



Student Evaluations – Getting Engagement in the Evaluation Process with the Integration of Explorance Blue and Blackboard

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Introduction

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Durham Centre for Academic Development

Durham University

Located in North East of England

Evaluations since 2005

New building due to open October 2019



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The Blackboard logo consists of the word 'Blackboard' in a white, bold, sans-serif font, centered within a solid black rectangular background.



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Quest for Blue: Why?

Our current solution did not meet our needs – but it was free

Blackboard Enterprise Surveys was our tool

Tasked with taking a tool, not designed for MEQs, and making it work

After the first year I started looking

Met Per-Olof Bjorkhede from Explorance at BB World in 2013, along with other Vendors



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Quest for Blue: Old System

Enterprise Surveys

This was designed for top level 'enterprise' surveys not individual course evaluations

Was a very decentralised system requiring lots of training for staff

Had a lot of issues with bugs some of which were quite major

Reporting could not be aggregated

When used for probation and promotion criteria – became critical to teaching staff

Students could not get any reports



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Quest for Blue: Finding Explorance

BluePulse – released as a free Building Block

Liked the integration with Blackboard

I wanted to pilot this, however

By the time I got the use of this approved it became a paid for building

So I had to go back to the drawing board because I had no funding

About the same time

Enterprise surveys were a disaster

and spoke to Vendors about alternative solutions and came back to look at Explorance Blue



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Institutional Catalyst for Change

Enterprise Surveys developed a bug with the staff rating question meaning everything had to be redone manually

MEQ Task and Finish Group was set up to discuss what the Institution wanted out of course evaluations and realised we needed a delivery method

UK Sales Manager – John Atherton



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MEQ Task & Finish Group

Task and Finish Groups run the length of an academic year and are tasked with finding solutions or making policy

I sat on this group and was able to advise on what Explorance could and could not do

At the end of the day it came down to:

Why Blue?

- - Because it can handle demographic data, analyse text, centralise the systems
- - Deliver the right questions to the right people and deliver value reports to stakeholders
- - Future proofed if we changed systems then the integrators are already there



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Durham's Pilot

- Our Business School were involved
- Two cohorts of students – Undergraduates and Taught Postgraduates run at different times
- However – we just repeated the questionnaire that they had always done
- Undergraduate return rates were good
- Postgraduate return rates were not but this was down to timing
- The Business School informed the MEQ Task & Finish Group that they wanted this system



Integrating Blue with Blackboard

Created a dedicated 'tab' or portal within Blackboard called "MEQ" for Module Evaluation Questionnaires

Had a module block explaining to students what this tab was all about, what was going to happen and linked off to a support page along with a support email address

Had a Student and Teacher block added so that students and staff could view the questionnaires and see the return rates with students being able to get access questionnaires directly via the links

We also added the Report Block which would deliver reports to both students and staff



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Integrating Blue with Blackboard

Why did we do it this way instead of LTI linking to Blue and utilise the Blackboard Pop Up Message?

Corporate Governance and IT Security

This would have taken time to get approval and through Change Management

Everything in addition to Blue (and part of the original contract) would have to be approved.

So within Blackboard we linked to the Explorance Blocks to provide views for stakeholders – as they were already within our Blackboard install this did not require any additional login.



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First Implementation

Large rollout to all Undergraduates evaluating 1009 courses/modules

Two week window

Professional Support Services delivered – thanks Kimberlee Stedl!

Feedback was extremely positive from Staff, Students and University Executive

Only issues were down to data integrity – five staff were missed off a rating and one department chose the same department questions for the course/module questions

Staff overwhelmingly thought the reports were great and definitely streamlined the process

53.16% return rate overall (a figure we had never had before)



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First Implementation: Student View

Student MEQs

Module Evaluations – item(s)

Commercial Law	<input type="text" value="8%"/>
Status: Open - End date: 06/05/2018	
Criminal Law	<input type="text" value="7%"/>
Status: Open - End date: 06/05/2018	
Employment Law	<input type="text" value="8%"/>
Status: Open - End date: 06/05/2018	
Introduction to Psychology 2: Developmental and Social Psychology	<input type="text" value="8%"/>
Status: Open - End date: 06/05/2018	
Land Law	<input type="text" value="7%"/>
Status: Open - End date: 06/05/2018	
Trusts Law	<input type="text" value="7%"/>
Status: Open - End date: 06/05/2018	

Number of Items (6) << < 1 / 1 > >>



First Implementation: Staff View

Teaching Staff

Module Evaluations

[+] Description

Search Description Search Button

Number of Items (2) << < 1 / 1 > >>

Description	End date	Status	Participation
CLAS2631: Roman Buildings and Their Decoration	31/05/2018	Open	<div style="width: 44%; background-color: green;"></div> 44%
CLAS2811: Dialogues With Antiquity: The Classical Past in The Visual Arts From The Middle Ages to Modernity	31/05/2018	Open	<div style="width: 50%; background-color: green;"></div> 50%



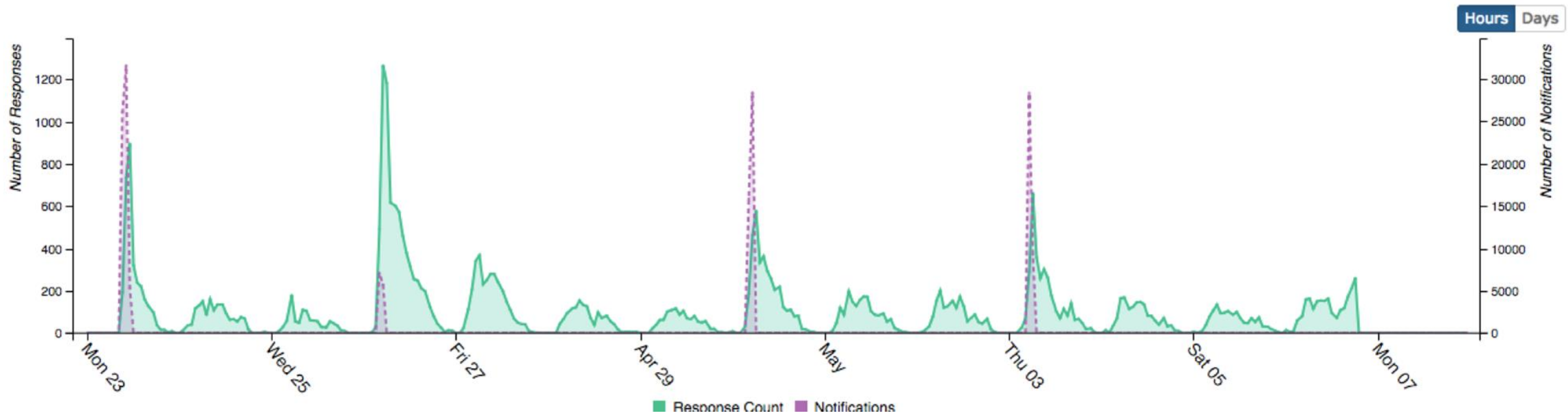


First Implementation: Launch

- We launched on a Monday morning, the first day of Easter Term
- An email went to all students inviting them to complete their evaluations
- An email went to all staff advising them how to view the MEQ Tab and giving guidance on how they should get students involved in the evaluation process
- We took advice and Guidance from Gaurav Gupta’s presentation (Virginia Commonwealth University) on “Expert Module Evaluation Email Notifications that Boost Response Rates” video on Youtube – this made a difference
- Great Example from Classics & Ancient History Department



First Implementation: Evaluation Period

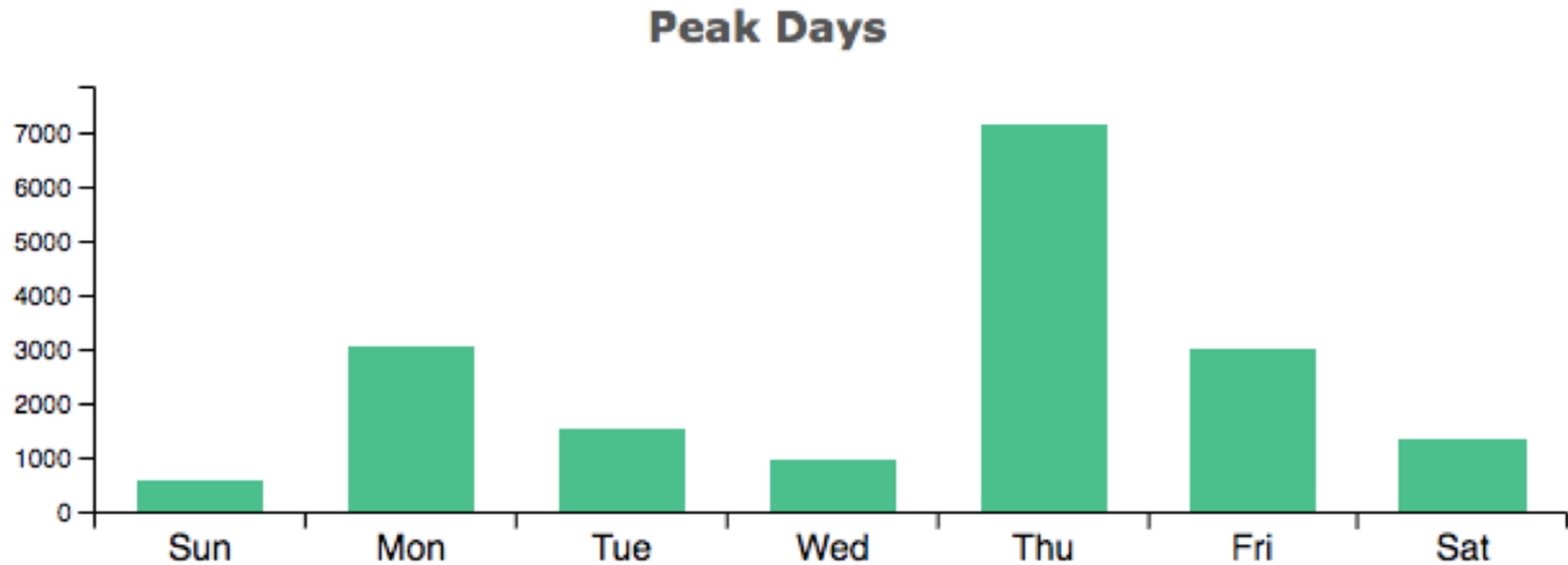


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First Implementation: Peak Days



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The MEQ process is currently live for **undergraduates**. Find out which modules you can evaluate via the [MEQ tab](#).



22.0% of MEQs have been completed

Figures last updated at 4:51 PM on the 27 April

My Courses

▼ 2017-18

Courses where you are: Student

[Chemistry and Society \(17/18\)](#)

[Collaborate Ultra Training](#)

[DULTA - Fundamentals of Learning and Teaching in Higher Education \(17/18\)](#)

[Email Testing](#)

My College



University College

Student Services

Help with duo

[Answers to FAQs](#)

[How To Guides](#)

[The LTT Blog](#)

Tools

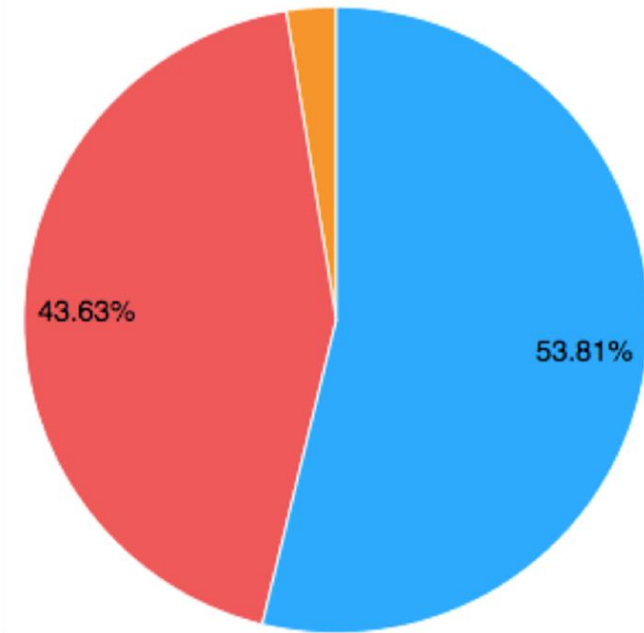
[Announcements](#)



First Implementation: Access Route

Primary Access Route changed on the Thursday

Switched from
■ Email to ■ Portal



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First Implementation: Report Access

Teaching Staff

Module Evaluations

[+] Description

Number of Items (2) << < 1 / 1 > >>

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CLAS2811: Dialogues With Antiquity: The Classical Past in The Visual Arts From The Middle Ages to Modernity	31/05/2018	Open	<div style="width: 50%;"><div style="background-color: green; width: 50%;"></div></div> 50%



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First Implementation: Response Stats

DepartmentName ▾

Search:

Previous 1

DepartmentName	Completed	Invited	Response Rate
Department of Classics and Ancient History	1130	1629	69%
Department of Music	635	970	65%
Department of Earth Sciences	914	1439	64%
Department of History	1912	2972	64%
Department of Archaeology	729	1164	63%

Foundation Centre

School of Modern Languages and Cultures

Department of Computer Science

Department of English Studies

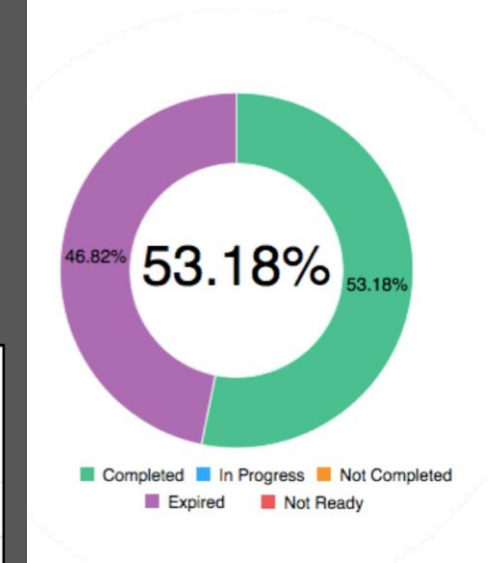
Department of Philosophy

Department of Psychology

FacultyName ▾

Search:

FacultyName	Completed	Invited	Response Rate
Faculty of Arts and Humanities	10229	16690	61%
Faculty of Science	10566	19843	53%
Faculty of Social Sciences and Health	12729	26503	48%



Planning for Second year

Based on the success the Academic Department have asked for surveys for:

- Term 1 (Michaelmas) – Undergraduate evaluations for short fat modules (Late December)
- Term 2 (Epiphany) – Postgraduate evaluations for short fat modules (Early January)
- Term 2 (Epiphany) – End of Programme Level questionnaires for Year 1 and Year 2 (March)
- Term 3 (Easter) – Undergraduate evaluations for long thin modules (April/May)
- Term 4 (Summer) – Postgraduate evaluations for long thin modules (June)



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The Reality

Without a Dedicated team to support this we have agreed to deliver:

- Term 3 (Easter) – Undergraduate evaluations for long thin modules (April/May)
- Term 4 (Summer) – Postgraduate evaluations for long thin modules (June)



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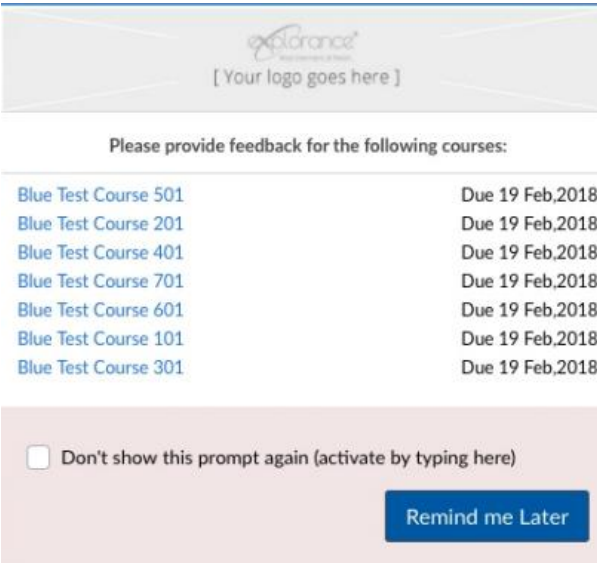


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New Blackboard Pop Up Reminder

This year I would have liked to integrate the Blackboard Pop Up Reminder

Sadly the timescale is that I cannot get this approved in time



The screenshot shows a feedback pop-up window. At the top, there is a grey header with the 'explorance' logo and the text '[Your logo goes here]'. Below this, a section titled 'Please provide feedback for the following courses:' lists seven courses, each with a due date of 'Due 19 Feb,2018'. At the bottom, there is a checkbox labeled 'Don't show this prompt again (activate by typing here)' and a blue button labeled 'Remind me Later'.

Course Name	Due Date
Blue Test Course 501	Due 19 Feb,2018
Blue Test Course 201	Due 19 Feb,2018
Blue Test Course 401	Due 19 Feb,2018
Blue Test Course 701	Due 19 Feb,2018
Blue Test Course 601	Due 19 Feb,2018
Blue Test Course 101	Due 19 Feb,2018
Blue Test Course 301	Due 19 Feb,2018



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The Future with Blackboard

Having tied our implementation of Blue to Blackboard for a single experience

Possibly moving to Blackboard Ultra Experience on Saas

We will lose the Tab access

Can see that the Blocks work with BB Ultra but only produce a Tool Link within each course.

Am hoping to see what this looks like (if I haven't already at this Conference)



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My Future with Blue

From 1st August 2019 – I will no longer be supporting Blue Evaluations*

From that date I will be looking at small scale year long projects for Research purposes

- BluePulse is on my radar under the Student Voice experience looking at the value of continuous feedback
- Another is to look at the Feedback Loop – once an Evaluation period has finished I would like to look at delivering a mechanism through Blue for all Module Leaders to review their reports and to deliver an overview report back with a 5 point Action Plan for improvement and a reflective piece on how the module could be improved.



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Contact Me

Happy as always to talk to people outside of this conference.

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I will be talking about Blue at the following conferences:

- Academy HE Surveys Conference on 8th May in Bristol
- Blackboard Learning & Teaching Conference in Newcastle 14-16 May
- Bluenotes Global 2019 in August



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