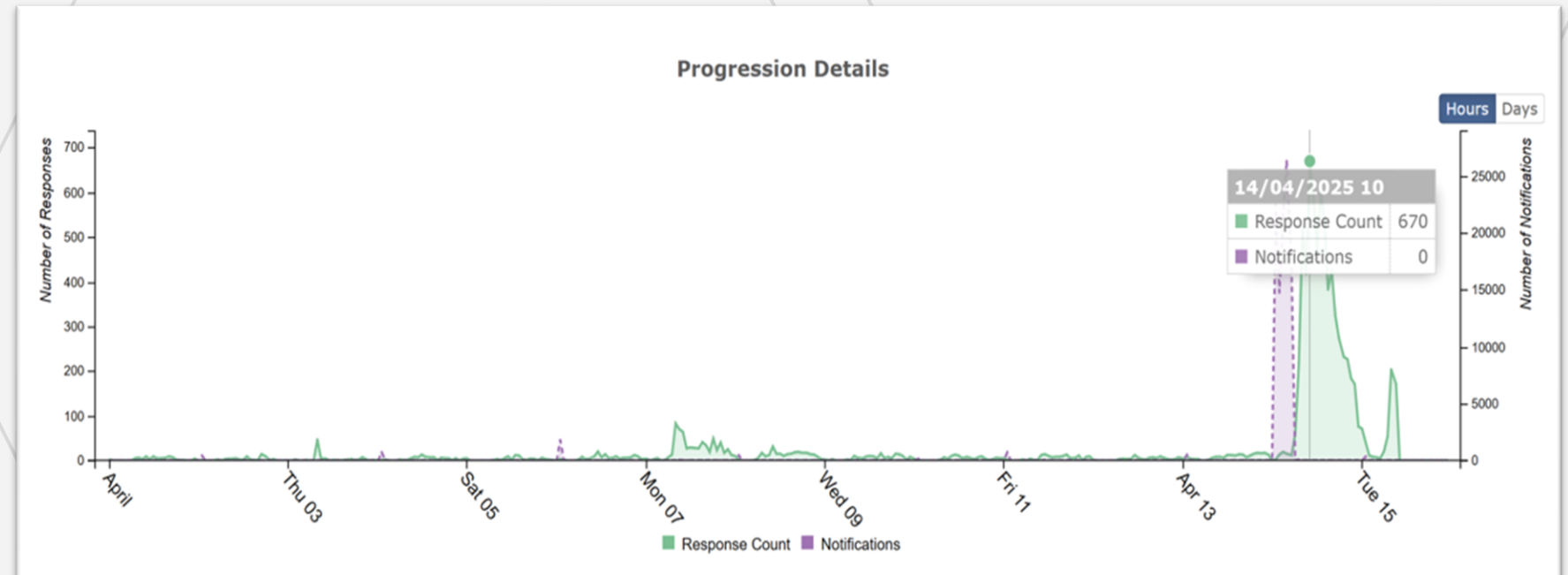
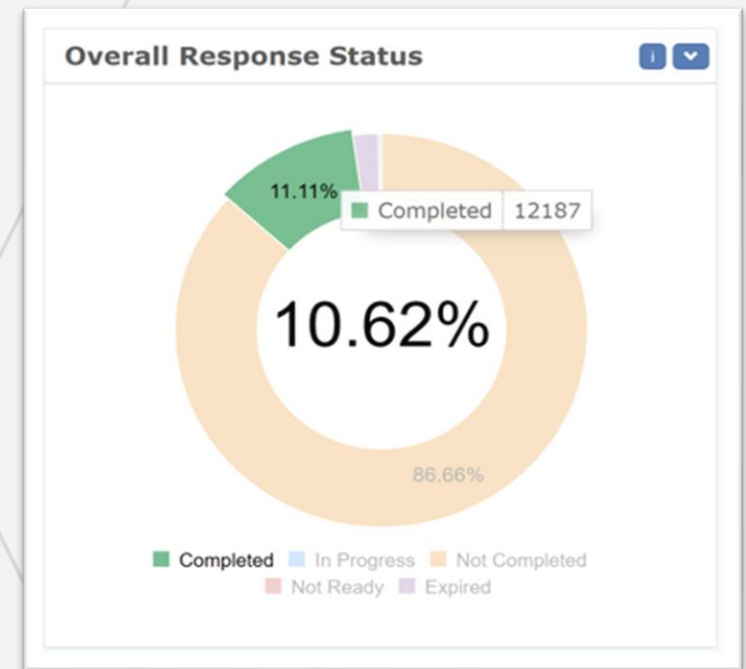
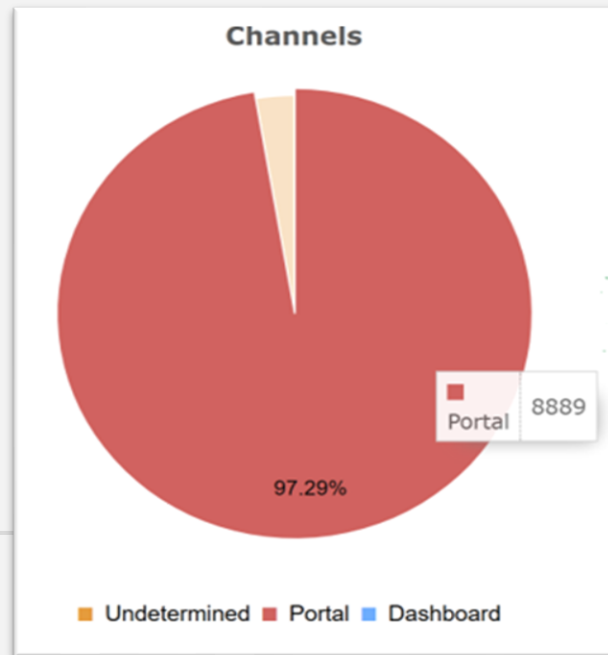
... But Canvas content for classes with open evaluations cannot be accessed by the student until the evaluation is completed or opted out.



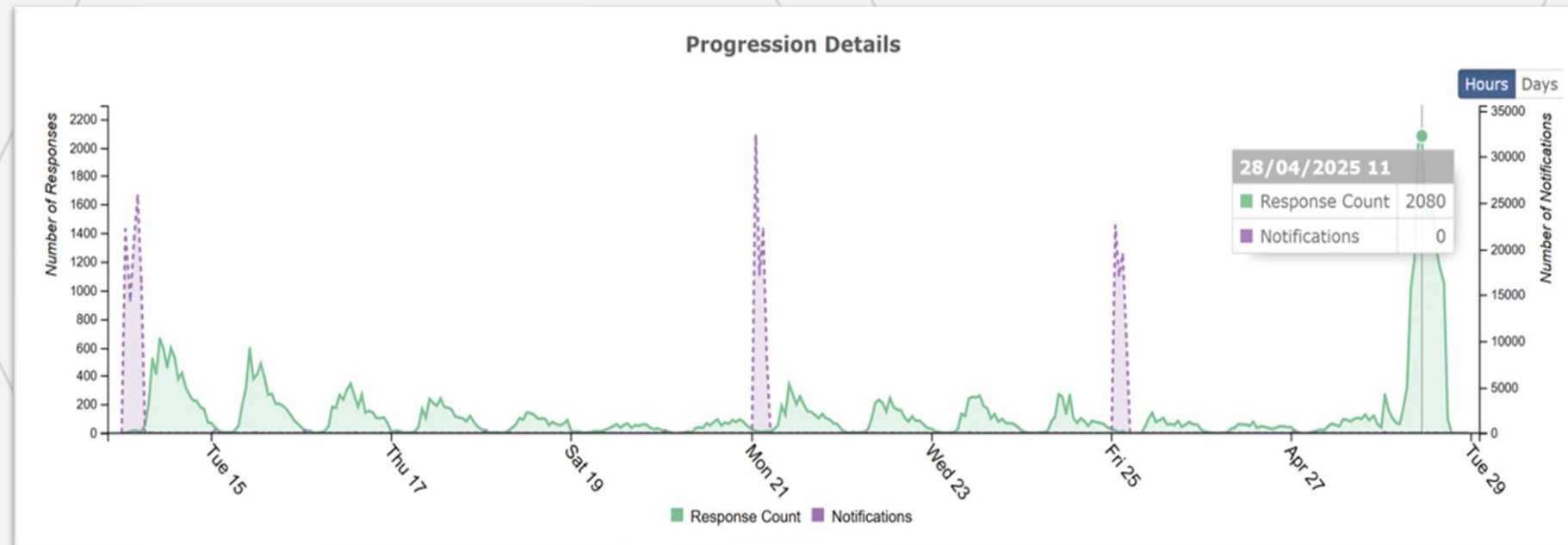
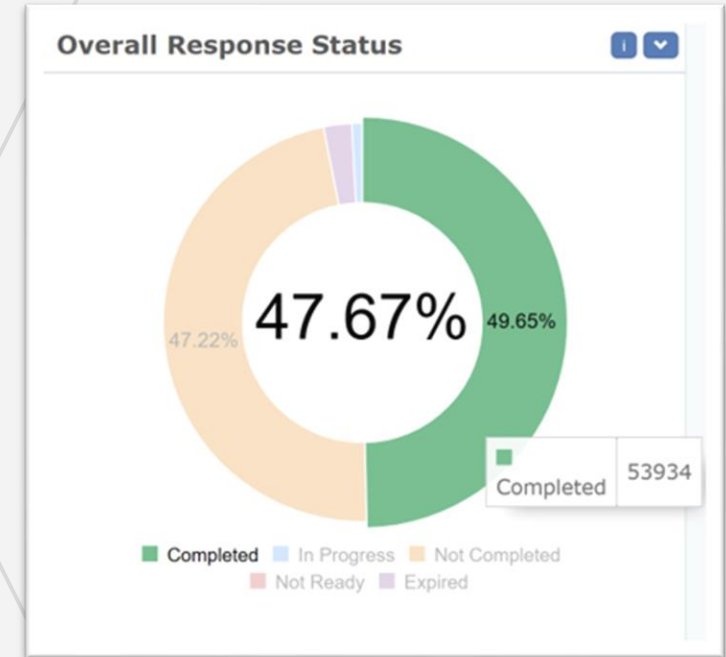
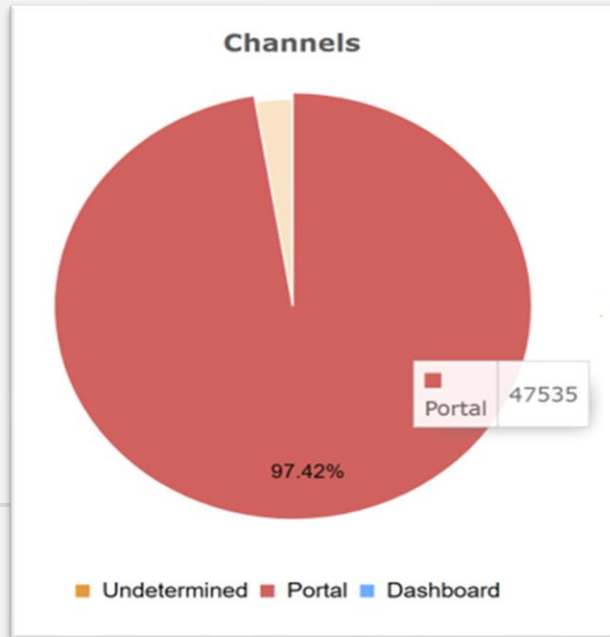
Course content blocking **lasts 1 week** and expires when the evaluation expires.

COURSE ACCESS RESUMES DURING STUDY WEEK.

# Before Content Blocking



# After Content Blocking





### **Before Deep Integration**

- Institutional response rates in low 30%, with some academic units averaging closer to 50%
- Most (approx. 75%) course evaluations completed with emailed link. Other 25%, submitted with PeopleSoft or Canvas
- Most submission activity occurred on first and last day of evaluation window
- Majority of students did not complete any evaluations

### **After Deep Integration**

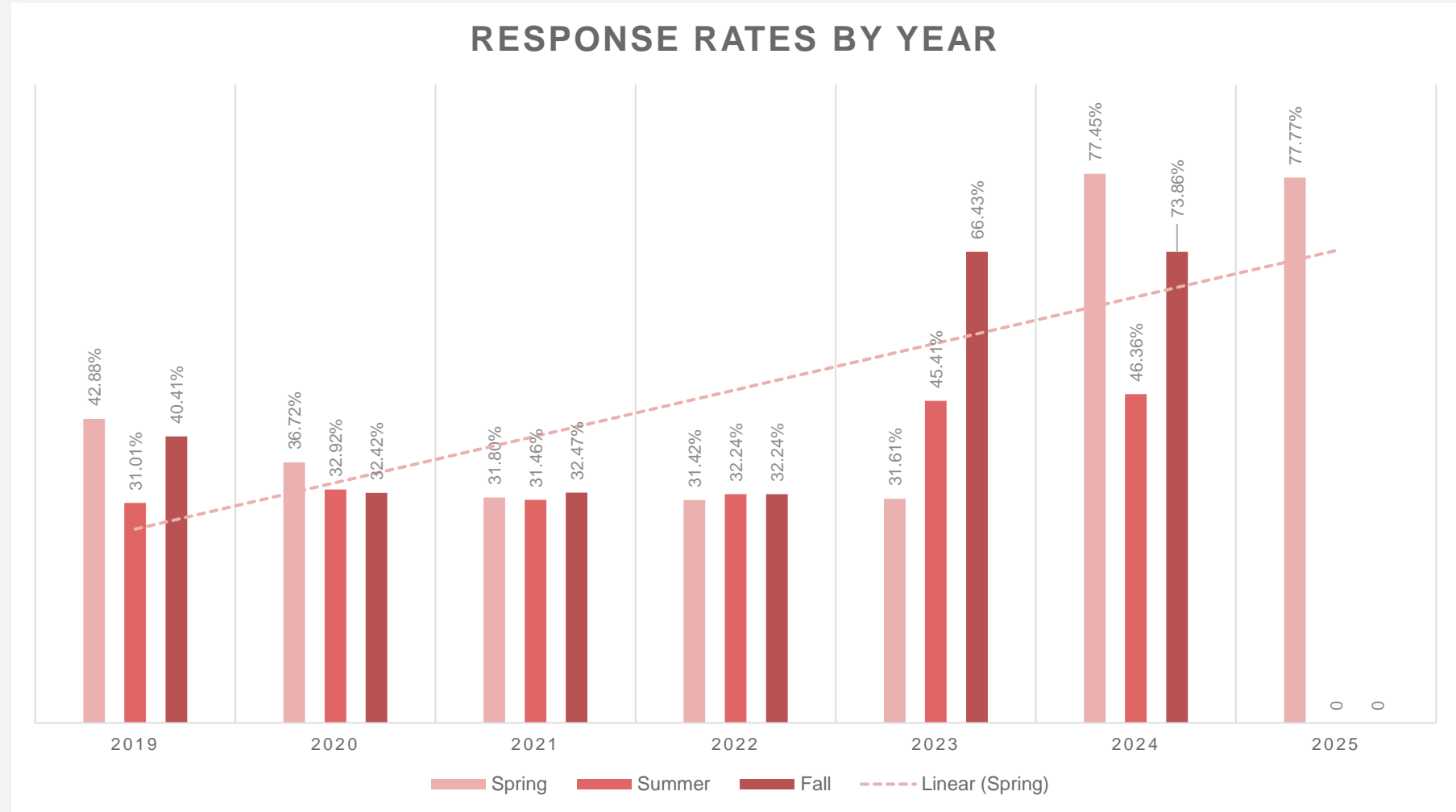
- Institutional response rates immediately improved (mid 40% during Summer and mid 70% during Fall and Spring)
- Most (approx. 95%) course evaluations completed in Canvas. Remaining completed with emailed link. Almost none completed in PeopleSoft.
- Most submission activity occurs when content blocking goes into effect
- Majority of students complete all of their evaluations

**04**

**DATA & RESULTS**



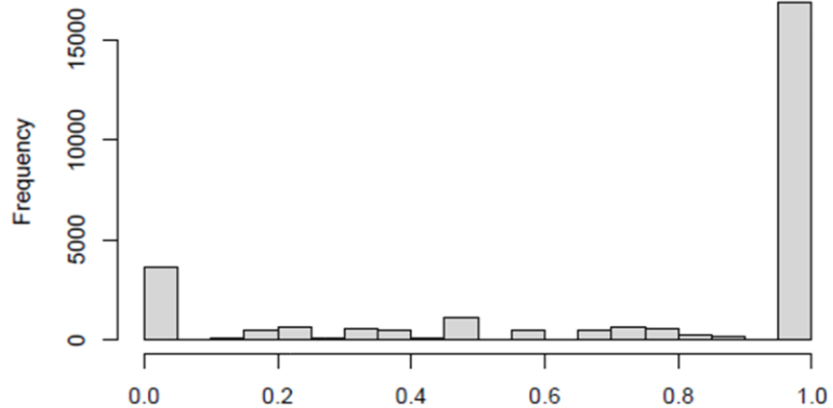
# OVERALL RESPONSE RATE TRENDS





# SUCCESSSES

Fraction of Evaluations Submitted, Avg: 0.75



Fraction of Enrolled Courses with Submissions (includes students with 0 submission:)

Spring 2024 Ratio of Enrolled Courses and Submissions with Total Response Rate

SP2024  
OVERALL RESPONSE  
RATE



77.45%

SP2025  
OVERALL RESPONSE  
RATE



77.77%

# CENTRAL TAKEAWAYS AND SUCCESSES

## FRESHMAN



ACADEMIC LEVEL WITH THE  
GREATEST IMPROVEMENT

## HONORS COLLEGE

92.9%

COLLEGE WITH THE HIGHEST  
RESPONSE RATE

## PACIFIC ISLANDER



IPEDS RACE/ETHNICITY WITH  
THE MOST IMPROVEMENT

# IPEDS GENDER

## Fall 2022

Gender	Number of Students	Average Number of Evals	Average Submitted	Response Rate
FEMALE	9780	3.9	1.3	32.6%
MALE	7499	3.8	1.2	29.5%

## Spring 2024

Gender	Number of Students	Average Number of Evals	Average Submitted	Average Opted Out	Response Rate
FEMALE	5409	4.6	3.60	0.2	75.30%
MALE	4469	4.4	3.30	0.3	72.30%

## Spring 2025 \*

Gender	Number of Students	Average Number of Evals	Average Submitted	Average Opted Out	Response Rate
FEMALE	3149	4.0	3.10	0.20	74.60%
MALE	2736	4.0	2.90	0.40	71.00%



# ACADEMIC LEVEL

Fall 2022

Academic Level	Number of Students	Average Number of Evals	Average Submitted	Response Rate
FRESHMAN	4011	4.2	1.1	26.30%
SOPHMORE	3769	4.1	1.3	29.90%
JUNIOR	4611	4.0	1.3	31.20%
SENIOR	2797	3.4	1.2	33.50%
POST BACH	173	3.5	1.6	43.60%
GR	1199	2.5	0.9	39.20%
NDG	151	2.7	1.0	38.20%
PHD	548	4.1	1.7	42.80%

Spring 2024

Academic Level	Number of Students	Average Number of Evals	Average Submitted	Average Opted Out	Response Rate
FRESHMAN	3359	5.2	4.1	0.3	76.40%
SOPHMORE	2791	5.0	4.0	0.2	75.60%
JUNIOR	1813	4.1	3.0	0.2	70.80%
SENIOR	1028	3.4	2.5	0.2	71.10%
POST BACH	98	4.9	4.3	0.2	82.20%
GR	335	2.2	1.5	0.1	70.50%
NDG	134	3.9	3.0	0.1	73.40%
PHD	305	2.0	1.2	0.0	65.20%

Spring 2025 \*

Academic Level	Number of Students	Average Number of Evals	Average Submitted	Average Opted Out	Response Rate
FRESHMAN	2654	4.6	3.5	0.4	74.40%
SOPHMORE	1270	4.1	3.1	0.3	72.70%
JUNIOR	880	3.4	2.4	0.2	69.70%
SENIOR	632	3.3	2.5	0.2	73.50%
POST BACH	47	3.1	2.7	0.1	82.40%
GR	176	2.3	1.6	0.1	70.60%
NDG	101	4.0	3.0	0.4	75.60%
PHD	120	1.6	1.0	0.1	60.90%



# IPEDS RACE/ETHNICITY

## Fall 2022

Ethnicity	Number of Students	Average Number of Evals	Average Submitted	Response Rate
AIAKN	50	3.5	1.3	40.50%
ASIAN	2888	4.0	1.3	32.60%
BLACK	1466	3.8	1.0	26.50%
HISPA	5676	3.8	1.1	29.20%
MULTI	1959	4.0	1.3	30.70%
NONRS	406	3.7	1.3	37.00%
PACIF	138	4.0	0.9	22.00%
UNKWN	135	3.4	1.2	32.10%
WHITE	4561	3.7	1.3	34.50%

## Spring 2024

Ethnicity	Number of Students	Average Number of Evals	Average Submitted	Average Opted Out	Response Rate
AIAKN	26	4.6	4.0	0.1	84.00%
ASIAN	1726	5.2	4.2	0.2	76.60%
BLACK	803	4.5	3.1	0.3	66.30%
HISPA	3324	4.5	3.4	0.2	73.00%
MULTI	1138	4.7	3.7	0.2	75.50%
NONRS	184	3.9	3.0	0.2	77.60%
PACIF	67	4.7	3.7	0.1	76.70%
UNKWN	77	3.4	2.4	0.3	69.50%
WHITE	2533	4.2	3.3	0.2	75.20%

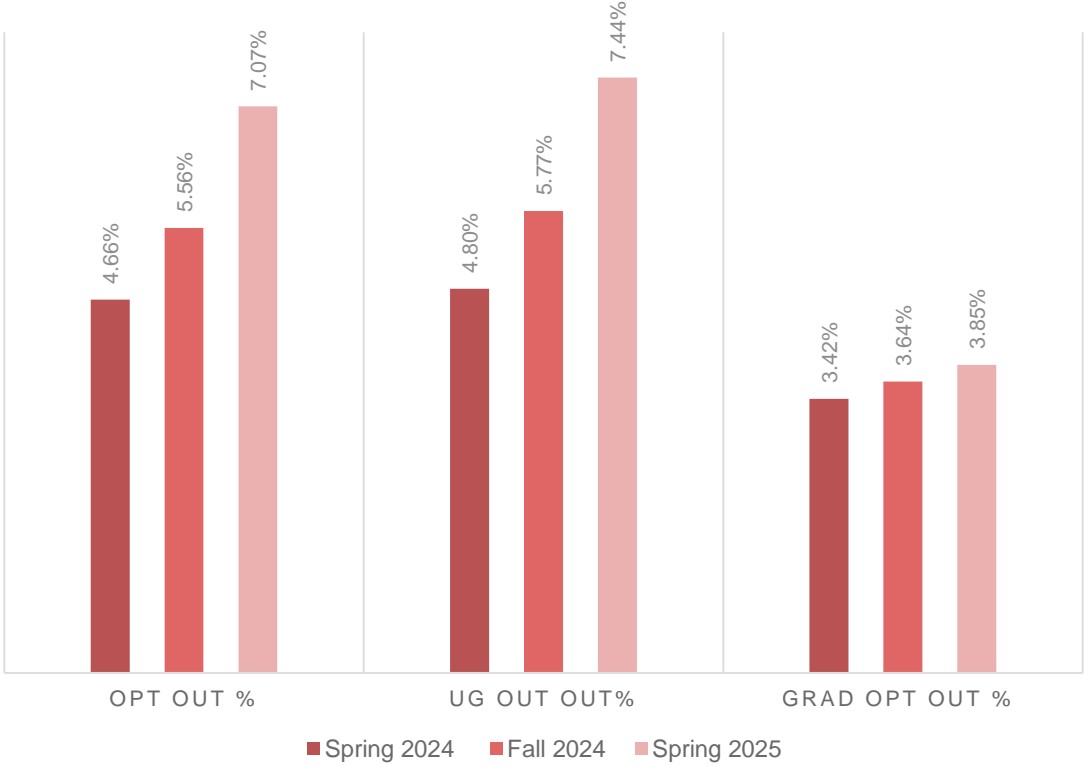
## Spring 2025 \*

Ethnicity	Number of Students	Average Number of Evals	Average Submitted	Average Opted Out	Response Rate
AIAKN	22	3.5	2.9	0.0	76.70%
ASIAN	1026	4.3	3.4	0.3	76.60%
BLACK	490	4.0	2.7	0.3	65.50%
HISPA	2018	4.0	3.0	0.3	73.60%
MULTI	685	4.1	3.0	0.4	71.70%
NONRS	114	3.5	2.7	0.1	79.10%
PACIF	33	4.2	3.2	0.2	74.10%
UNKWN	47	3.5	2.3	0.4	65.50%
WHITE	1450	3.7	2.8	0.3	72.20%

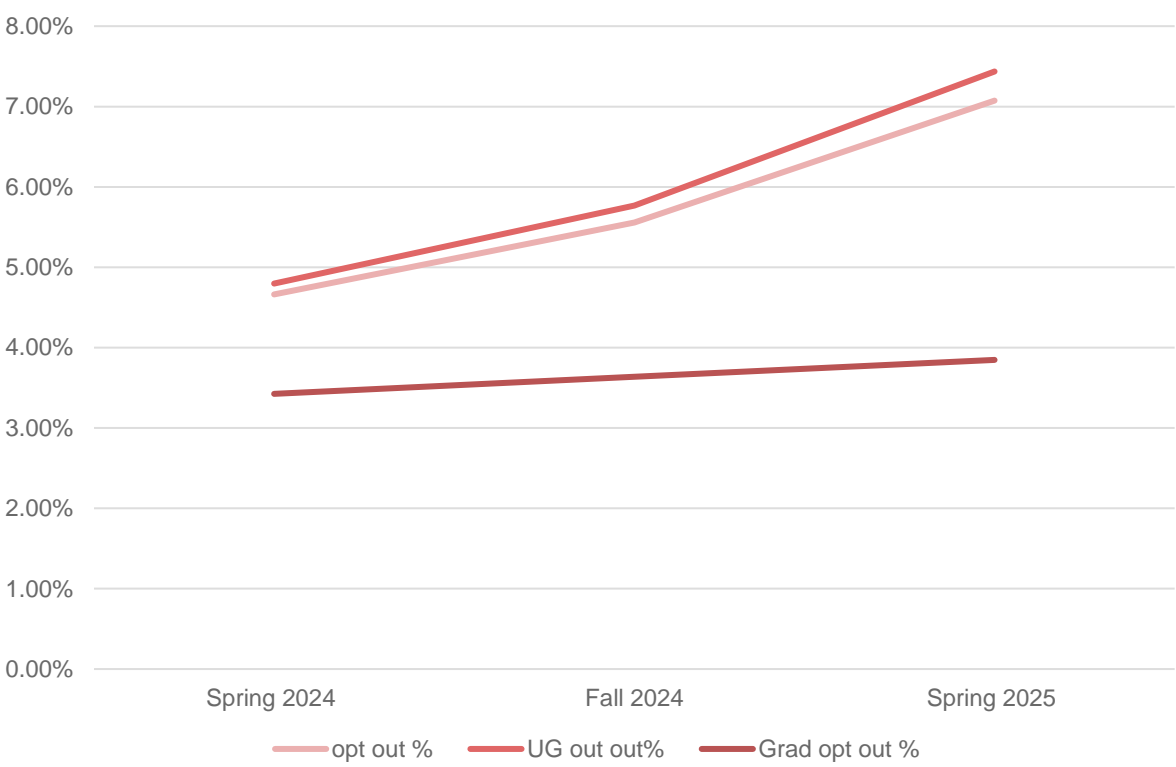


# OPT-OUT BEHAVIOR

OPT OUT % BY TERM



OPT OUT % TREND





# 05

## CONCLUSION & NEXT STEPS



# CONCLUSIONS AND NEXT STEPS

UNLV Faculty have also created a Student Evaluation Committee to increase conversations and engagement around course evaluations.





# THANK YOU!

Questions?



[unlvevals@unlv.nevada.edu](mailto:unlvevals@unlv.nevada.edu)

Office of Decision Support  
iap@unlv.edu  
702-895-3771