How to Optimize Course Evaluation Response Rates with Strategies, Techniques, and Features

- Communication, Student Portal, Monitoring
- *Presented by :*
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  - *Gloria Eccleston, Director of Online Learning & Services. WCC*

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Agenda

- Why Response Rates
- Communication
- Tools available in Blue
- Use case: Deep Integration at WCC

Why Response Rates

Response rates and stakeholders

- **Institutional goals**
  - **Improve the content of the courses**
  - **Enhance the facilities, access to materials and other academic resources**
  - **Collect relevant information for the accreditation process**
  - **Student retention**
- **Faculty goals**
  - **Improve preferred teaching method and style**
  - **Promotion & tenure**

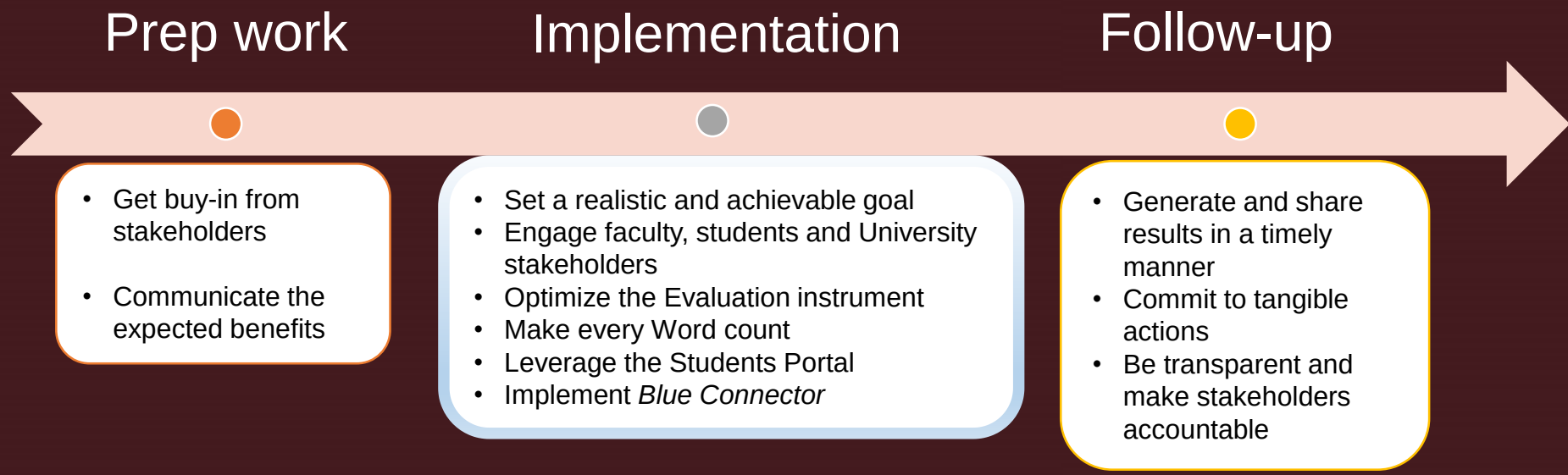
Response rates and stakeholders, continued

- **Students goals**
  - **Transparency – access to results of the course evaluations**
  - **Accountability - Specific actions are implemented because of the Students' feedback**

- **Driver for increasing participation: University is actively listening and taking actions.**

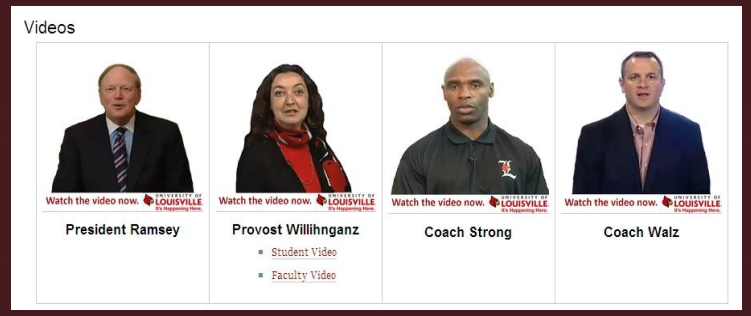
Communication

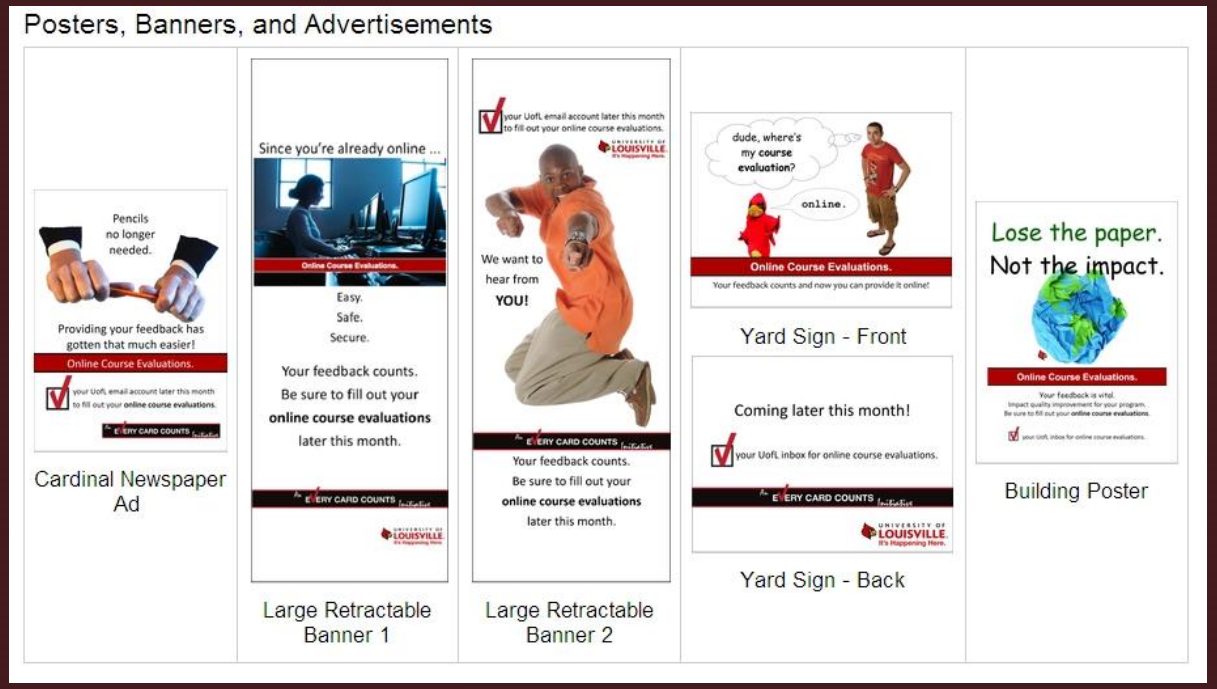
Strategies for Increasing Response Rates



Implementation

- **Engage stakeholders, know your audience and get access to a proper support network**





Implementation, continued

- **Make every word count**

Dear John Smith,

As part of our focus on enhancing the student experience at eXplorance we need your confidential feedback for the courses you are undertaking this term.

The information you provide is very important to measure results from evaluations are used to assess both curricular and instructional quality and to identify opportunities for improvement.

Please click here NOW to complete the course evaluation for each of your courses
Please complete your Course Evaluation today!

Please respond as soon as possible. We may send reminders after few days if we haven't received your reply because your feedback is important.

Thank you for your collaboration, it is truly appreciated. If you require assistance or have any questions please contact STS at sts@explorance.com

If you experience any technical difficulties or have any questions please contact STS at sts@explorance.com.

Sincerely,

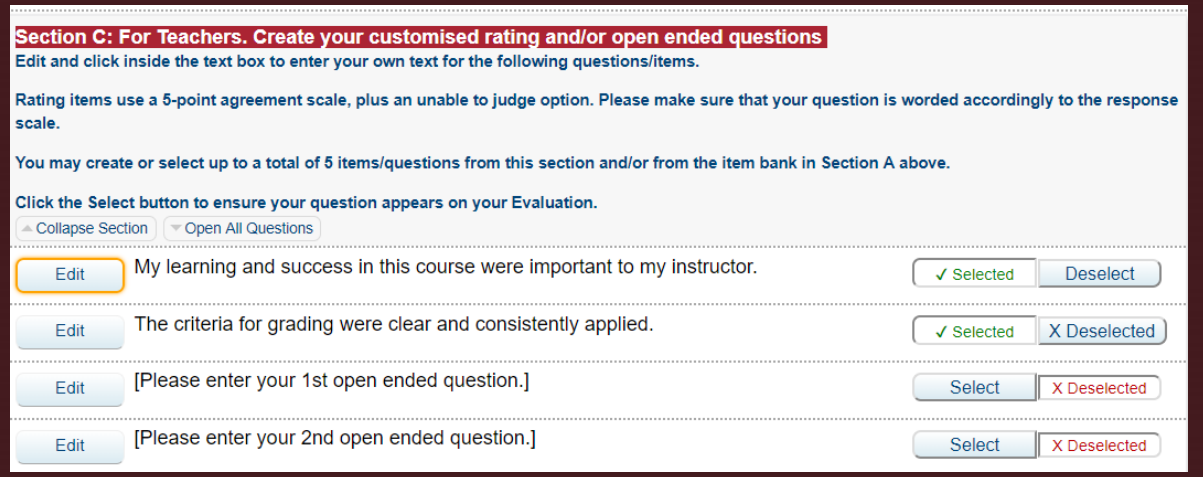
Fernando Sanchez
Provost Office
fsanchez@explorance.com

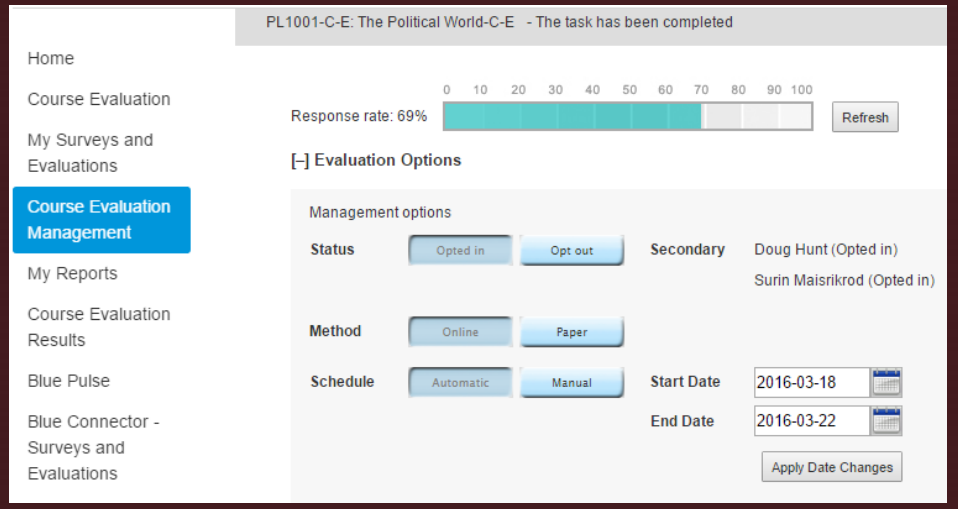
Fernando Sanchez
Provost Office
fsanchez@explorance.com

Tools Available in Blue

Engage Faculty (Instructors)

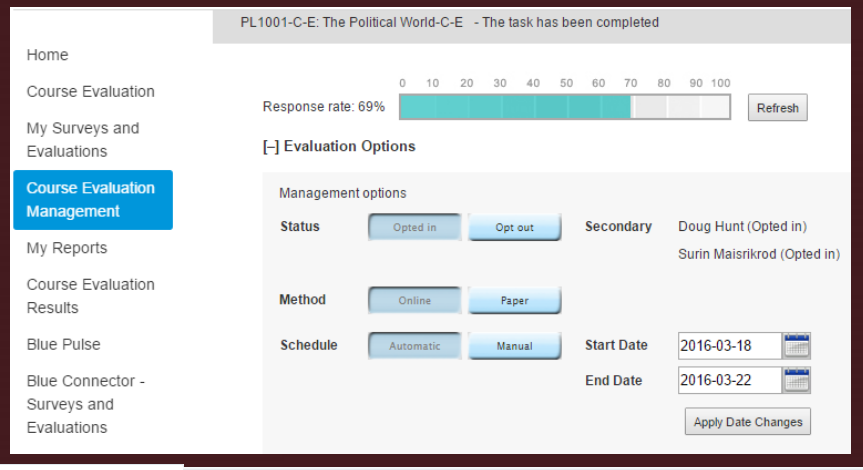
- Give some control for engaging Instructors before the start of the course evaluations
  - Add custom questions
  - Delegate Evaluation timeframe

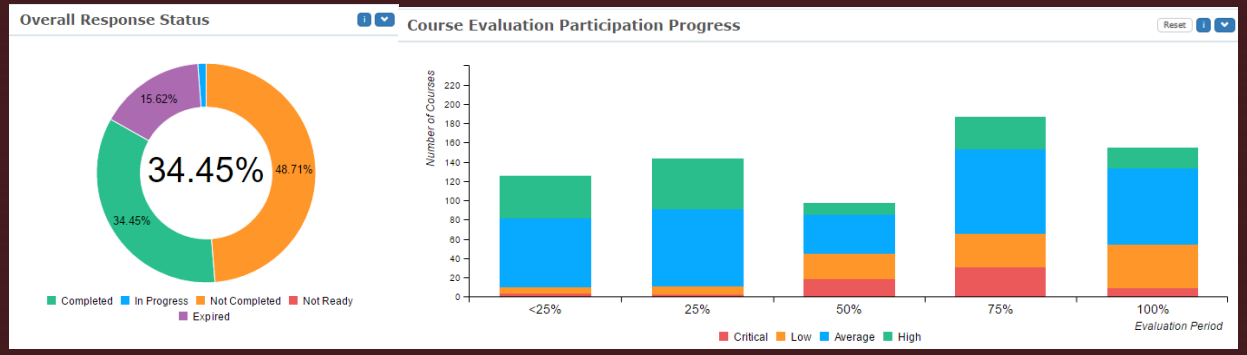




Manage and Monitoring

- **Institutions decide on the type of access while the Course Evaluations are running, e.g.**
  - **Evaluation timeframe**
  - **Monitor the overall response rates or only the subset within a department or school**
  - **Analyze and adjust**

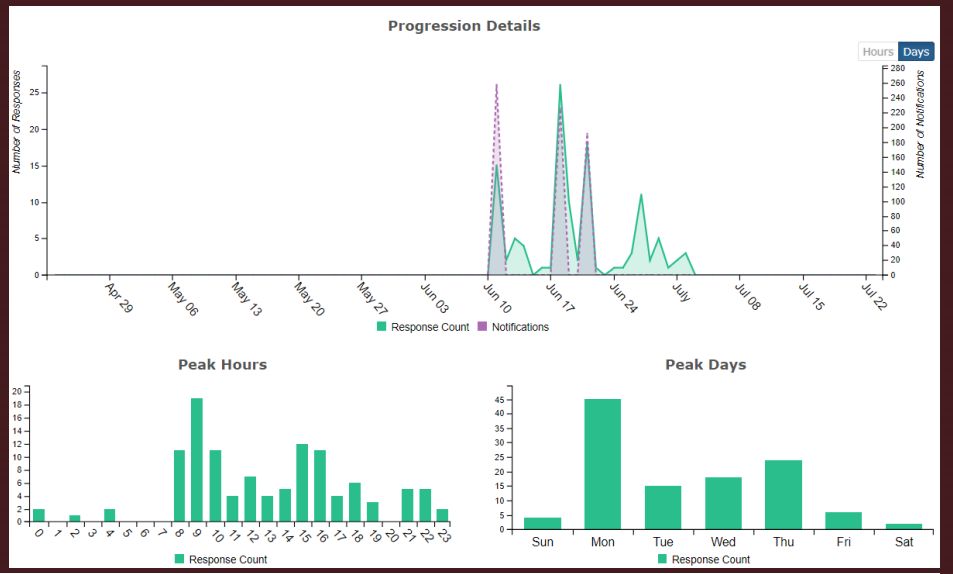


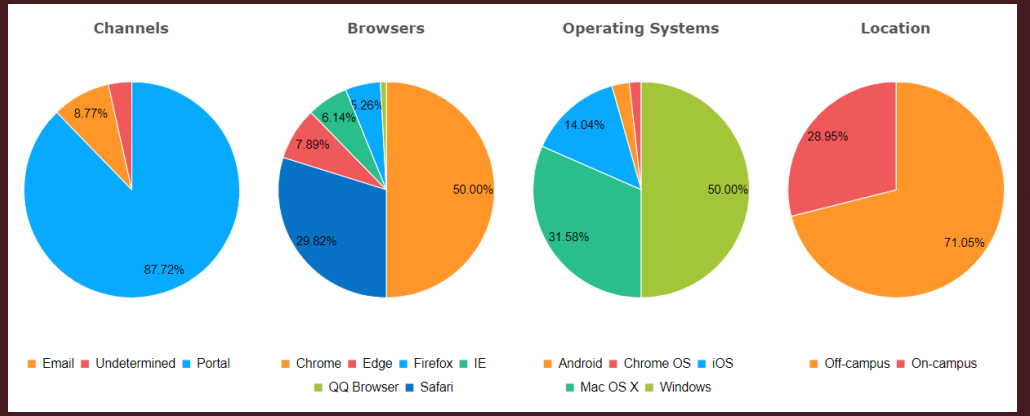


Monitoring

- **Monitor the response rates from multiple angles**
  - **Department, School, College levels**
  - **Participation over time**
  - **Most popular days/times of the days for students to complete the surveys**
  - **Popular access points and platforms**

- **Need more analysis**
  - **Export participation ratios and run further analysis**





School

Excel

Search:

Previous 1 Next 10

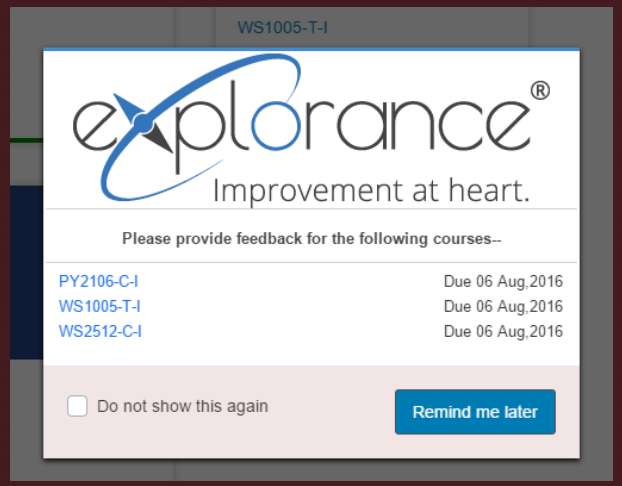
School	Completed	In Progress	Not Ready	Invited	Response Rate
Arts & Sciences	1	2	0	14	7%
Engineering	9	0	0	28	32%
School of Allied Health Sciences	1	0	0	28	4%

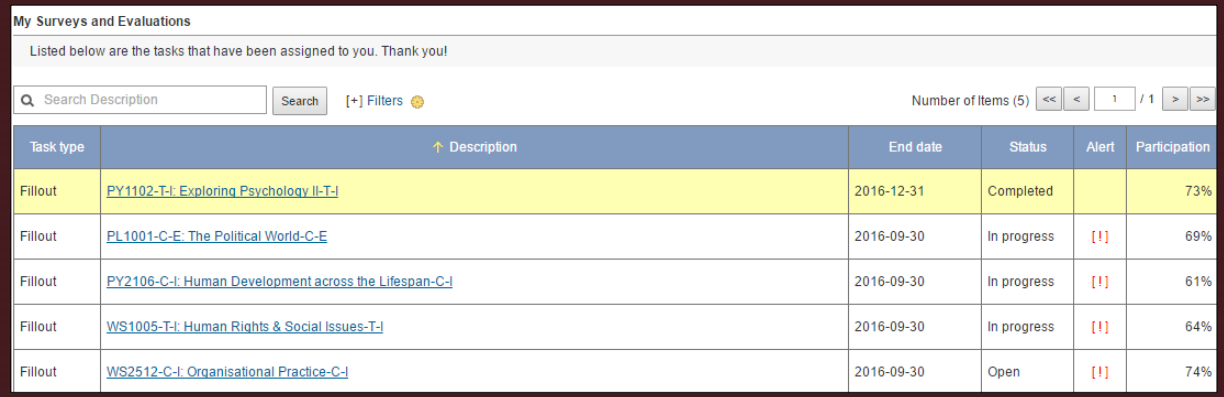
1 to 3 of 3

Previous 1 Next 10

Engage Students

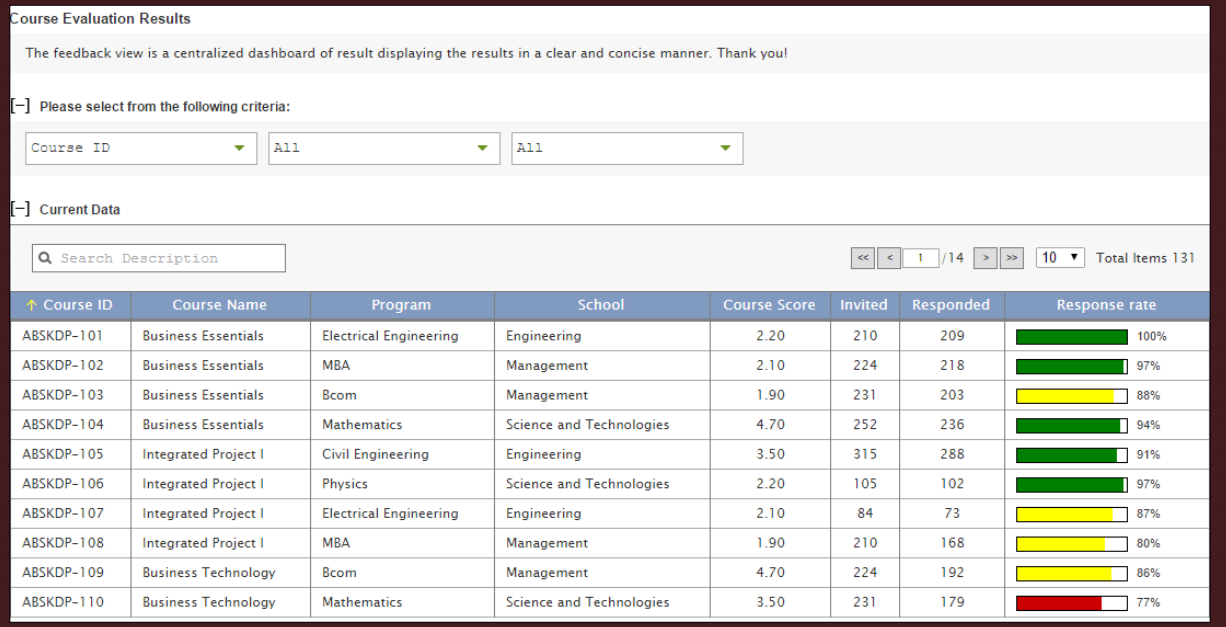
- **Multiple venues for students to access their course evaluations**
  - **BPI building blocks for immediate access to the surveys**
  - **Deep Integration with the Student Portal or LMS**
    - **Pop up, course blocking, To Do list, Calendar, Assignments (with grades), grade blocking**





Access to Results

- **Institutions would have different policies for sharing Course Evaluations results**
  - **Blue reports include the HTML output or CSV**
  - **Feedback View in BPI allows importing CSV files, an option to give visibility of specific overall results**



Course Evaluation Results

The feedback view is a centralized dashboard of result displaying the results in a clear and concise manner. Thank you!

[–] Please select from the following criteria:

Course ID | All | All

[–] Current Data

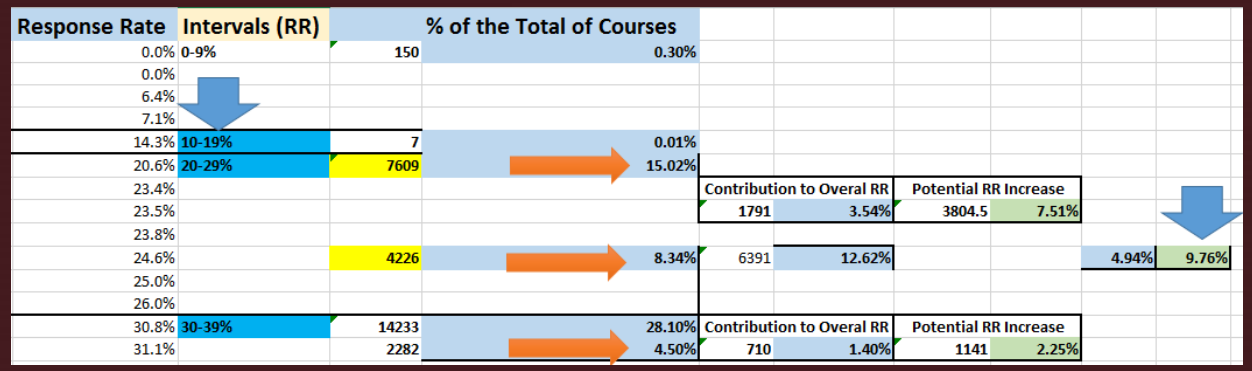
Search Description

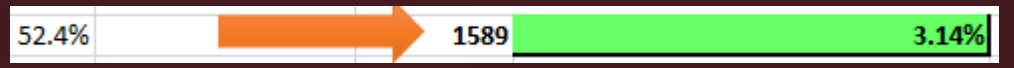
<< < 1 /14 > >> 10 Total Items 131

Course ID	Course Name	Program	School	Course Score	Invited	Responded	Response rate
ABSKDP-101	Business Essentials	Electrical Engineering	Engineering	2.20	210	209	100%
ABSKDP-102	Business Essentials	MBA	Management	2.10	224	218	97%
ABSKDP-103	Business Essentials	Bcom	Management	1.90	231	203	88%
ABSKDP-104	Business Essentials	Mathematics	Science and Technologies	4.70	252	236	94%
ABSKDP-105	Integrated Project I	Civil Engineering	Engineering	3.50	315	288	91%
ABSKDP-106	Integrated Project I	Physics	Science and Technologies	2.20	105	102	97%
ABSKDP-107	Integrated Project I	Electrical Engineering	Engineering	2.10	84	73	87%
ABSKDP-108	Integrated Project I	MBA	Management	1.90	210	168	80%
ABSKDP-109	Business Technology	Bcom	Management	4.70	224	192	86%
ABSKDP-110	Business Technology	Mathematics	Science and Technologies	3.50	231	179	77%

Analyze and take actions

- **Before committing to take any actions**
  - **Export raw data and response rates of the course evaluations**
  - **Analyze & identify patterns**
  - **Draw & validate conclusions**
  - **Recommend & implement**
  - **Replicate and share success**





- **Consider implementing a repeatable improvement process**

Bluenotes GLOBAL 2018 CONFERENCE

Use case: Deep Integration at WCC

Experience using the deep integration with Blackboard and its impact on the response rate

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WCC's Phased Approach to Online Surveys

- **Dismal history with online course and faculty evaluations**
  - **Homegrown solutions**
  - **Poor response rates – 16% for online surveys**
  - **Not centralized**
  - **Chaos**

WCC's Five Semester Ramp Up to Online Surveys

Winter 2017 Student Opinion Questionnaires (SOQs)
- Online SOQs for DL Online sections, face-to-face F2F and Blended on traditional paper

Spring/Summer 2017 (47%)
- Online SOQs for DL and MM sections, Blue/ABBY paper for select F2F

Fall 2017 (51%)
- Online SOQs for DL, MM and select F2F, Blue/ABBY paper for all F2F

Winter 2018
- Online SOQs for DL, MM and Business/Computer division, balance Blue/ABBY paper

Spring/Summer 2018
- Online for all SOQs

WCC's Phase One – Results?

Winter 2017 – a snapshot

- **242 online sections**
- **5217 surveys**
- **4319 completed, 819 not completed**
- **85% Response Rate**

WCC's Phase One – Head First?

Winter 2017 – what did we do?

1. **Communication Plan (Faculty approved)**
2. **Blackboard Access**
3. **Blackboard Course Site Blocking**

WCC's Phase One – Head First?

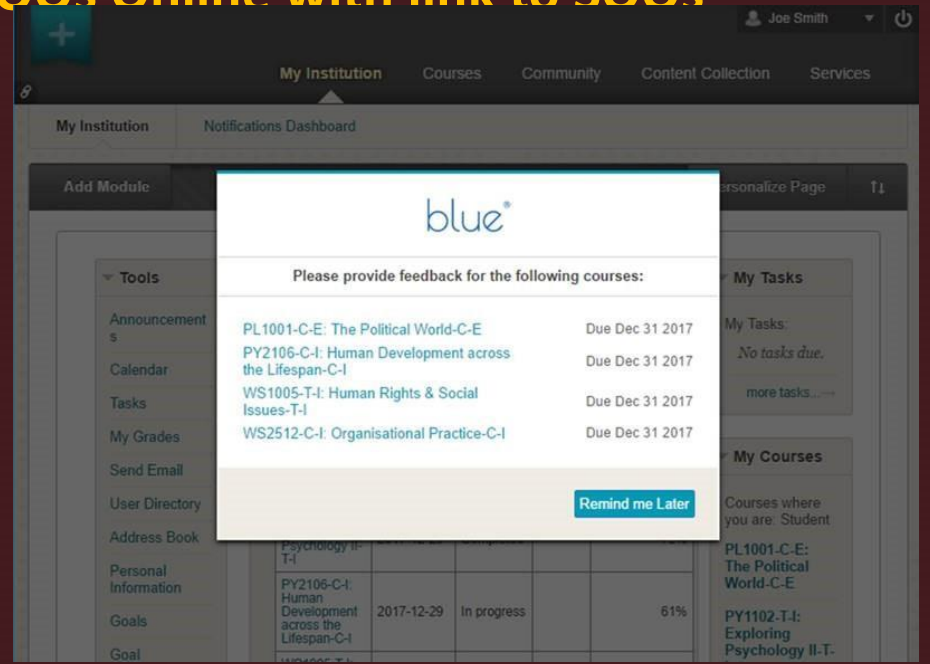
Winter 2017 – what did we do?

1. **Communication Plan (Faculty approved)**
   - **Intentional actions with 'strategic' timing**
   - **Schedule**
   - **Guides for Faculty and Help Desk**
   - **Email updates – open communication channels**
   - **Simple Blue emails and reminders with links**
   - **Help Desk Support**
   - **Specific SOQ email with ticketing system**

WCC's Phase One – Head First?

Winter 2017 – what did we do?

1. Communication Plan (Faculty approved)
2. Blackboard Access
   - NOTE: running two LMS instances this semester
   - Tabs - Student SOQs Online and Faculty SOQs Online with link to SOQs
     - Use BPI Building Blocks
   - Links within each Bb course site
     - Tool link to LTI
     - Course link
   - Institutional Level Pop-ups at log in
     - Use Blue Deep Integration



- Specific roles in Blackboard required to access these Blackboard tabs
- Schedule of SOQs
- Response module
- Faculty reports

Notice: this Tab displays the Student Opinion Questionnaire (SOQ) dates for all Spring/Summer sections. ALL SOQs will be **online** and your students will be emailed an invitation with a link to the survey. Students have a Blackboard tab named Student SOQs Online with links to each active survey. When student surveys are available, the module at the bottom of this page will link you to the Response Rate monitor for each of your sections. For best results, advise you students to clear t
survey. **Questions?** Email surveys.feedback@eccnet.edu

Spring/Summer 2018 Session and Student Opinion Questionnaire (SOQ) Dates
ALL SOQS will be ONLINE

Part of Term	Semester Dates	SOQ Start	SOQ End	Session Length/Section Number/ Section Prefix* Begins With:
10	May 7 - June 19	June 10	June 18	1st 6-weeks (Section Begins with J)
2	May 7 - June 27	June 17	June 23	1st 7½-weeks (Section Begins with A, D, E)
3	May 7 - July 19	July 8	July 14	1st 10-weeks (Section Begins with T, Q)
9	May 7 - Aug. 2	July 15	July 28	1st 12-weeks (Section Begins with W)
17	June 20 - Aug. 2	July 22	July 28	2nd 6-weeks (Section Begins with K)
5	May 21 - Aug. 2	July 22	July 28	2nd 10-weeks (Section Begins with N, P)

Full schedule of SOQs

Tips to Help Students

If you are experiencing a problem with a SOQs Online link, here are some tips that may help you:

1) If the link within the email invitation does not work, try one of these links:

a. A survey link that you can access from the page within the "SOQs Online" top tab of Blackboard – this works the best!

b. OR, use the SOQs Online survey link in the main navigation of the specific course you are evaluating.

2) Access the survey with a computer rather than a mobile device.
3) Try a different browser; reports are that Google Chrome is best.
4) Submit when finished the SOQ so that that your feedback is actually included in the survey.
5) Refresh the screen and clear the browser's cache/history after you submit your course feedback.
This will restore immediate access to your Blackboard course site.

Response Rates

There are no courses being evaluated at this moment.

SOQ Evaluations Reports

There are no course evaluations reports available at this moment.

Student SOQs Online

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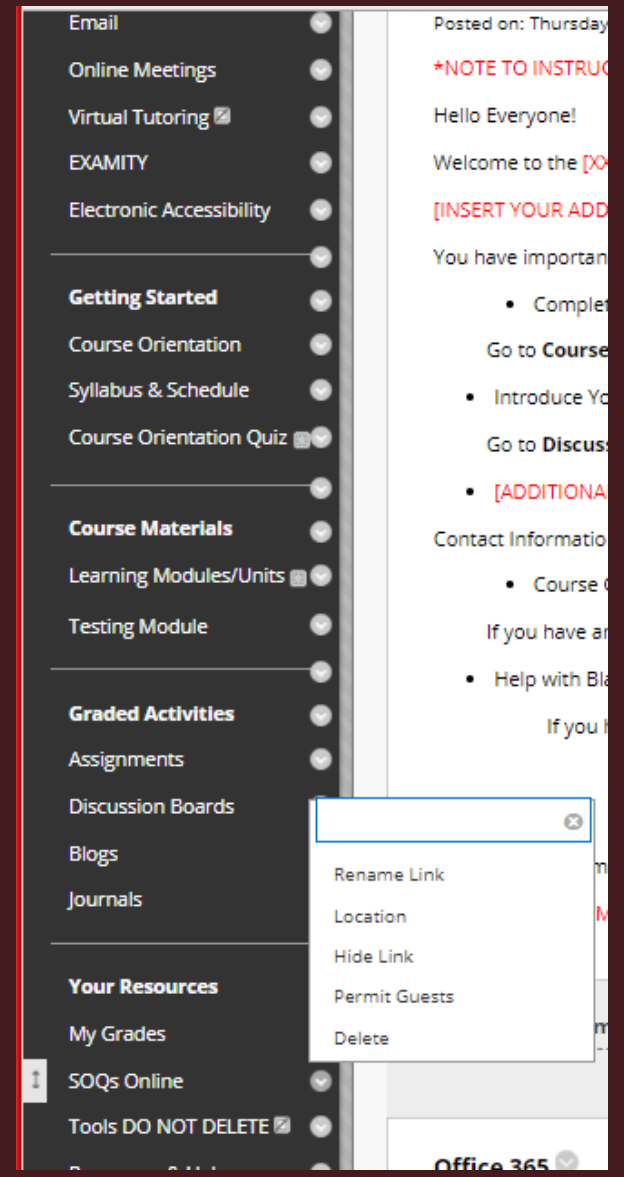
This will restore immediate access to your Blackboard course site.

My Course Evaluations (Students)

There are no courses to evaluate at this moment.

WCC's Phase One –

- **Tool link in Blackboard course site**
- **Course link to the "SOQs Online" tool**



WCC's Phase One – Head First?

Winter 2017 – what did we do?

1. **Communication Plan (Faculty approved)**
2. **Blackboard Access**
3. **Blackboard Course Site Blocking**
   - **Restrict access to Blackboard course site**
   - **Strategic timing**
   - **Validation of data by WCC's Institutional Research team**
   - **Feedback**

WCC's Phase One – How

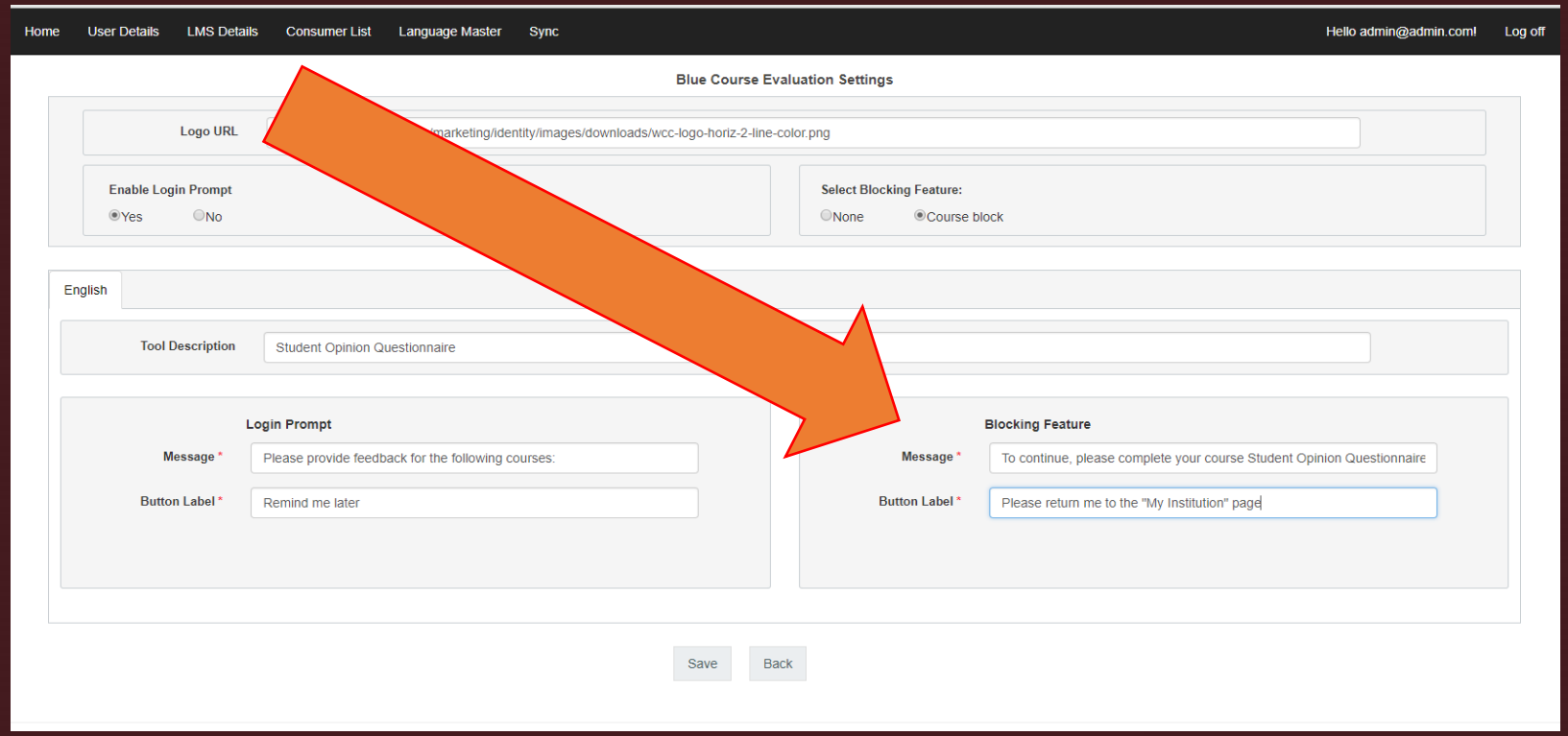
Blocked Bb Sites with Connector

- Approximately 70% to 80% of evaluation period
- Blocks ONLY active tasks, not expired, deleted or not ready tasks
- Must be turned on, and turned off
- Legal discussion and implications
  - Can delete or stop tasks for students not wishing to do SOQs
- Annoyance factor?

WCC's Phase One – Connector

Blocked Bb Sites Strategically with Connector

– Approximately 70% to 80% of evaluation period



What Happens When Blocking is Activated?

- Survey for class is done – full access to that Bb course site.
- Survey has not been completed –
  - restricted from accessing the Bb site for that course
  - can access the other Bb course sites
  - complete that survey and refresh or delete the cache, full access restored
- Student has a survey that has expired – full access to that Bb site.

WCC's Phase One – The Caveat

Caveat…

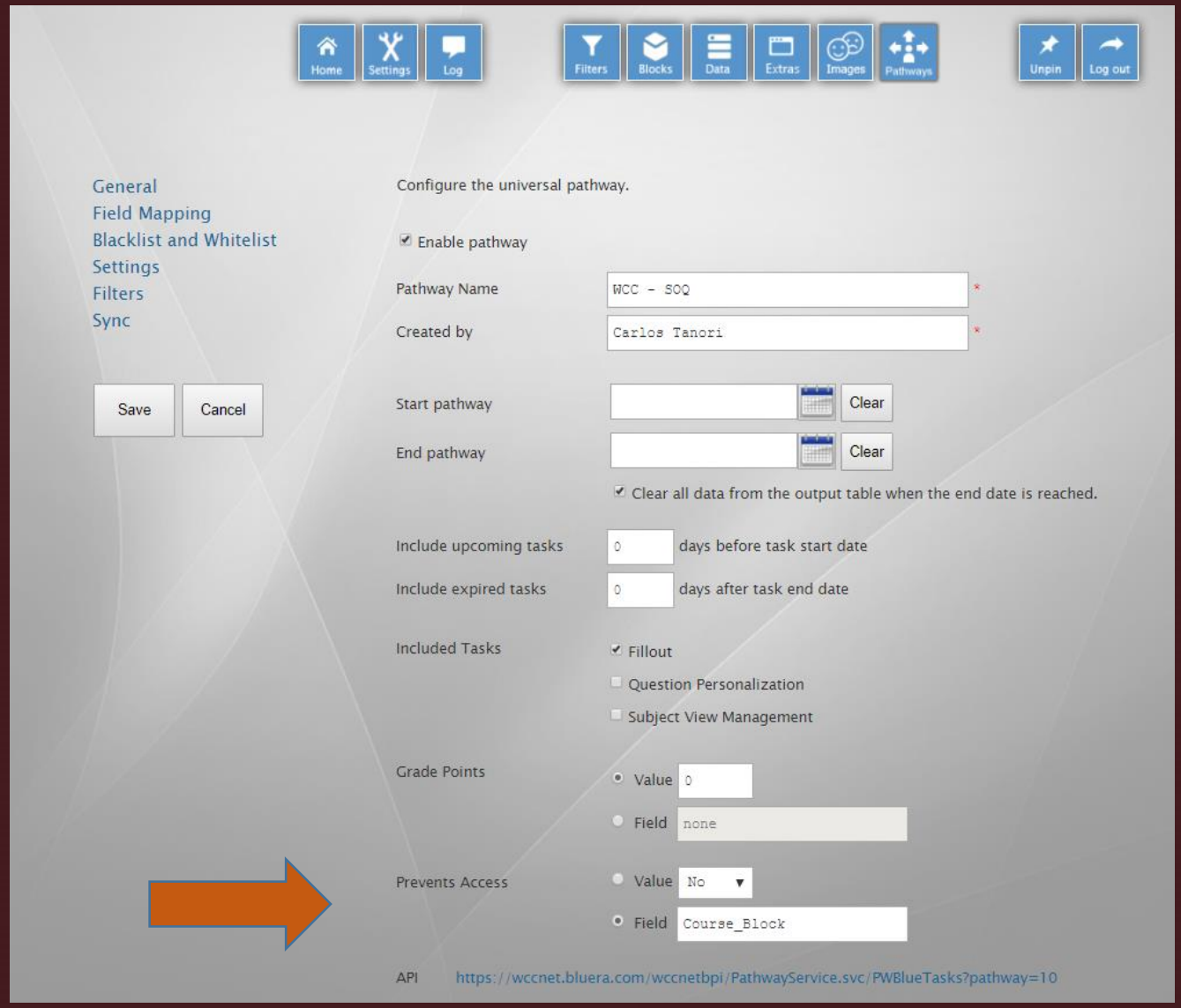
- **Within each semester, there are more than 30 Parts of Term**
- **5 divisions and 25 departments**
- **14 evaluation windows**
  - **Evaluation windows overlap**
- **How do we implement the block for target groups?**

D.I.G. to the Rescue

- D.I.G. Data Integrity Gateway for Winter 2018
  - Add additional data field in feed from Banner
  - Add additional digital field in D.I.G. project
  - Default value “0” no blocking
  - Unpublish in D.I.G. and change this field to 1
  - Activate the Course Block in Connector
  - Can target Part of Term, Division, Department, group of classes, or a specific courses, or instructor (depends on fields you have in D.I.G. Project)
  - Consider timing and dependencies (sync cycles)

D.I.G. to the Rescue

Key Component - BPI



Fast Forward to Spring/Summer 2018

- 100% online SOQs – NO PAPER!!
  - Savings of 8 to 9 trees EACH semester
- 695 sections
- July 20th with 10 days to go
  - 35% response rate
  - 12,191 surveys
  - 4336 completed
  - 1654 expired
- Reopened three groups based on student and faculty request
- End of the story for Spring/Summer 2018

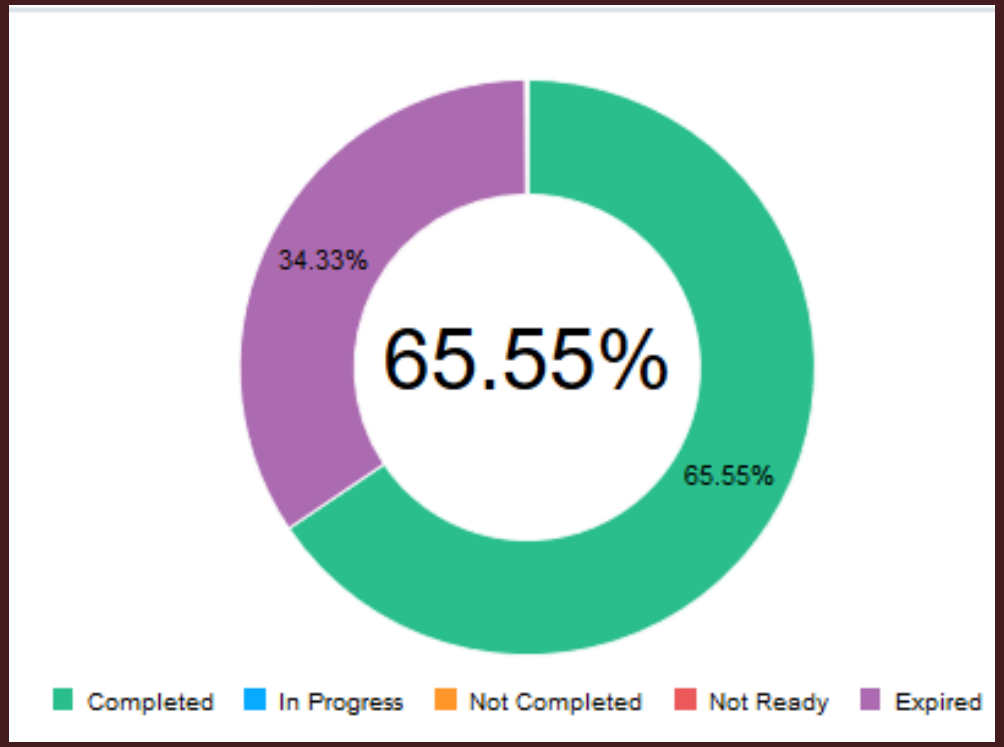
Spring/Summer 2018 – end of story

July 24 with 4 days left in evaluation period

- **Response rate at 41.41%**
- **Implemented the block**

July 28 feedback cycle ended at 11pm

- **Final Response Rate 65.55%**



Challenges

- Requires un-publish and re-publish of specific D.I.G. courses to make necessary changes
- Part of Term field was not in my D.I.G. project
- D.I.G. and BLUE cycle/update times
  - Systematic and strategic timing – late in evening
- Education
  - Students don't refresh or clear history/cache so can't access site after completing survey
  - Help Desk and Faculty support – assume something is wrong
  - Faculty not 100% on-board

Lessons Learned

- During W'17, modified student emails
  - Positive spin, less punitive
  - "What's in it for them" tone
- The right fields in the D.I.G. project
- The right fields in the Blue project
- Take notes and screenshots of set up and details

Looking Forward

- Having the ability to pre-program the Blocks in Blue or D.I.G. just as we set start and end of survey based on Part of Term or other field
- In-class computer and technical support of surveys
- Faculty supporting the Blocking mechanism
  - Course expectation – survey part of course
- Culture of the SOQs
  - Really make surveys have “something in it” for the students
  - Have the voice of the student be shared
  - Share with students the changes that have been made because of the feedback that was shared

Thank you!

- Questions?