



University of St.Gallen

# For your eyes only: Leveraging existing data to facilitate individual course evaluation report delivery

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From insight to impact.

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# The University of St.Gallen (HSG)

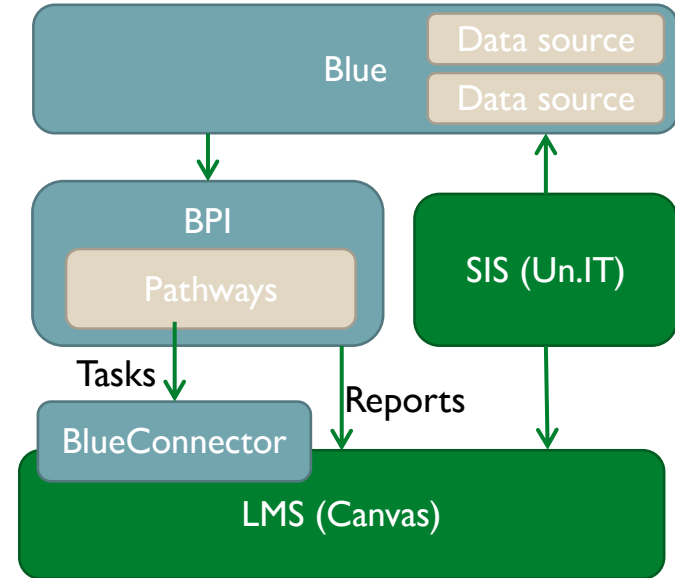
- Specialized in Business
- Circa 9,000 Students – BA, MA, PhD
- 800+ courses evaluated per semester
- Decentralized structure

# The problem

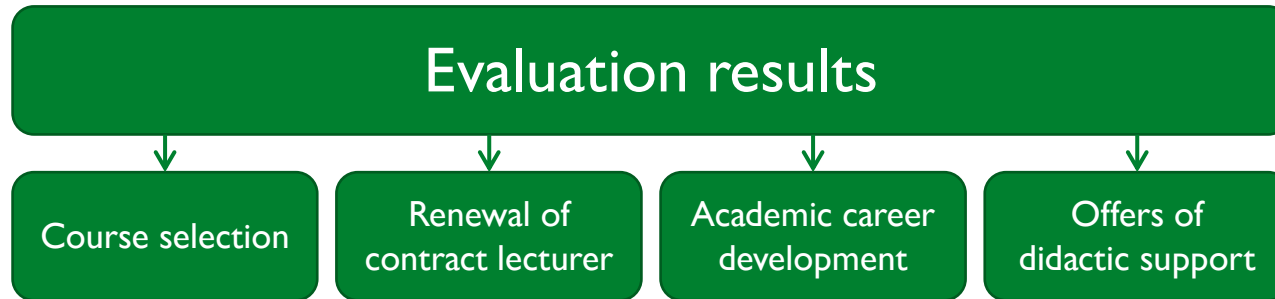
# Overview

- Evaluation results **daily** through Blue
  - Lecturers  $n > 4$
  - Students  $n > 9$
- Program Managers receive results **following** conclusion of the semester
- Complete\* automation of data

Schematic of automated flow of data



# Use of Evaluation Results



Decisions need to be made before the end of the semester for the following semester, however evaluation data was not available at that timepoint to inform the decisions.



# Context

- Data protection
- Quality development guidelines
- Transparency of distribution: instructors know who gets their results, who doesn't and under what conditions
- Frequent employee turnover
- Ease of access





The image shows a close-up, low-angle view of a modern architectural interior. Large, light-colored concrete beams with a visible grain and some surface marks are the primary focus. These beams are arranged in a way that creates strong geometric lines and shadows. In the lower right corner, a wooden floor with a light-colored, herringbone or parquet pattern is visible. The overall lighting is soft and even, highlighting the textures of the concrete and wood.

The solution



# Institutional hierarchy

- Hierarchy based on job title / position within the university
- Leverage some data we know about
- Reports available and updated **daily**
- On Canvas and separated from individual course reports

Bachelor-Ausbildung	Master-Stufe	Doktorats-Stufe
<b>Major BWL</b> (Ordnung 18)	<b>Master in Business Innovation (MBI)</b>	<b>Doktorat in Betriebswirtschaft (PMA)</b>
Programmverantwortung: Andreas Grüner	Programmverantwortung: Reinhard Jung	Programmverantwortung: Tami Dinh
Administrative Leitung: Janik Jugl	Administrative Leitung: Barbara Haas Eileen Hartmann (adm. Mitarbeiterin)	Administrative Leitung: Arthur Stenzel
<b>Bachelor BWL (BBWL)</b> (Ordnung 19)	<b>Master of Arts in Marketing Management (MiMM)</b>	
Programmverantwortung: Jan Marco Leimeister	Programmverantwortung dt.: Johanna Gollnhofer	
Administrative Leitung: Christina Zenker	Programmverantwortung en.: Sven Reinecke	
Administrative Mitarbeiterin		

# Benefits

- Reports immediately available to programs
- No "urgent" requests for program reports during the semester
- No additional location / log-in
- Transparency of results and their usage
- Program-specific archive of data





# Pitfalls

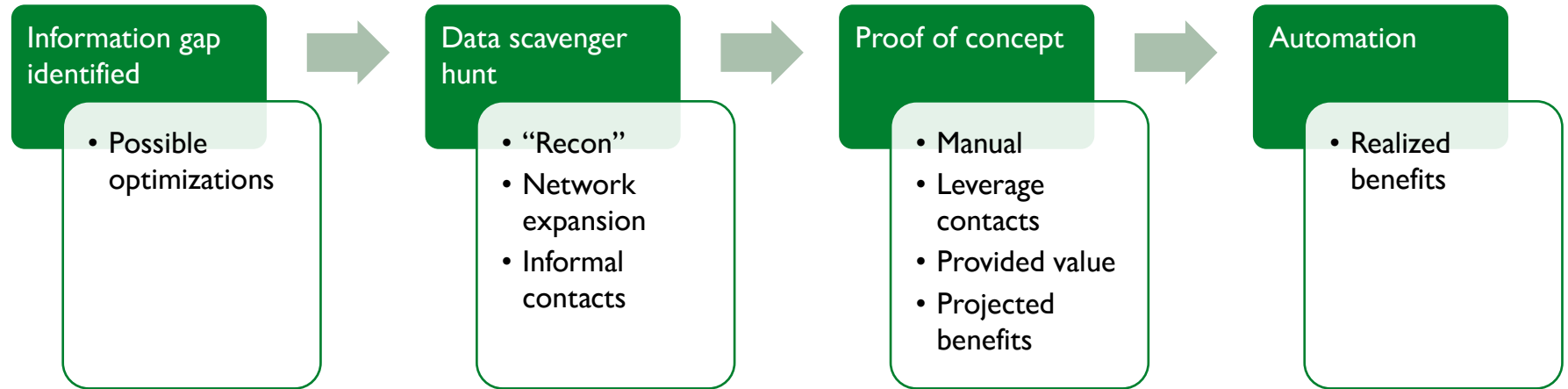
- Employee turnover
  - Limits accessibility
  - Endangers data protection
- Changing program names
  - Evaluation office isn't notified on name changes
  - Automatic authorization cease to function
- Everyone wants access
  - Set clear access rules before implementation
  - Strict adherence to policy



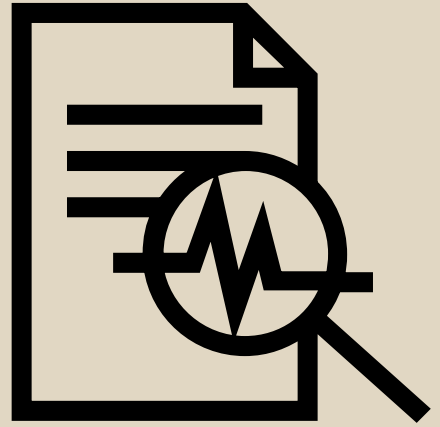


# Our approach

# Our approach



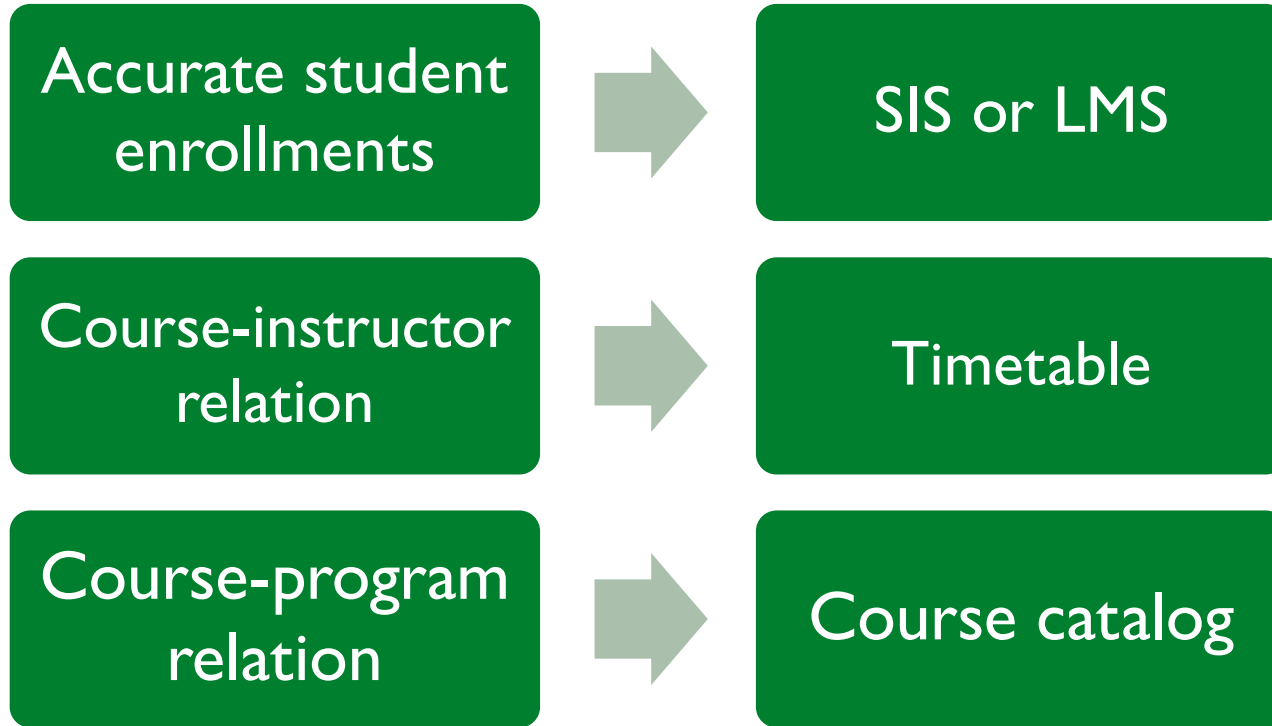
The data  
you need  
exists



The key is  
getting access  
to that data.



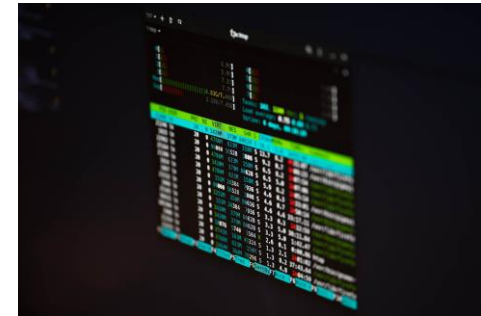
# Data scavenger hunt: applications





# Data scavenger hunt: people & network expansion

- Timetable creators / planners
- SIS administrators
- Program administrators
- Other administrative personnel
- “Users like me”
- Who runs your Blue server, or servers for other applications
- Who runs your Blue database, or databases for other applications
- Who setup your Blue URL, or URLs for other applications
- “IT people”



Any data you can  
find and use is an  
improvement over  
not having data at all.



# Proof of concept

- Formal project not always successful
- Leverage informal contacts from previous phase
- Leverage Blue's flexibility
- Manual can lower barriers
- Document the effort required
- Document the value provided
- Document the projected benefits of automating



# How to Automate course evaluations

*A fun and creative guide for beginners*

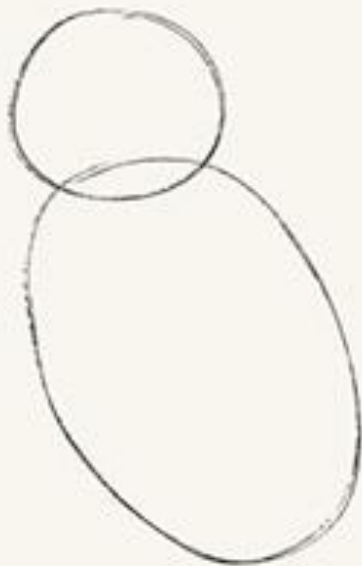


Fig 1. Draw two circles



Fig 2. Draw the rest of the

owl

Future steps:  
Automate!





Questions?

Feedback?

Remarks?



# Thank you

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Accreditations

