



# How SUTD Reached a **95%** Response Rate on their Course and Instructor Evaluations in 6 Months

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**SUTD**  
SINGAPORE UNIVERSITY OF  
TECHNOLOGY AND DESIGN



Who are we?

# Singapore University of Technology and Design

## Background

- Engineering University
- 4<sup>th</sup> Autonomous University in Singapore
- Setup in Collaboration with MIT (2010-2017)
- Located near Changi Airport
- In 2020, 95.9% of fresh graduates from SUTD were employed within six months of completing their final examinations

## Pillars/Cluster

- Architecture and Sustainable Design
- Engineering Product Development
- Engineering Systems and Design
- Information Systems Technology and Design
- Humanities, arts and Social Sciences
- Science, Mathematics and Technology

# Learning by Doing

AT SUTD,  
WE HAVE AN

**11:1**

STUDENT  
TO  
FACULTY  
RATIO

(Total student population over  
total faculty population)

OUR WAY OF  
LEARNING IS

→ HANDS-ON  
→ COLLABORATIVE  
→ INTERACTIVE

THEORIES ARE BROUGHT

**TO LIFE**

AND YOU LEARN BY  
EXPERIENCING THEM



# Educational Technology Team

## Learning Systems

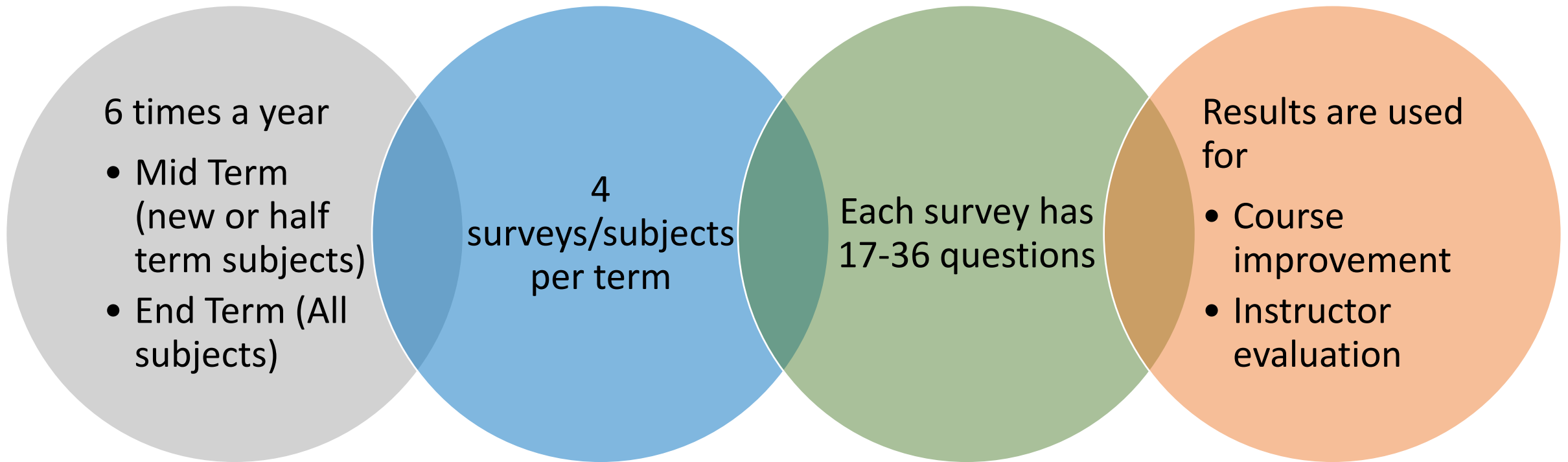
- LMS
- Lecture Capture System
- Secure Online Exams
- Plagiarism System
- Student Response System
- Course and Instructor Evaluation

## Media and Support

- Academic Media Studio
- Video Production
- Teaching Equipment
- Booking System
- Customized Development
- Learning Analytics
- Support
- Workshops

# Course and Instructor Evaluation

# Overview

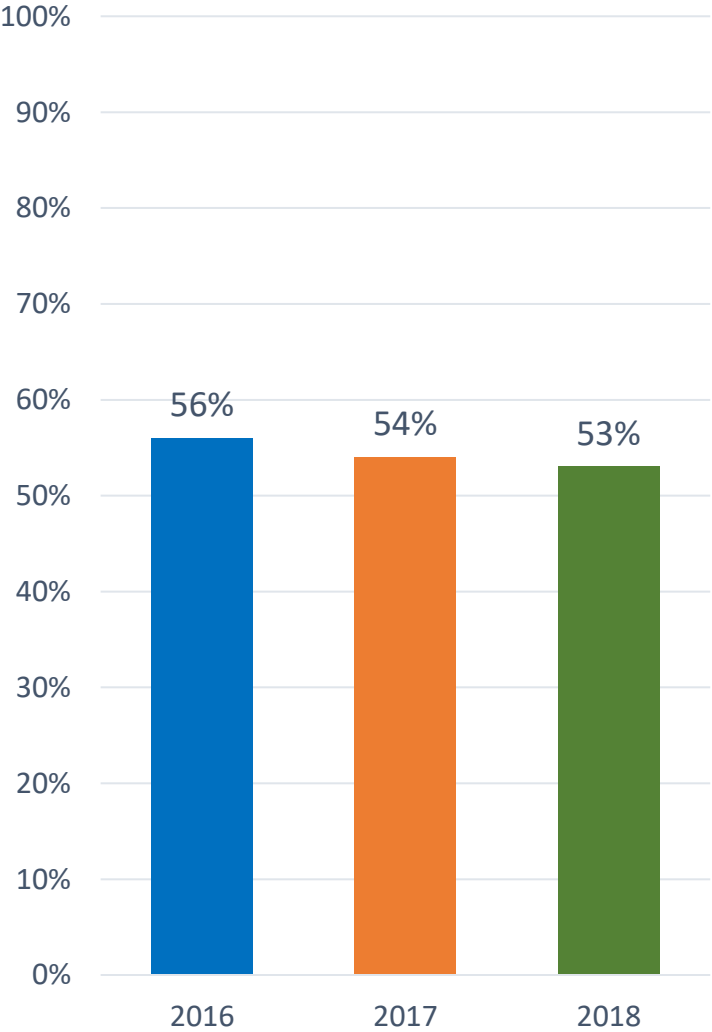


# Evaluations in the past

- Platform: LMS (Moodle and Blackboard)
- Manual Setup
- Manual Email reminders to students (not possible to do targeted email)
- Manual Email to provide response rates to Instructors
- Can't track student individual responses easily
- Time consuming
- Human error
- **Low response rate** (around 50%)



# Response Rates 2016 - 2018



# Steps taken to increase the Response Rate

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## Implemented Blue

- Instructors can see response rates on the fly
- 2 x auto reminders for students
- Additional Push email to students who do not respond

## Review Questions

- Reviewed survey questions with Students and Ad hoc Survey Committee

## Involve Instructors and Management

- Encourage surveys to be done during lesson
- Presented response rates in Management meeting

## Reflect

- Review student feedback from survey
- Share action taken (Reflection Summary) with students

# Steps taken to increase the Response rate

Less Admin Work

- Saved us time

Less human errors

Positive feedback from Instructors

- Ease of use
- View response rate on the fly
- One stop portal
- Better quality of the report
- Speed of distributing reports
- Customised reports

Review resulted in

- More questions

**Minimum impact on  
the Response rate**

Reason was that we had mostly  
automated our process

**A BETTER WORLD BY DESIGN.**







## Changes in 2019

- New KPI from MOE
- 70% Response Rate

# Review

*How to achieve 70% response rate?*

# Strategies for Improvement

## Grade Blocking

- The system **blocks a student from viewing the course exam grade if he/she does not complete a survey.** The system will only release the grade for viewing once survey is complete.
- Issues:
  - Perceived as a heavy penalty for students
  - Longer wait for student to see if they need to retake a course (if he does not complete survey)
  - Multiple system customizations required = long implementation timeline

# Strategies for Improvement

## Participation Marks ✓

- Students will receive **two additional marks** for each completed course evaluation within the window period.
- Part of current Participation Mark

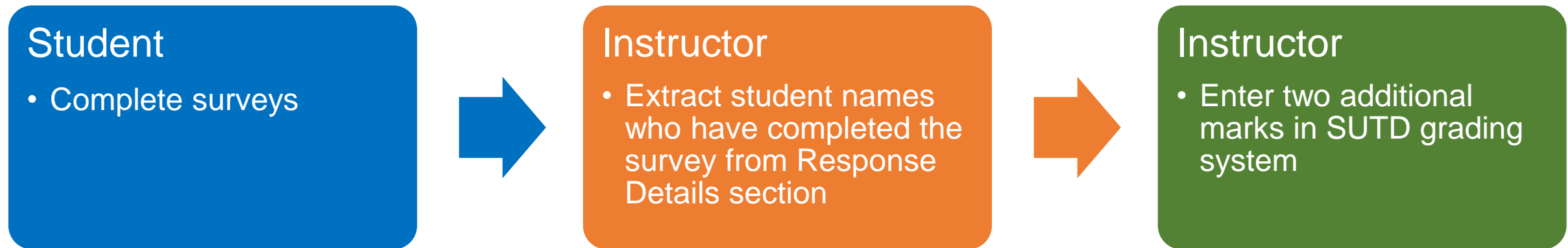


# Implementation

# Implementation

## Participation Marks

How it works?



# Implementation

## Logistics

- Create and Distribute support materials
    - Guides
    - Posters
  - Hold dedicated support sessions
  - Made it part of Policy
- Email
    - Student: Mention the two participation marks policy
    - Instructor: Encourage students to do survey in class
    - HOP: Highlight courses below 70% response rate

# Implementation

## Blue Setup

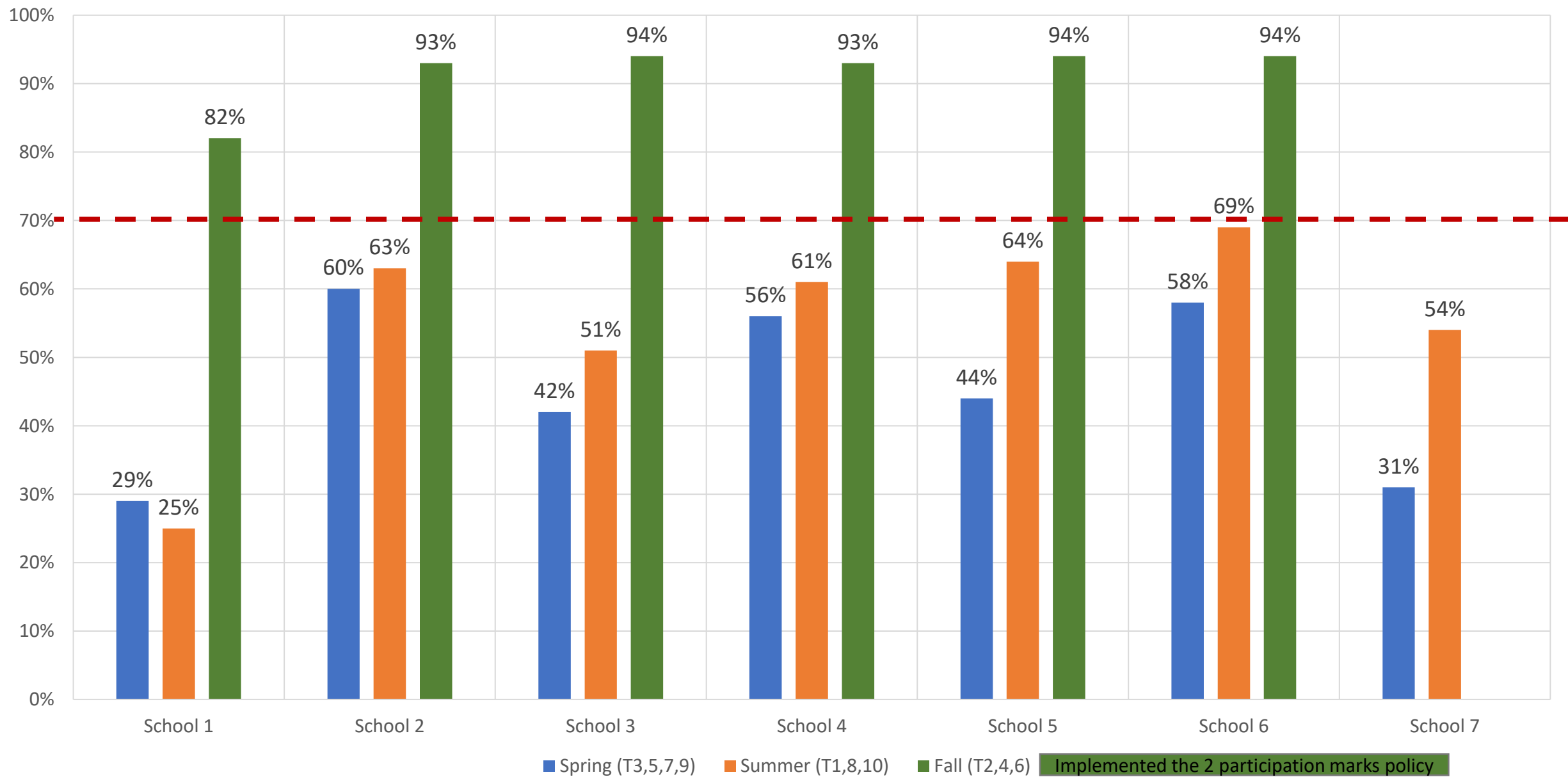
- Enable viewing of Response Rate and Response Details

Response Details	Response Details	en ★	<input checked="" type="checkbox"/>
Response Rate	Response Rate	en ★	<input checked="" type="checkbox"/>

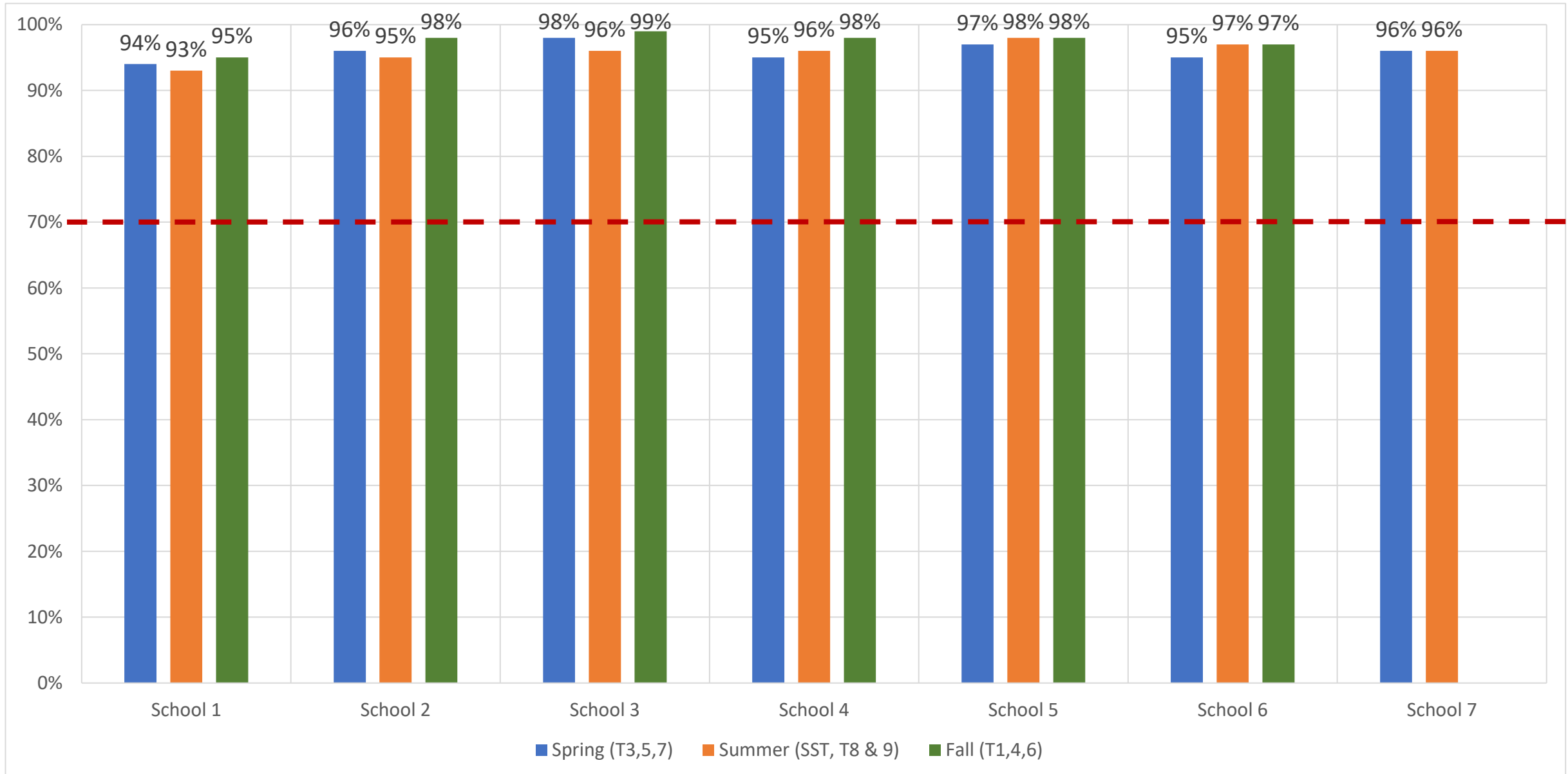


# Results

# Response Rates 2019



# Response Rates 2020



# Blue is Critical in our Implementation

Blue shows which students that have responded to the survey.

Response Rate	Response Details					
Rater First Name 	Rater Last Name	courses	instructors	Email Status	Task Status	
Jordan	.	2021 : Capstone 10	[Multiple Context]	Sent	Completed	
Kenji	.	2021 : Capstone 10	[Multiple Context]	Sent	Completed	
Kua	.	2021 : Capstone 10	[Multiple Context]	Sent	Not Completed	

# What we Learned

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- No significant impact on the qualitative survey results
- Continued feedback from Instructors is critical
  - “Joint ownership”
  - Implemented a lot of changes to the survey questions
- Involve Instructors (e.g. Instructors remind student to do survey in class)
- Clear Policy for Extension (initially Instructor decided)
- Happy students respond to surveys
- Expectations.....

# Q&A and Thank You!!!!

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