



WAYNE STATE  
UNIVERSITY

# Faculty and Student Engagement: The Key to Improving Response Rates in Online Evaluations

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**Student Evaluation of Teaching, Wayne State University**

**Bluenotes GLOBAL 2021**

# Wayne State University

<https://oira.wayne.edu/publications/pub-fact-book-2021.pdf>

## Fast Facts

Wayne State University has received the Carnegie Classification of Institutions of Higher Education's ranking as a doctorate-granting university with some of the highest research activity in the nation. It has 13 schools and colleges, which offer approximately 350 academic programs including bachelor's, master's and doctoral degrees, as well as professional programs and postbaccalaureate, graduate and specialist certificates.

### Fall 2020 Enrollment by Level

Undergraduate	17,513
Graduate	6,407
Professional	2,331
<b>Total</b>	<b>26,251</b>

### Fall 2020 Credit Hours by Student Level

Undergraduate	218,776
Graduate	44,941
Professional	44,635
<b>Total</b>	<b>308,352</b>



For more information, visit OIRA's [Quick Facts Report](#).



### Faculty Profile

Full-Time	1,631
Part-Time	913
<b>Total</b>	<b>2,544</b>
Tenured	752
Tenure-Track	166
<b>Total</b>	<b>918</b>

### Overview and Location

Founded: 1868

President: M. Roy Wilson

Accreditation:

North Central Association of Colleges and Schools

Wayne State University

Detroit, Michigan 48202

313-577-2424

[wayne.edu](http://wayne.edu)

# Ongoing Collaboration

1

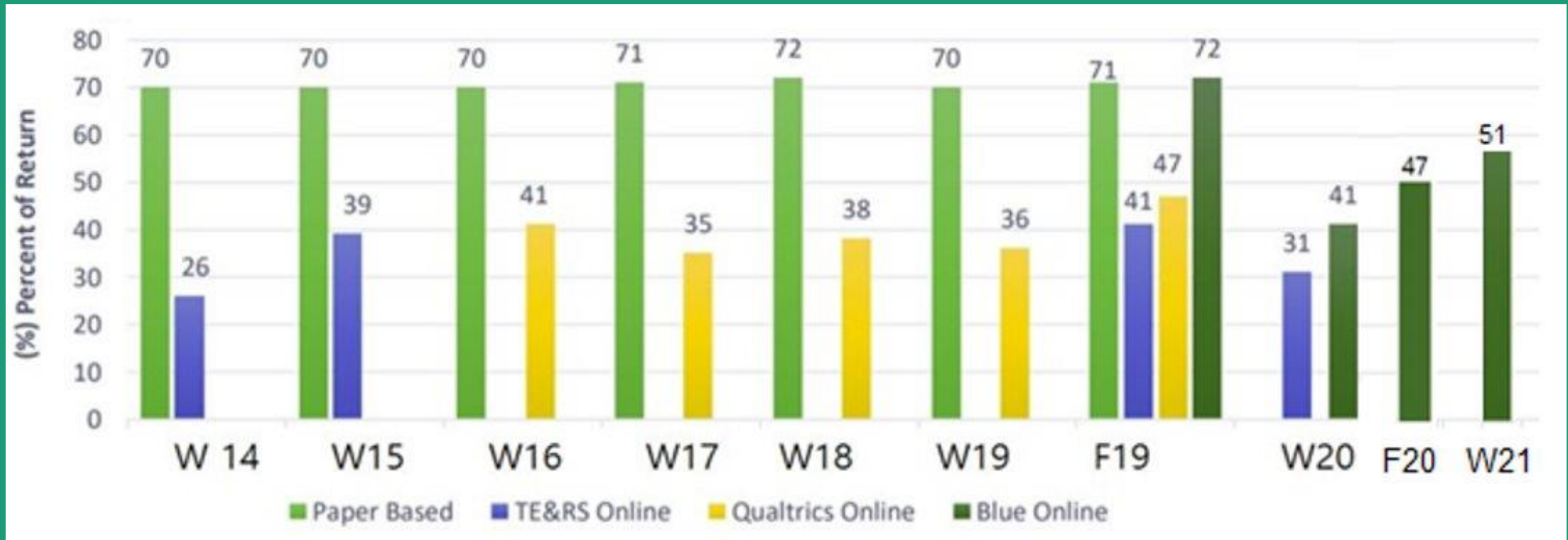
Administration



2

Faculty

# Engagement Over Time



# The Email

**WAYNE STATE UNIVERSITY**

**Lyla, your voice matters!** — Personalization

Hello Lyla.




Now is your opportunity to evaluate your courses and instructors. Your feedback is important, and sharing a fair and honest assessment of your learning experience has never been easier. — Brief message

[EVALUATE YOUR COURSES NOW >>](#) — Direct link

Online evaluations are currently available for the following courses:

Course	Instructor
ENG_1020_1909_062 Intro: College Writing	Laura Kraftowitz

— Specific course details

 **It's quick!**  **It's confidential.**  **We're listening.** — Graphics

— Visual way of addressing student concerns

Complete your course evaluations on campus, at home, or on the go! The online evaluation system is easy to use and mobile compatible.

Your responses are completely confidential. Additionally, instructors can only view their anonymized evaluations after all grades are finalized.

Your feedback directly informs Wayne's course offerings and course content, as well as the university's hiring and promotion decisions.

**WAYNE STATE UNIVERSITY** **WARRIOR STRONG**

- 1 Simple message.
- 2 Use graphics.
- 3 Personalize.
- 4 Use university logos.
- 5 Use a direct link.
- 6 Give specific course detail.
- 7 Address concerns visually.

Our approach was taken from University of Toronto.

# White-listing Blue Messages

Blue messages were marked as external and diverted to spam

This helped to improve trustworthiness of messages

Worked with Computing Office to whitelist messages



# Message Sharing

## Save A Date

Set aside a **DATE/TIME** to complete your course survey.

Your **COURSE FEEDBACK** counts.

Spring/Summer Evaluations:

Spring/Summer Term: Month of July  
Summer Term: Month of August

*Periodically check your WSU email for your course evaluation.  
It only takes a few minutes to complete.*



STUDENT PORTAL

DIGITAL SIGNAGE

CALENDAR NOTIFICATION

SOCIAL MEDIA

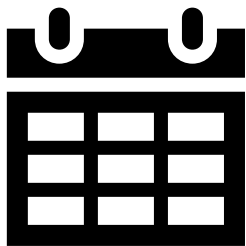
BLUE REMINDERS

FACULTY REMINDERS

# Evaluation Period

1

Length



2

Schedule



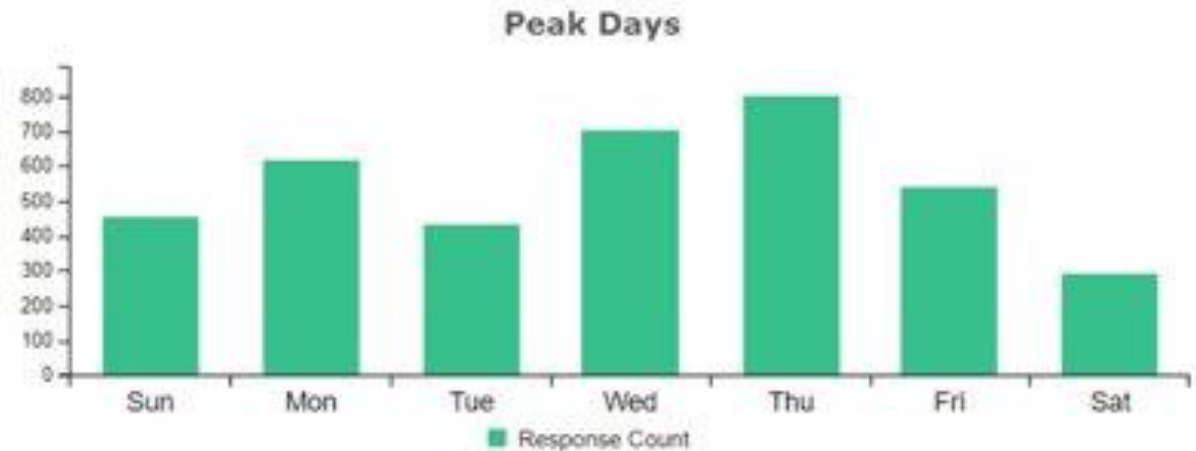
3

Personalize





# Message Timing

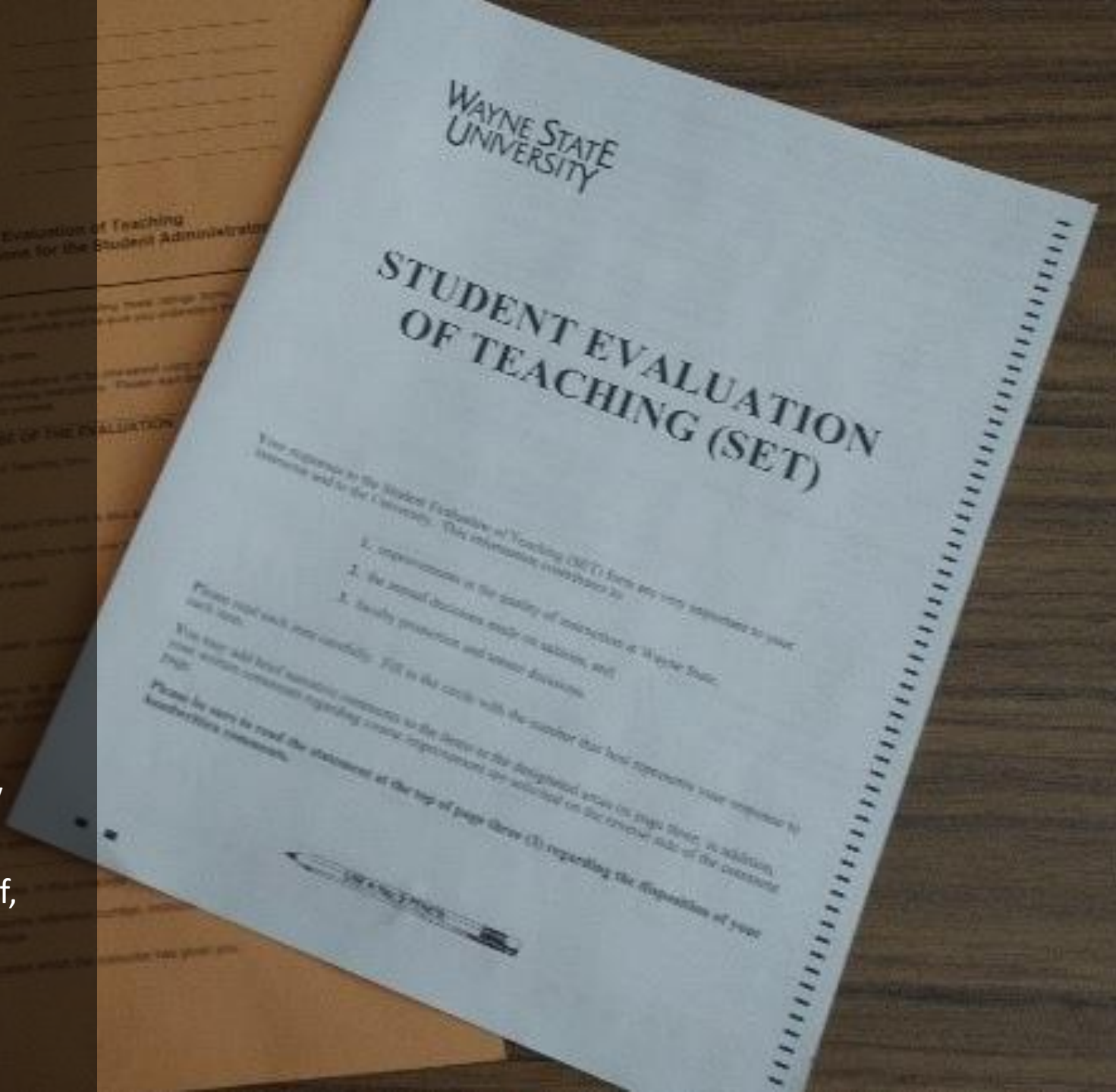


It is worth looking at your **project dashboard** to fine-tune your approach your unique population.



# SET Coordinators

- SET coordinators were able to edit details regarding odd course schedules on the fly in the paper-based system.
- With Online SET, they needed to make all the edits correctly before the semester begins in Banner.
- We now have a workaround so they can edit these directly in Blue.
- This requires a different type of staff, who is good at computer work instead of paper-based work.



# How does the Gradebook Reminder work?



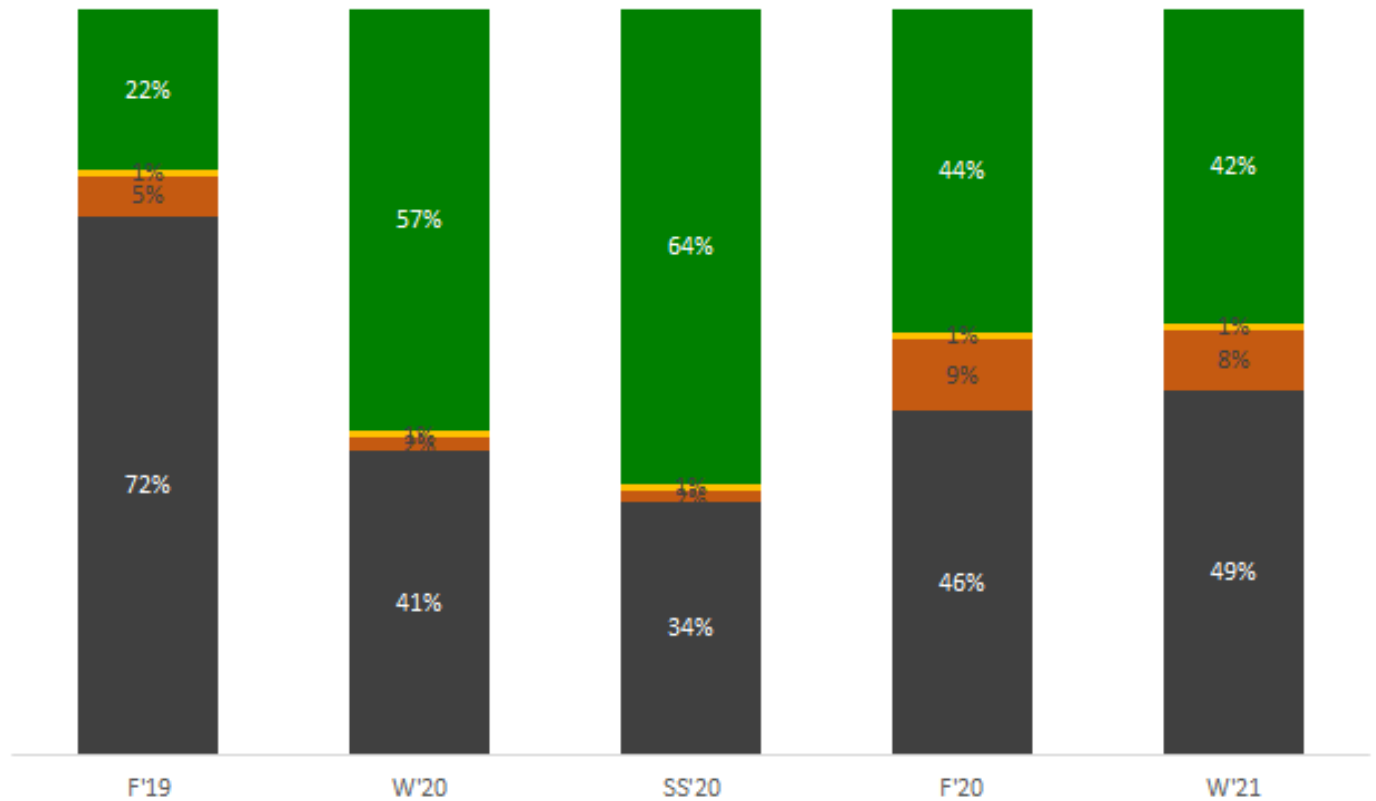
# Student Engagement by Approach Taken

	Winter 2020	Spring/Summer 2020	Fall 2020	Winter 2021
<b>Response Rate</b>	41%	34%	46%	49%
<b>Gradebook</b>	No	No	Yes	Yes
<b>Evaluation Period</b>	2 weeks	2 weeks	1 week	1 ½ weeks
<b>Links</b>	Canvas and email	Email (Error with Canvas)	Email (Fixed error with Canvas later in semester)	Canvas and email
<b>Evaluation Period</b>	2 weeks before last class	2 weeks before last class	3 weeks before last class	1 ½ weeks before last class
<b>Editing Evaluation Period</b>	Not allowed	Not allowed	SET coordinators can help with faculty requests	SET coordinators can help with faculty requests

We were able to vary response rates by trying different approaches.

## Engagement Over Time

■ Completed ■ Opted out ■ Partially completed ■ Not completed



- ① Committee
- ② Message sharing
- ③ Evaluation period
- ④ Whitelisting
- ⑤ Gradebook

Engagement  
Suggestions

