



Implementation of Strategies to Increase Student Response Rate to Web-based Course Experience Survey

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Bluenotes EMEA Conference, Dubai

13TH NOVEMBER 2017

Outline

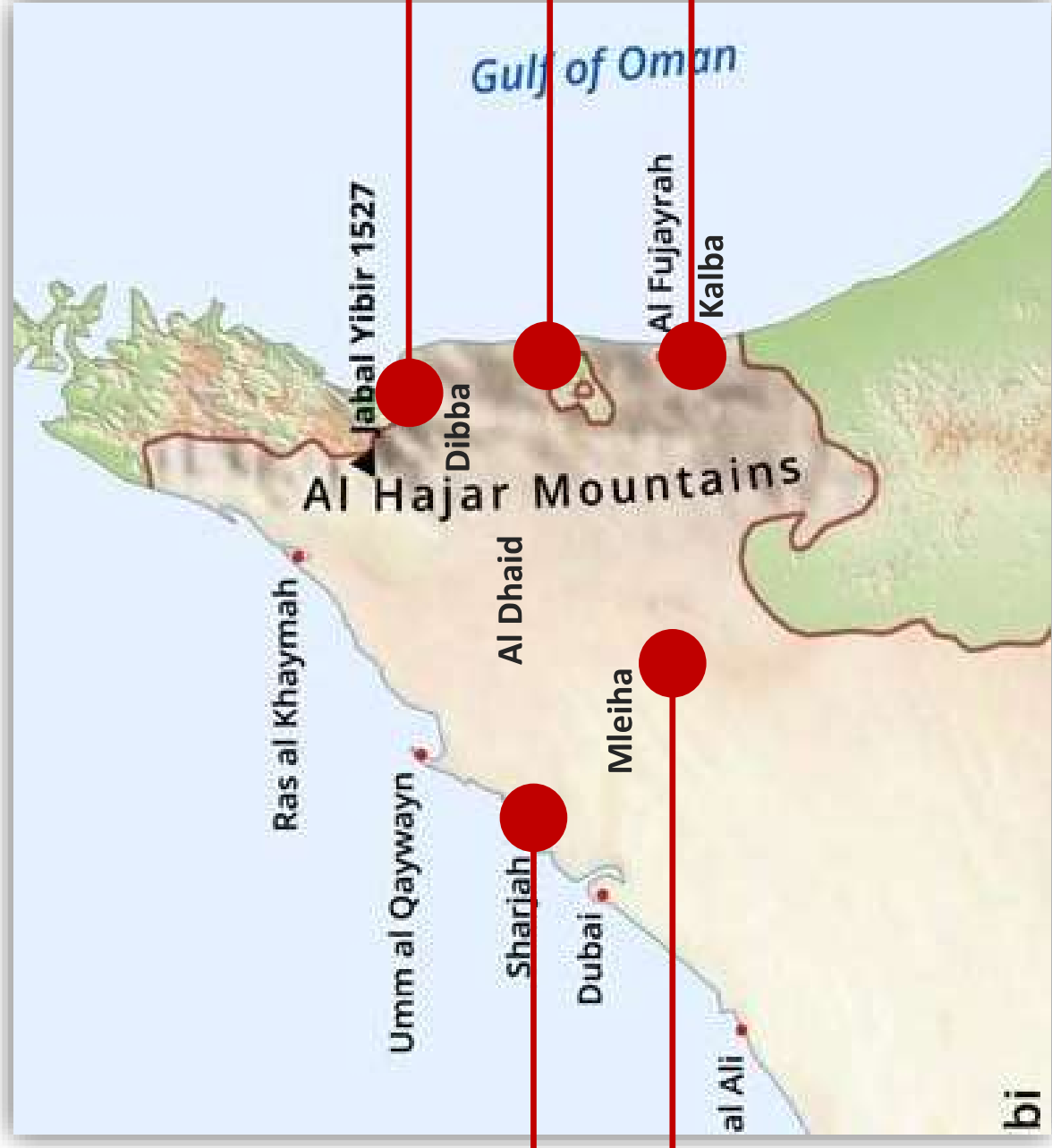
- UoS at a Glance
- Course Evaluation at UOS
- Course Evaluation: Paper-based to Web-based
- Strategies Implemented at UoS to Increase Response Rate
- Recommendations



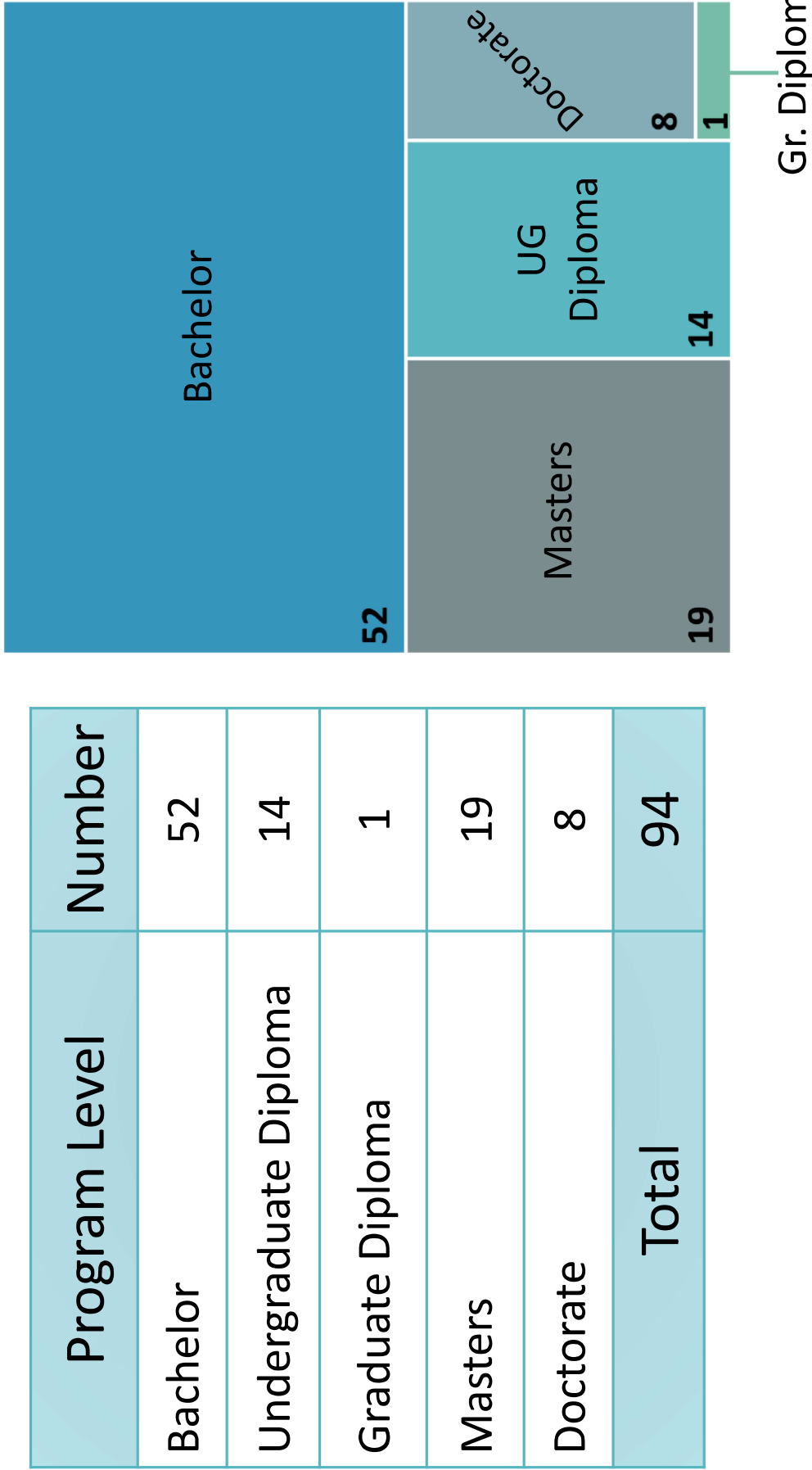
University of Sharjah

AT A GLANCE

University of Sharjah Campuses



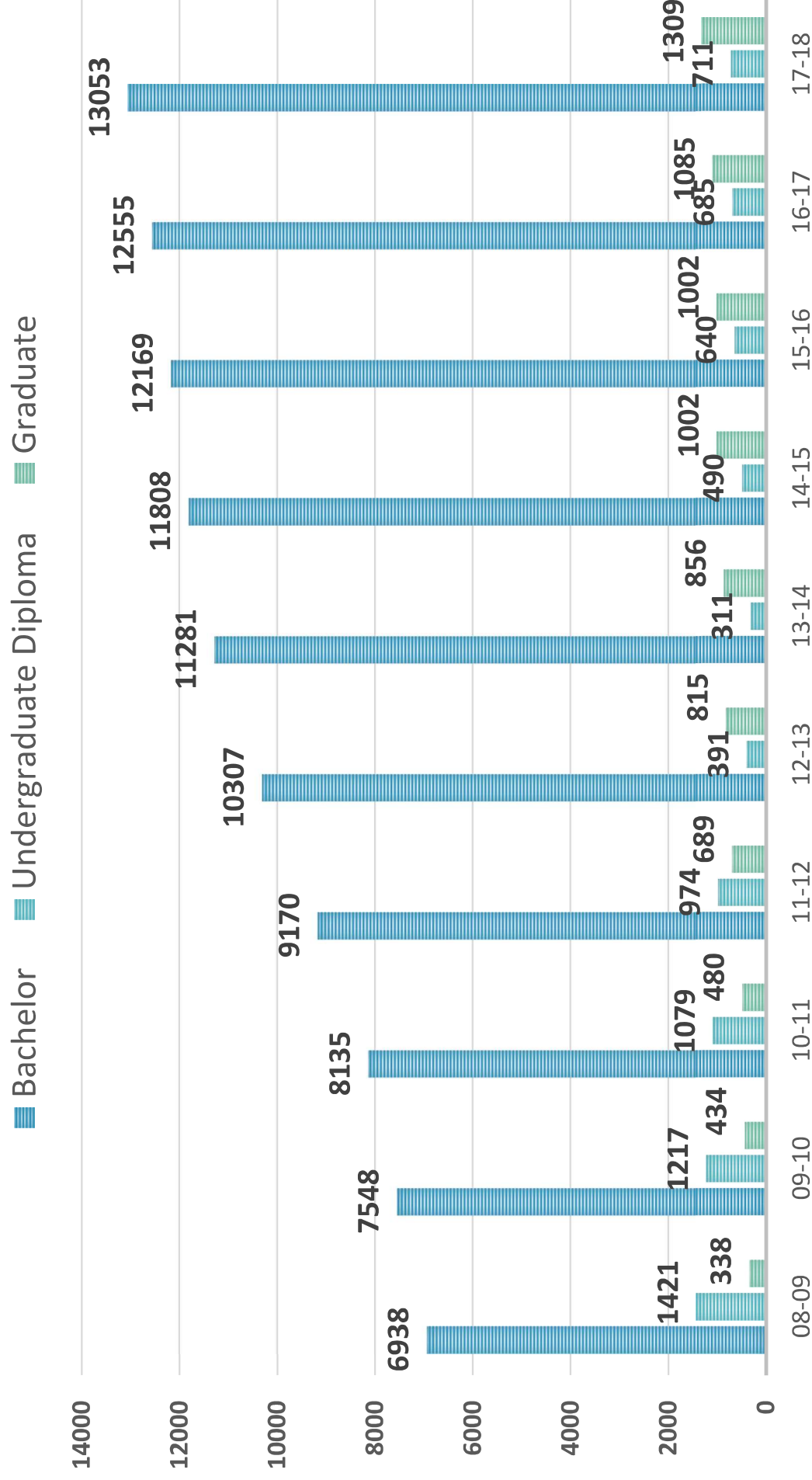
Academic Programs at UoS



Colleges at UoS

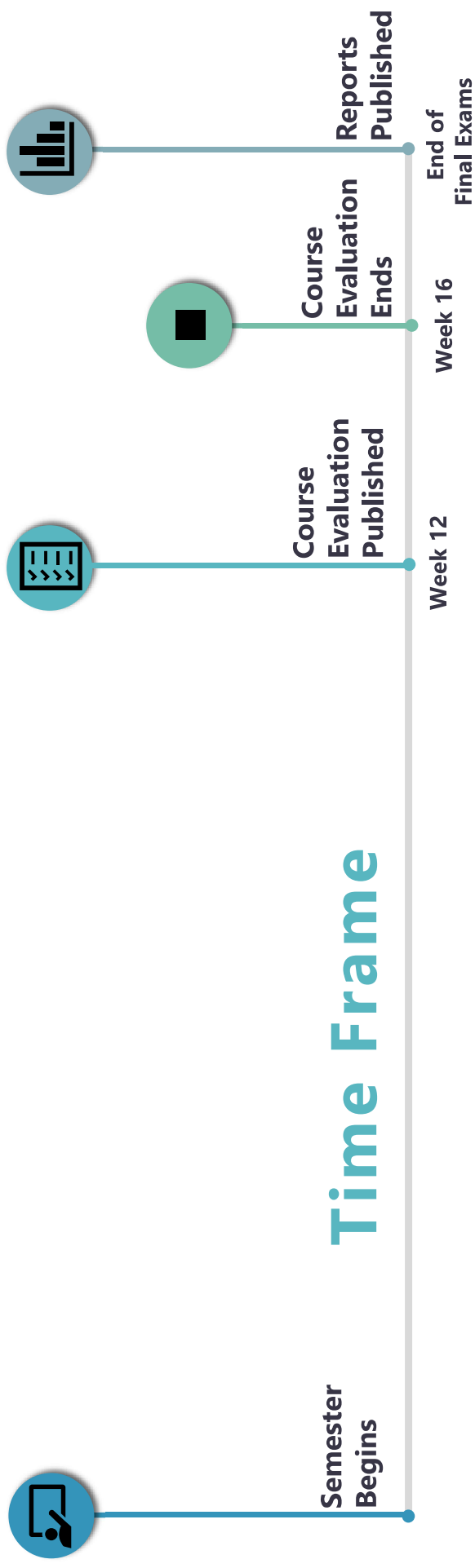
Community **Business Administration**
Law **Engineering** **Health Sciences**
Medicine **Pharmacy**
Communication Arts, Humanities & Social Sciences
Fine Arts and Design **Dental Medicine Sciences** Sharia and Islamic Studies

Student Enrollment



Course Evaluation

- 2500+ courses to evaluate
- 65000+ evaluation forms



from Paper-based ...

9

.... to web-based

Student Course Experience Survey 16-17S for Introduction to MIS Lecture 03 MIS

★ Lecture Instructor Evaluation

Omar Abdullah



	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Prepared for class	☐	☐	☐	☐	☐
Graded submitted work (assignments, exams, studlowork, presentations) fairly	☐	☐	☐	☐	☐
Spoke and communicate clearly	☐	☐	☐	☐	☐
Used clear and balanced assessment tools	☐	☐	☐	☐	☐
Showed motivation and enthusiasm for the course	☐	☐	☐	☐	☐
Gave examples to simplify concepts	☐	☐	☐	☐	☐
Accepted ideas and suggestions	☐	☐	☐	☐	☐
Increased student appreciation for the subject	☐	☐	☐	☐	☐
Organized & presented the subject well	☐	☐	☐	☐	☐
Specified course learning outcomes	☐	☐	☐	☐	☐
Provided sufficient feedback on graded work	☐	☐	☐	☐	☐
Cared about the student's needs	☐	☐	☐	☐	☐
Was available during office hours	☐	☐	☐	☐	☐
Encouraged student participation	☐	☐	☐	☐	☐
Used university IT resources effectively	☐	☐	☐	☐	☐
Overall, taught the class effectively	☐	☐	☐	☐	☐

Pros and Cons

- Reduced Costs
- Reduced Efforts
- Saved Time.
- Less Papers (Environmentally friendly)
- Ensured Anonymity
- Higher Flexibility
-

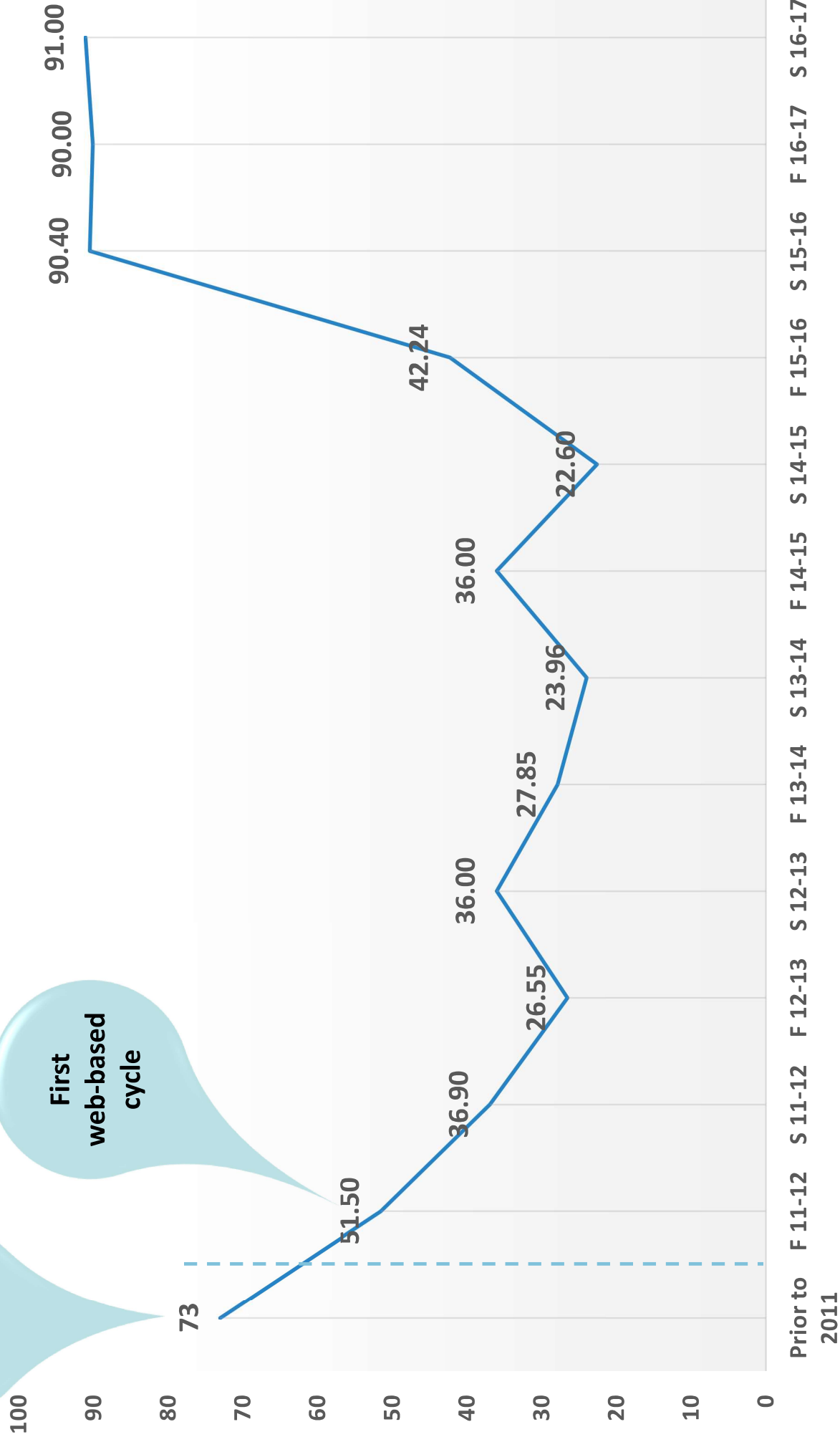
Low Response Rate



Course Evaluation Response Rate

Paper-based

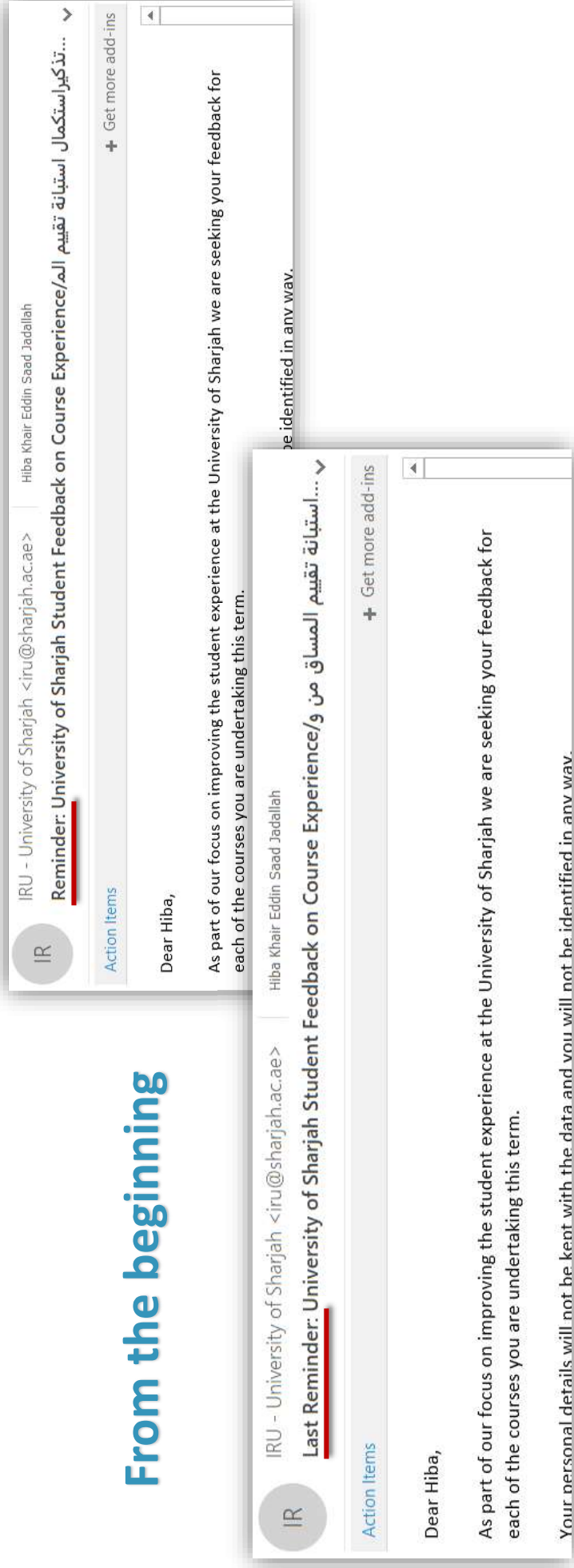
First
web-based
cycle



Strategies Implemented at UoS to Increase Response Rate

Regular Reminders

From the beginning



Strategies Implemented at UoS to Increase Response Rate

Paper Announcements

- Faculty members distribute paper course evaluation announcement in classrooms.
- **Announcement highlights:**
 - *Evaluation links are availability via email and Blackboard LMS.*
 - *Feedback is important for continuous performance improvement.*

الأعضاء الطلبة
يمثل رأيكم في المساقات والخدمات التي تقدمها الجامعة عنصراً هاماً من عناصر تطوير وتحسين العملية التعليمية والخبرة
المهنية.
وقد تم إرسال رسالة بالتبريد الإلكتروني لكل طالب /معلمة بها قائمة المساقات التي يجب أن يقيمها الطالب لهذا الفصل
الدراسي، ولتم ذلك إلكترونياً، كما أن الرابط الذي يوصل إلى الإستبيان متوافر على البلاكورد.
الرجاء منكم العمل فوراً على استكمال استبيانكم لتقديم المساق ودون تأخير لمساعدة الجامعة في التحسين المستمر للخدمات.
شاكرين لكم حسن تعاونكم للعمل على المزيد من التميز للطلبة والجامعة.
وحدة البحوث المؤسسية بالجامعة

To UOS Students:

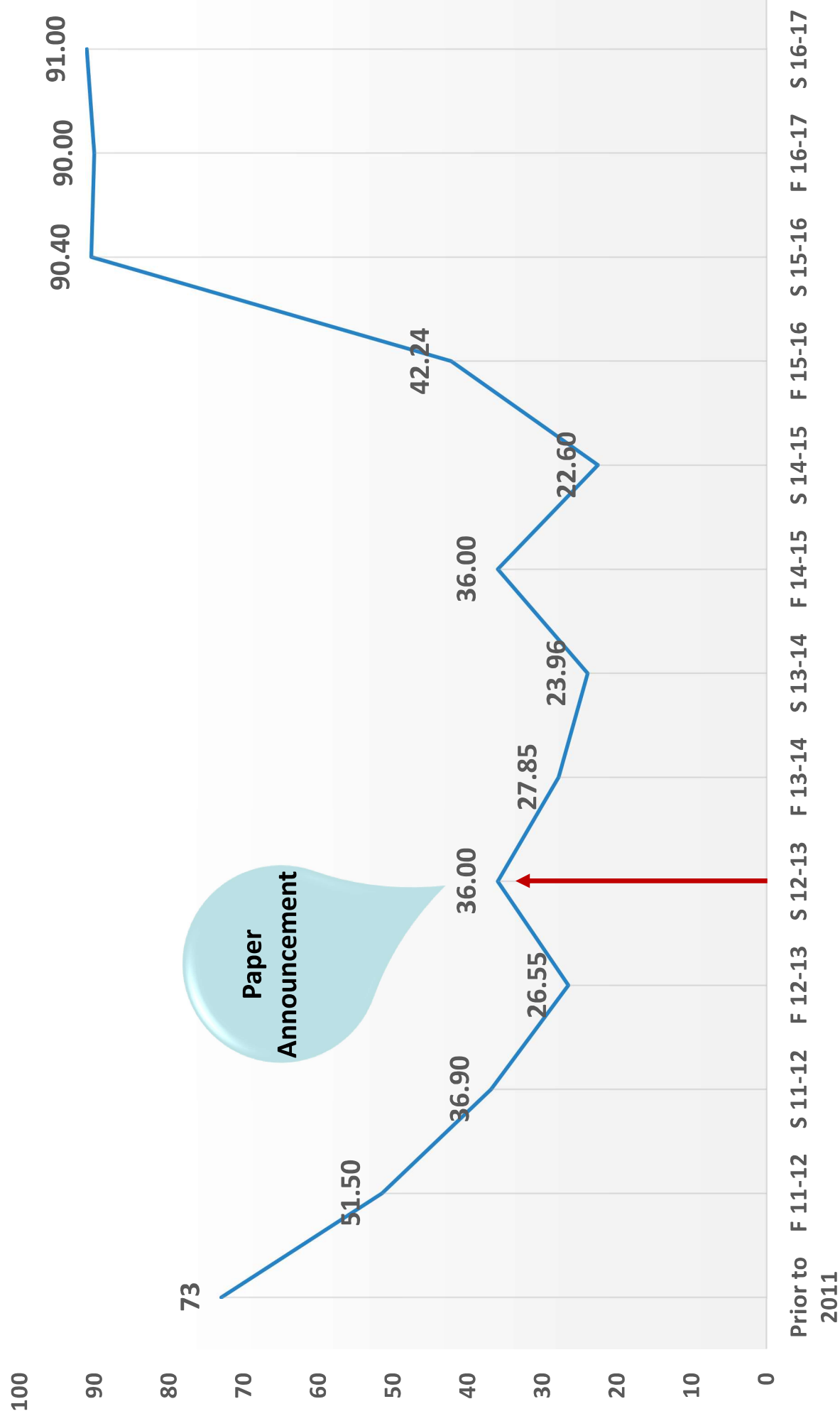
Your opinion about the courses and services offered at the University represents an important component of our process in evaluating and improving the University's educational process and its student services.
Each student has been sent an email, which lists the courses that they are required to evaluate this semester. The link to the survey is also available on the Blackboard.

As the course evaluation should be done, you are kindly requested to complete the Course Evaluation Survey immediately, and without delay, to help the University continuously improve its performance.

Thank you very much for your cooperation as we work to continue providing excellence to students at the University.

**Institutional Research Unit
University of Sharjah**

Course Evaluation Response Rate



Strategies Implemented at UoS to Increase Response Rate

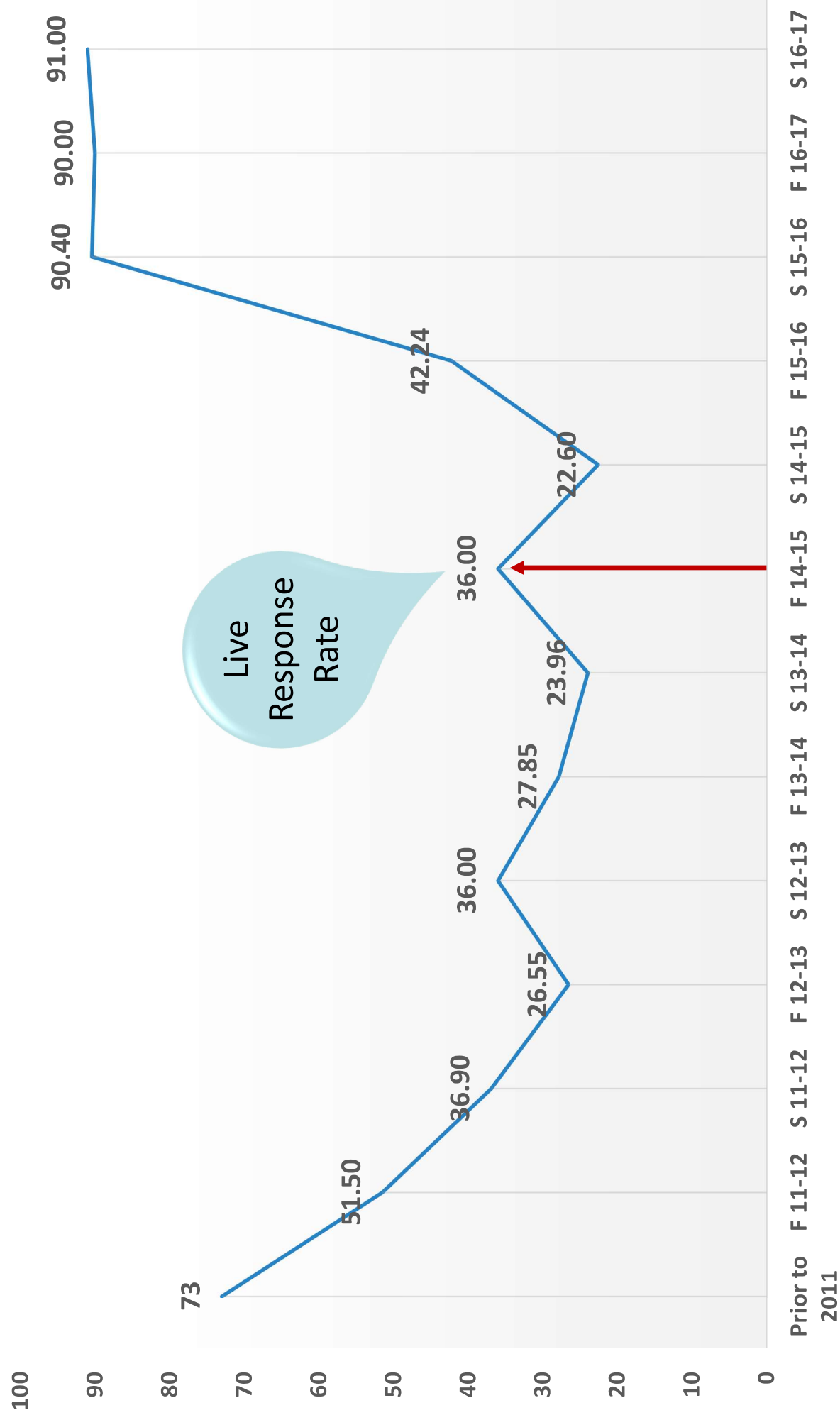
Live Response Rate

- Live response rate for instructors

Response Rate			
	Responded	Invited	% Rate
std	4	17	23.53%

- To talk to students about:
 - *Importance of providing feedback*
 - *Actions taken based on students feedback*

Course Evaluation Response Rate



Strategies Implemented at UoS to Increase Response Rate

Lottery Incentive

- Fall 2015-2016
- 4 Tablet Computers

جامعة الشارقة
UNIVERSITY OF SHARJAH

Deanship of QA, IE, & Accreditation

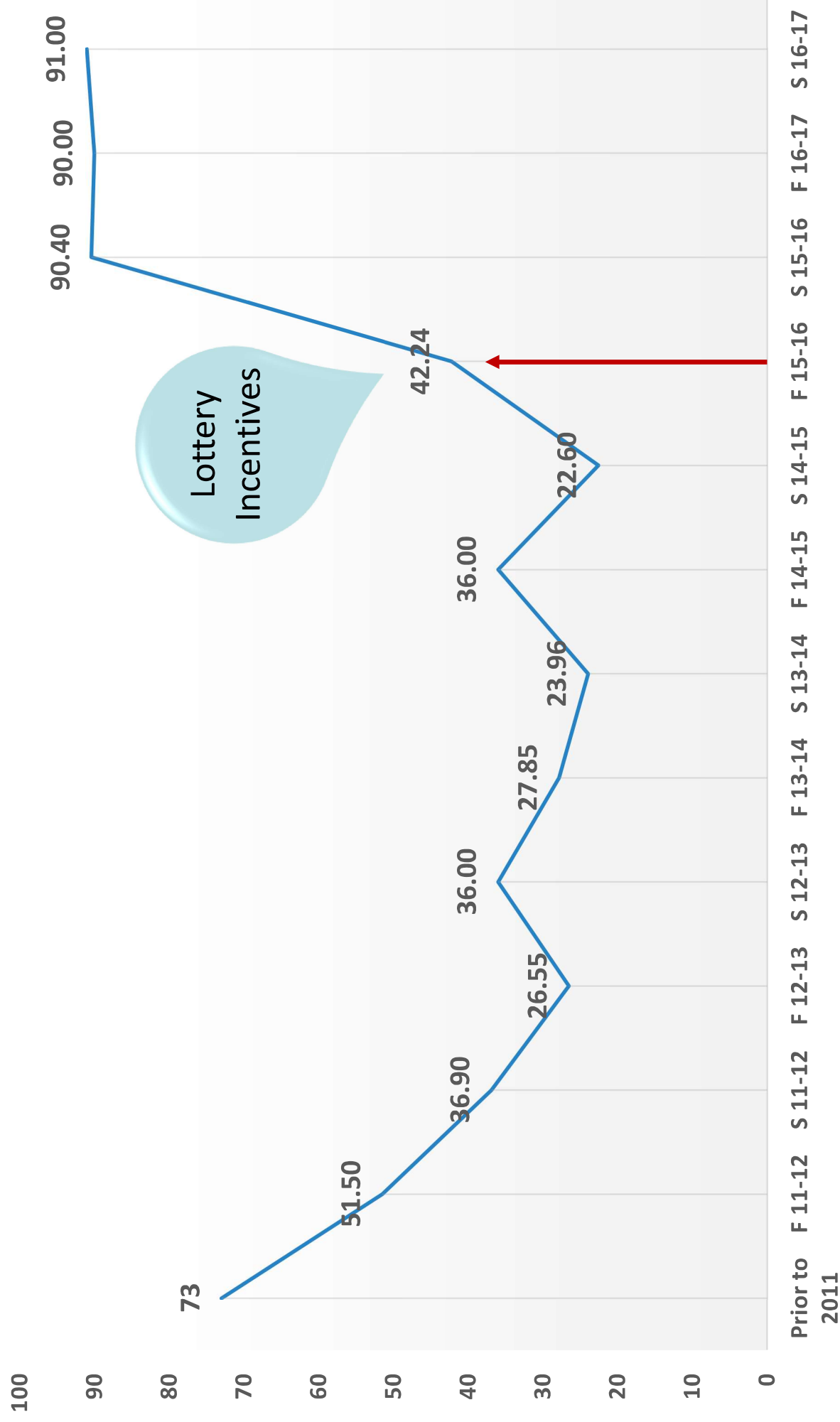
أكملوا بإكمال استبيان تقييم المساقات للحصول على فرصة للفوز بجهاز لوحي (سامسونج)!
كل ما عليكم فعله هو إكمال تقييم كافة مساقاتكم لنفصل الخريف 2015-2016 للدخول في
سحب على أربع أجهزة لوحية.

Complete your Course Experience Survey and get a chance to win a Samsung Tablet!
All you have to do is to complete the evaluation of each of your Fall 2015-2016 courses to enter the
draw. Four lucky students will win Samsung Tablets.

Only UOS students

فقط لطلبة جامعة الشارقة

Course Evaluation Response Rate



Strategies Implemented at UoS to Increase Response Rate

Blackboard Course Block

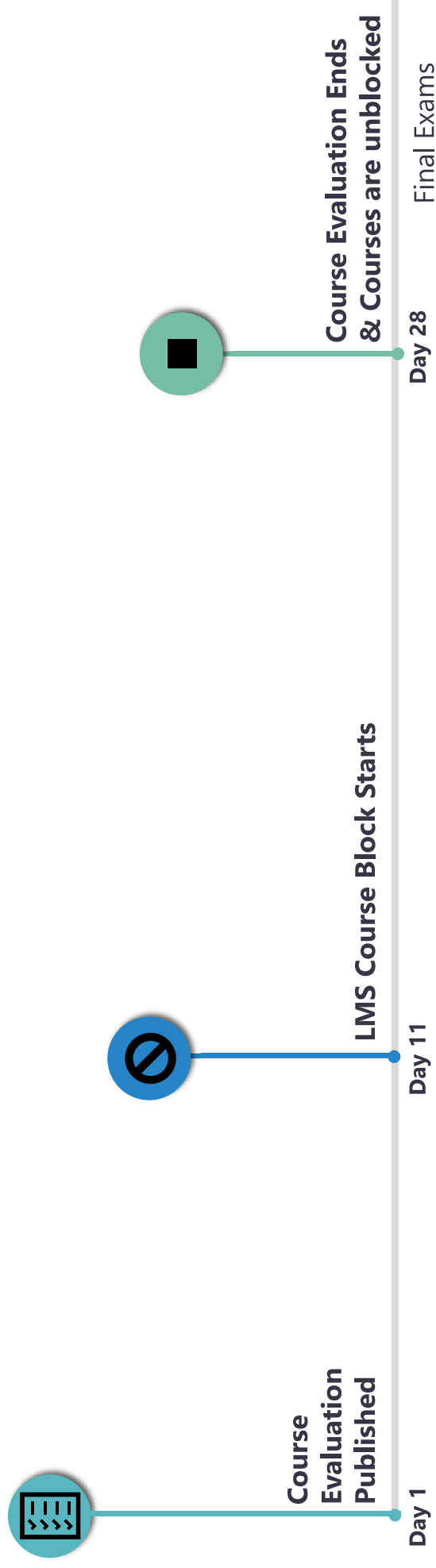
➤ Spring 2015-2016

Access to unevaluated courses is blocked

- *10 days of evaluations without blocking courses.*
- *Course-based.*
- *Immediate access upon submitting the evaluation.*
- *All courses are unblocked before final exams.*

Strategies Implemented at UoS to Increase Response Rate

Blackboard Course Block Time Frame



Strategies Implemented at UoS to Increase Response Rate

Blackboard Course Block

IRU - University of Sharjah <iru@sharjah.ac.ae>Hiba Khair Eddin Saad JadallahSun 10:05 AM

استبيان تقييم المساق من وجهة نظر الطالب / Invitation: Student Course Experience Survey

▼

Get more add-ins

Dear Hiba,

As part of our focus on improving the student experience at the University of Sharjah we are seeking your feedback for each of the courses you are undertaking this term.

Your personal details will not be kept with the data and you will not be identified in any way.

Please note that on Wednesday 15th of November 2017, courses for which you did not complete the course evaluation will be automatically blocked on Blackboard; those courses will not be accessible. Once you complete the course evaluation they will be accessible soon after.

[Please provide us with your feedback on your courses today.](#)

If you experience any technical difficulties or have any questions please contact iru@sharjah.ac.ae

Kind Regards,
Deanship of Quality Assurance, Institutional Effectiveness and Accreditation

Strategies Implemented at UoS to Increase Response Rate

Blackboard Course Block

Course List | قائمة المساقات

Courses where you are: Student

0503353_S_10750_201995_20793; Maternity & Newborn Nurs Pract على الطفولة / تريض الأمومة والطفولة /
Instructor: Mini Sara Abraham; Janisha Kavumpurath; Hanan Zekri AL Tawil;

My Organizations

Organizations where you are: Participant

[Nursing_Students_Org](#)

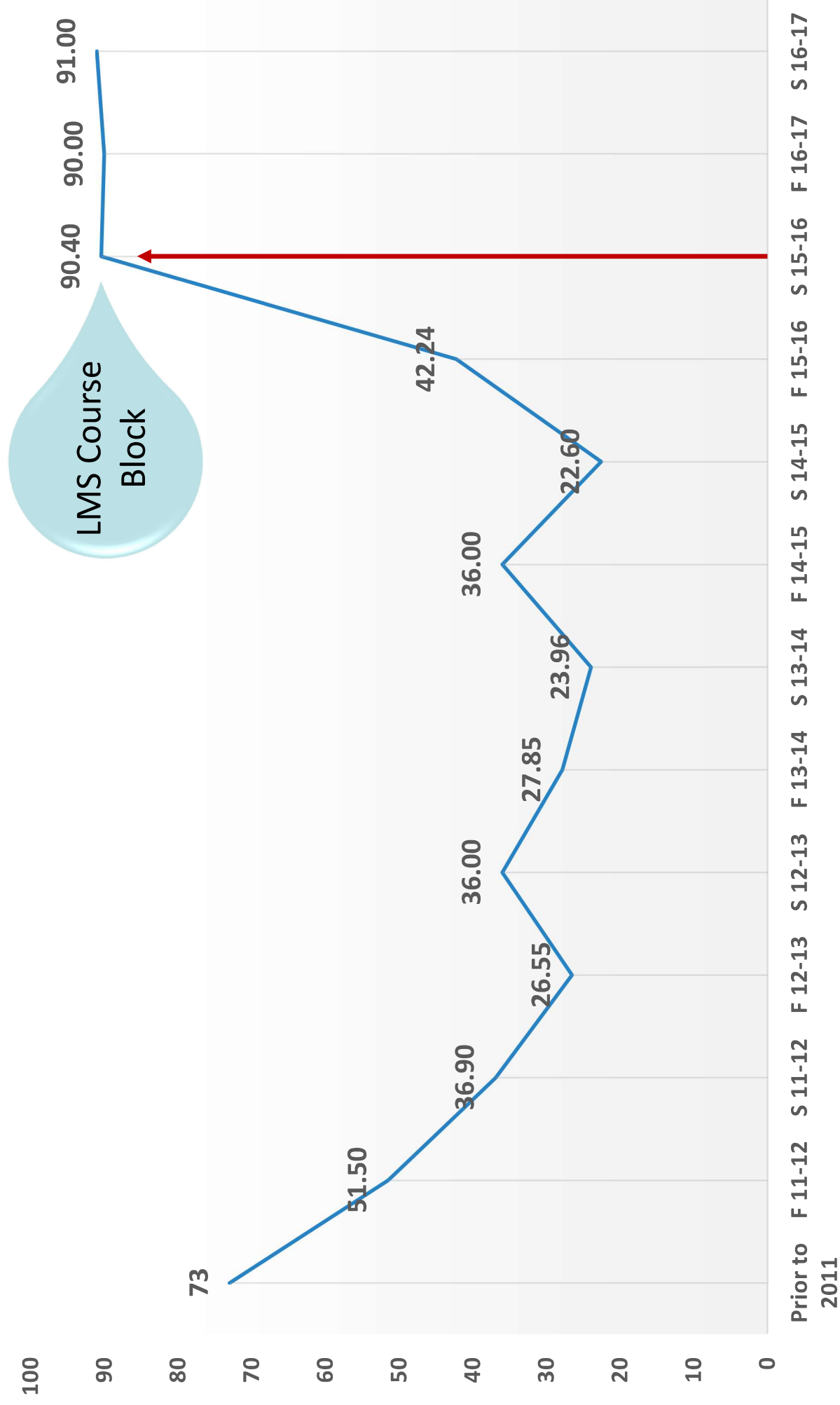
Course Evaluation – Block Status

Hi Sara,

Please take few minutes to provide us with your feedback. Once you complete your evaluation, blocked courses will be enabled.

Course Name	Blocked	Task	Task End Date
Adult Health Nurs(1) Practicum على / (1) تريض صحة البالغين	⊘	استبيان تقييم المساق من وجهة نظر الطالب Testing Block 2 - Student Course Experience Survey	2016/01/31
Adult Health Nursing(1) (تريض صحة البالغين)	⊘	استبيان تقييم المساق من وجهة نظر الطالب Testing Block 2 - Student Course Experience Survey	2016/01/31
Maternity & Newborn Nurs Pract على الطفولة / تريض الأمومة والطفولة		استبيان تقييم المساق من وجهة نظر الطالب Testing Block 2 - Student Course Experience Survey	2016/01/31
Nursing_Students_Org			

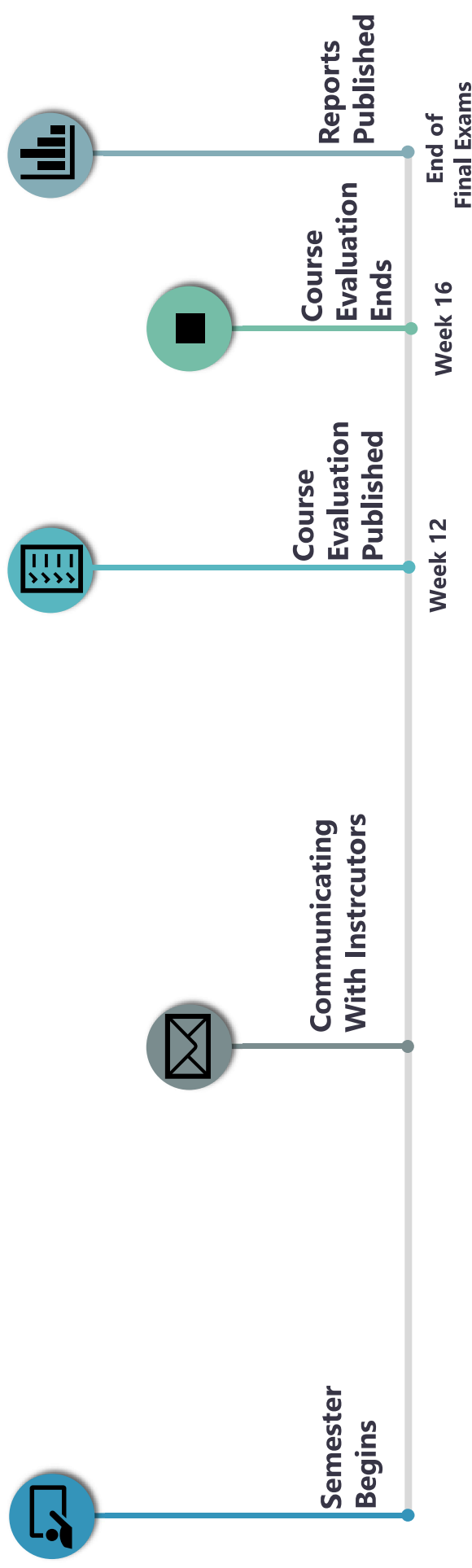
Course Evaluation Response Rate



Increasing Response Rate Strategies - Blackboard Course Block

Maintaining the Achieved Response Rate

- Utilizing the LMS (Blackboard) throughout the semester
- Putting important material when the Course Block starts
 - *Continuous assessment grades*
 - *Assignments*
 - *Etc.*



Recommendations for High Response Rate

- Spreading awareness about feedback importance.
- Listening to students voices.
- Involving instructors.
- Regular reminders.
- **Implementing rigid but gentle strategy.**

Thank you!