

JAMES MADISON UNIVERSITY®

Harrisonburg, Virginia, USA

# Opting In & Changing Dates

Giving Faculty More Control Over Evaluations

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Libraries & Educational Technologies

# JAMES MADISON UNIVERSITY®

## PRIMARY OBJECTIVES:

- A Little **Blue History** at JMU
- How Administration Took Control of Evaluations
- Using Blue to Help Faculty Regain Control



# JAMES MADISON UNIVERSITY®

## A LITTLE JMU HISTORY

- Founded in 1908 as the **State Normal & Industrial School for Women**
- Changed to **Madison College** in 1938, transitioned to Co-Ed in 1966
- Became **James Madison University** in 1977



These are the first three buildings on campus!  
Maury, Jackson, Ashby Halls, circa 1915

Photo Courtesy JMU Libraries Special Collections

# JMU Today!

**SINGLE CAMPUS—785 ACRES**

**TOTAL ENROLLMENT FALL 2016**

**21,270 (FT and PT)**

**STUDENT to FACULTY RATIO**

**16 to 1 (smaller classes)**

**135 Degree Programs in 7 Colleges**

**79 Undergraduate**

**46 Master's**

**2 Educational Specialists**

**8 Doctoral**

**2 COLLEGES & 14 DEPARTMENTS**

**using Blue for ALL courses as of Spring 2017**

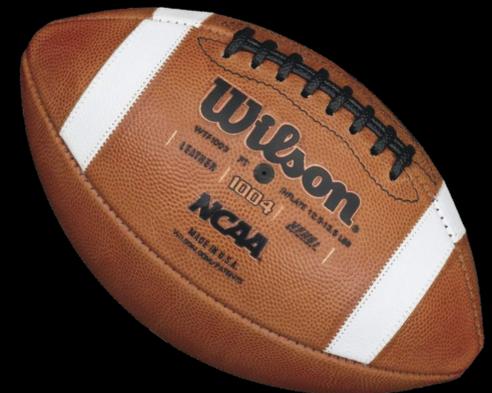


Red arrows show original buildings from previous slide

# JAMES MADISON UNIVERSITY®

JMU Div 1 National Champs

Finishing 14-1 for the season



## JMU's BLUE History

- We are THE decentralized university—as many evaluation methods as departments! Multiple Likert Scale—positive to negative, negative to positive, from a 3 to 10 point scale. 50 ways to ask one question.
- Started looking at Blue in 2011
- Faculty support unit sought to improve evaluations across campus
  - 300 most frequently asked are now JMU Question Bank (Summer 2017)
  - Unit sought more consistency in Likert ratings and question verbiage
  - Emphasis on environmental aspect
  - Encourage departmental participation
  - Areas of change for JMU would be cultural, political, system, BUT...
- Faculty were not included in the initial discussions on changing how JMU executed EOT evaluations. MAJOR issue!
  - Input desired: establishing online evaluation policies, decision on and flexibility with evaluation dates, knowing who had/had not completed evaluations (to keep response rates higher), communication about evaluations, questions asked in evaluations, Provost involvement in process



## JMU's BLUE History

- JMU joined Blue in April 2012, activated Fall 2012, for online courses only  
Original intended goal: our Small Online audience
- Remember the Faculty Support Unit and the push for campus wide consistency?
- Nov 2012, Donna hired as Course Evaluation Administrator to help with eventual cross-campus implementation
- Spring 2013, support unit recruited 4 departments and one college to test Blue
- *Provost's office set specific task timelines during evaluation cycle, per session*
- Date policies set (but not published) by Executive Committee, formulas placed into SA Queries for Blue evaluations
  - Full term**: QP starts two weeks before evaluations,  
Evaluations start up to two weeks prior to last class meeting
  - Blocks and Summer Sessions**: QP = 1 week before Evaluations, and  
Evaluations = 1 week before end of term, ending day before EOTControlled through email links and MyMadison (limited: no JMU credentials for Blue logins) (Canvas in Summer 2017)



## JMU's BLUE History, cont.

- FACULTY ISSUES with this arrangement:
  - Felt forced to use Blue
  - Loss of control over the evaluation process
  - No input into decision making, but most affected by outcome—they were almost left out
  - No control over delivery—"when are students taking them?"
  - Start and end dates not published for faculty
  - No idea who or how many had completed evaluations
  - "Some far away entity is notifying students when to evaluate"  
(no faculty involvement)
  - "Studies show response rates are higher with paper evals" ←   
(I really want to test that theory.)

Push back was tremendous. Policies were unpublished.  
Gridlock was inevitable—and happened Spring 2014!



## JMU's BLUE History, cont.



What could be done? How can we determine the best path forward?  
To start:

- Use **QP invitation email** to advise faculty of evaluation dates
- Use **SVM task email** (for response rate monitoring) to remind faculty, "evaluations start [*field mapped date*]." Include tips to improve response rates.
- Have Faculty SVM reminders coincide with Student reminders

### WAS NOT ENOUGH

- Faculty started pushing back on evaluation schedule
- One department requested evaluations end with the exam. Policy committee agreed, only as a test
- Several departments requested date flexibility, down to specific dates / times (last class meeting, exam day)
- Other departments made their participation in Blue contingent upon date flexibility and access through Canvas (another discussion)

*So, being the customer service person I am, I asked...*

## JMU's BLUE History, cont.

What harm is there in accommodating FACULTY REQUESTS? After all, they are most affected by the Blue Evaluation Process. So...

- PILOT projects to change dates—One new department, Fall 2016
  - Testing for entire campus (success determined availability)
  - Two projects: Task (opt in, change date) and Target
  - Default was opting OUT
  - Faculty had to physically follow the link to say, “Yes, I want to use Blue.”
  - After saying “I’ll participate” Faculty could change dates to their preferred option (last day of class, exam, normal range)
  - After changing dates, system loaded info into Target Project from which all other evaluation processes would occur





## JMU's BLUE History, cont.

### FACULTY ISSUES!! (Of course!)

- Default was set to “opt out”—what if faculty forgot to follow link?
- Students would NOT receive evaluations (Some depts use evaluations for instructional accreditation certs, so this was an issue.)
- Faculty thought it was too difficult: “If I am being forced to use the system, why do I have to work to so hard for it?”
- “Let the ones who DON'T want to use Blue work harder to stop the processes!” So...
- We set the Opt In project to an Opt OUT project, with Opting IN as the default. (Opposite of eXplorance webinar's instructions)
  - If faculty forgot to do anything, or if they ignored the email, students would still receive evaluation link, following regular schedule.
  - Still...tough to follow. “There MUST be an easier way...”

*One more detail...*

## Beginning of Spring 2017 Term, we met with an already-in-Blue department AUH.

Discussed reports design changes, departmental in particular  
AUH asked about the new department's date pilot—"successful or not?"  
"Could our department try it, too?"

### THIS DEPARTMENT'S REQUIREMENTS

All courses receive evaluations, no opt outs (so no need for the two-project format)  
All faculty requesting last class meeting—had to feel the same as taking evaluation  
papers and Scantron cards to the last class  
Needs to be simple—faculty accomplish date change in as few steps as possible  
Link Availability only during that last class meeting  
So we tested the date change task from our sandbox—SUCCESS!!

*\*Note: these requirements were stated by another new department the same week.*

Decision: try this in PROD, with the three departments requesting it.  
Use a separate project, to track use, determine success.  
If we are successful again, it will be available for all Blue users.

*"What do you call it?" you may be asking...or not!*





INTRODUCING  
the

*DATE & TIME CONTROL  
OPTION*



The name and some details are subject to change but here is  
**HOW IT WORKS:**



- **SINGLE PROJECT SET UP** separate from our “regular” projects (for now)
- **TWO WEEKS BEFORE QUESTION PERSONALIZATION (QP):**
  - SVM link goes to faculty via email or MyMadison (Canvas forthcoming)
  - Faculty click link to change date & time the evaluation link will be available to students
  - Faculty pick their dates and times—or allow the system to choose by default
  - Once process is completed (“applied”) link is only available during time selected
  - Default is JMU’s “regular evaluation schedule”
    - If Faculty forget or ignore, students still receive evaluation link using regular evaluation schedule
    - QP process still begins as scheduled
    - Response rates are still monitored
- Use reminders through SVM Task for Response Rate Monitoring if dates unchanged
- Student anonymity is protected (even through Canvas)
- Reports delivered end of term, according to standard practices (48 hours after grade submission deadline)

TO ALLOW FACULTY TO CHANGE DATES, there are several steps to follow.

STEP ONE:

In Project, under INFO Tab, Advanced Settings

Mark Evaluation Timing boxes

Default = Scheduled (so that link is automatically available)

Delegate scheduled date (allows faculty to change date)

**\*SAVE\*** To quote Mohammed during Training: "Saving is breathing."

The screenshot displays the 'Advanced Settings' page for a project titled 'Copy of \*2\* Student Evaluations-Fall/Spring-BPI Test'. The interface includes a navigation menu on the left with options like 'Home', 'Response Rate', 'Projects', 'Reports', 'Monitoring', 'Question Bank', 'Record Mgmt', and 'Help'. The main content area shows various settings for the project, including 'Project setting rules', 'Subject evaluation status', 'Evaluation medium', 'Evaluation timing', and 'Evaluation timing condition'. The 'Evaluation timing' section is highlighted with a red circle, showing the following options:

- Delegate evaluation timing
- Default timing: **Scheduled** (dropdown), **Started** (dropdown)
- Delegate scheduled evaluation date

The 'Evaluation timing condition' section includes a 'Deadline setting' checkbox and options to set the evaluation to launch automatically within a specific time frame, such as 'Set fill-out start date is' and 'Set fill-out end date is'.

## STEP TWO:

After Questions selected, definitions applied, subjects and members added, and triggers established, select Subject View Management Task.

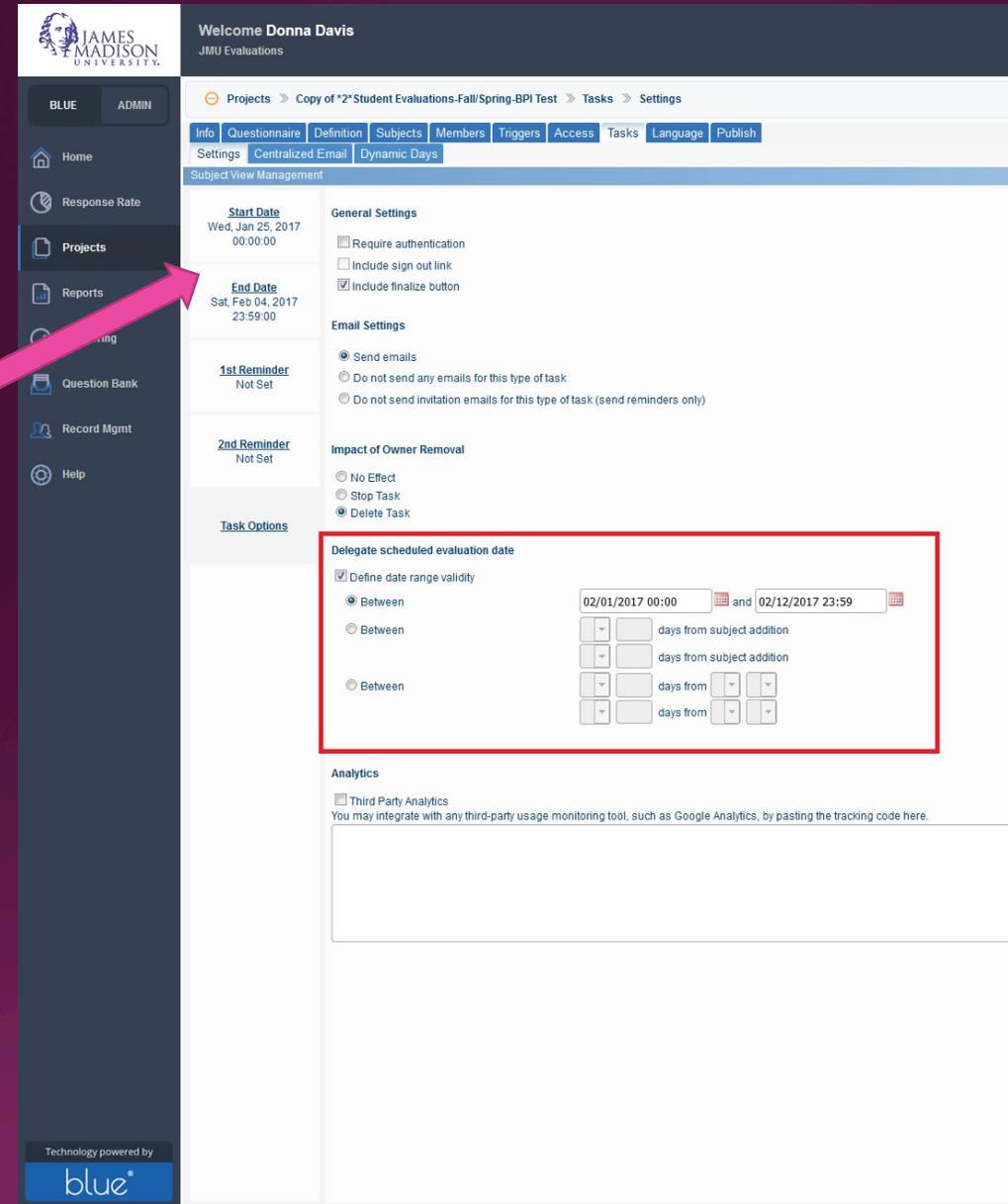
Select start and end dates for this task.

Under “Task Options, Delegate scheduled evaluation date,” apply the date range in which faculty may select their evaluation links to be active. (I use normal evaluation start date and the course end date, to include exam week.) \*SAVE\*

This prevents faculty from scheduling outside any normal parameters.

Idea is for task to be completed prior to FFO task link delivery to students.

Use SVM Task reminders for faculty to monitor response rates on default-dated evaluations.



The screenshot displays the JMU Evaluations system interface. The top navigation bar includes the JMU logo and the user's name, Donna Davis. The main content area is titled "Copy of \*2\* Student Evaluations-Fall/Spring-BPI Test" and shows the "Task Options" section. A pink arrow points to the "Projects" menu item in the left sidebar. The "Task Options" section includes a "Delegate scheduled evaluation date" option, which is highlighted in a red box. This option is checked and shows a date range of "02/01/2017 00:00" and "02/12/2017 23:59". Other options include "Define date range validity", "Between" (selected), "Between" (unselected), and "Between" (unselected). The "Analytics" section is also visible at the bottom.

STEP THREE: Faculty follow link in email or your LMS using BPI to enter date and time preferences for evaluation availability to students. JMU's LMS is Canvas.

*NOTE: The time is actual start and finish time, on a 24-hour clock. Use up or down arrows to change hours and minutes.*

The screenshot shows the Canvas LMS interface for setting evaluation availability. At the top left is the James Madison University logo. Below it, the course name is displayed as "COURSE NAME HERE" with a "Finalize" button to the right. The "Medium" is set to "Online". Under "Timing", the "Scheduled" option is selected, with a "Switch to Manual" button. A note states: "Dates can be manually set between 02/01/2017 11:00 and 02/01/2017 14:00. System chosen dates may fall outside this range." Below this, the "Start Date" is set to "2017-02-01 12:00" and the "End Date" is set to "2017-02-01 13:00", each with a calendar icon. An "Apply Changes" button is located below the date fields. At the bottom, there is a "Response Rate" section with a table showing the following data:

	Responded	Invited	% Rate
Students	5	297	1.68%

A pink arrow points from the right side of the image to the "Response Rate" table.

Powered by blue

Click calendar icon beside date to make date / time selections.

Click "Apply Changes" for selected date to be effective.

Faculty click "FINALIZE" for task to show as completed in their dashboard.

Timing "Scheduled" for automatic availability.

This is where faculty monitor response rates, unless your institution uses the Response Rate Monitoring Dashboard. (JMU=Summer 2017)

If faculty select a date and time, say the last class meeting of the semester, the link is only available during the date and time selected.

Selecting "Scheduled" means the link is automatically available, with no further action by faculty. "Manual" indicates physically starting and stopping the link at a time of one's choosing.

Students may use any device to access. Faculty instruct students to bring their smartphones to class for the last meeting, specifically for evaluations.

Students will receive an email from Office of the Registrar on the date and time selected by their instructor(s).

The link will also be activated in Student section of our SSO.



## THE RESULT?

- ✓ Evaluation link is only available to Students on the date and time selected by Faculty.
- ✓ Instructors are not in class during evaluations, student identity is protected.
- ✓ Idea is to “miss” the occasional rogue student who did not attend class, but did not drop it!
- ✓ Faculty have perception of higher response rates because of limited, controlled availability.

Note: In the Fall 2016 Test Group, the response rate was 81%, which is consistent with their paper evaluations. I will provide an update for the Spring evaluations once they are complete.

- ✓ My phone rings less and my email in box is less crowded because Faculty feel more in control!



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QUESTIONS?  
COMMENTS?

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## THANK YOU FOR YOUR TIME!

### Enjoy the rest of your day!

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