Course Feedback Response Rates:

Suggestions for Engaging Faculty & Students in the Feedback Process

Daniel Glover, MS, University Survey & Assessment Services
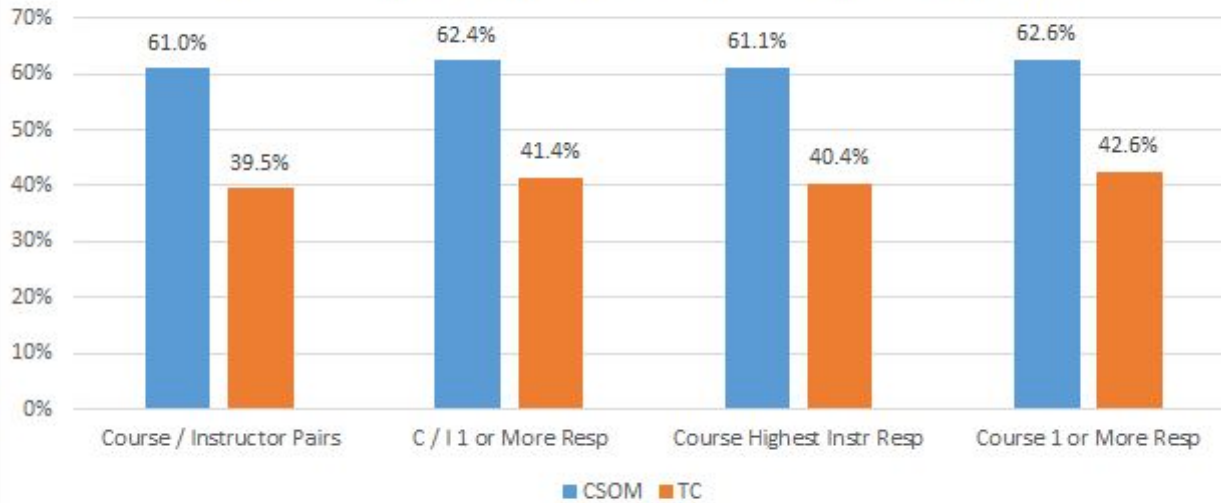Amie Norden, PhD, Carlson School of Management

Fall 2022 University of Minnesota

1. 68,631 Students (**54,955 Twin Cities Campus** / 4,710 Carlson)

   - 41,444 Undergraduate (**30,560** / 3,173)
   - 12,189 Graduate (**11,613** / 1,474)
   - 10,860 Non-Degree (**8,907** / 63)
   - 4,138 Professional (**3,875** / 0)

2. 26,777 Employees (**24,336** / 565)

   - 4,732 Faculty (**4,033** / 96)

Response Rate Defined

CSOM vs TC Campus SRT Avg Student Resp Rate Spring 2023

	Course / Instructor Pairs	C / I 1 or More Resp	Course Highest Instr Resp	Course 1 or More Resp
CSOM	61.0%	62.4%	61.1%	62.6%
TC	39.5%	41.4%	40.4%	42.6%

Selected Method:

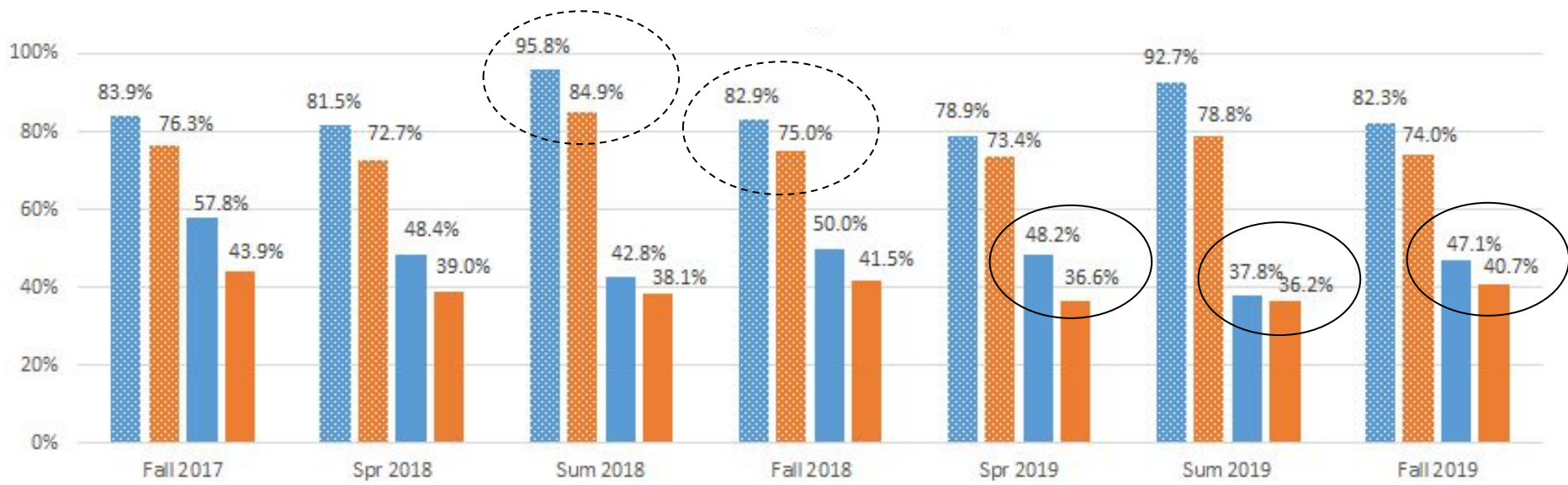Course/Instructor Pairs – Overweighs multi-instructor sections (could be higher or lower)

Reason:

We could have actionable items for individual instructors from the SRT results

Alternate Methods:
- Highest Instructor Response Rate – Closest to mirroring student response to form (student responds to only one who is not this one)
- Course 1 or More – Drops all zero response sections
- Task fill out response rate (not shown) – Does not necessarily tie to action for instructors for multi-instructors and have to tie back to sections/instructors
- Average of the course response rate (not shown) – Mean of mean, will weigh small enrollment sections more heavily.

Pre-CoVid SRT Average Student Response Rates

Post CoVid Student Response Rates

New process implemented for online collection
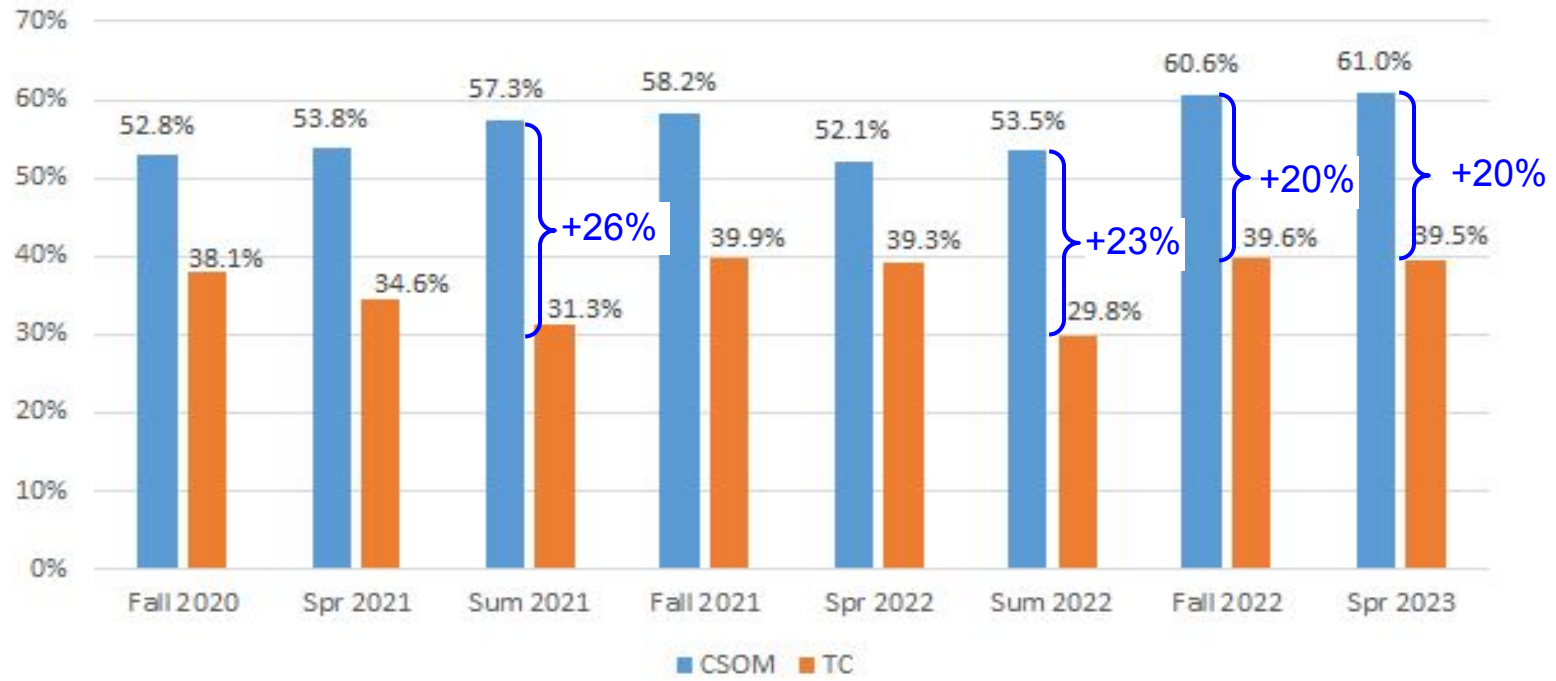
Since returning to in-person instruction post-COVID, where all SRTs are now collected **only** digitally, the Carlson School of Management consistently has average response rates ~15- 25% higher than the Twin Cities campus average.

Carlson School SRTs: Historical View

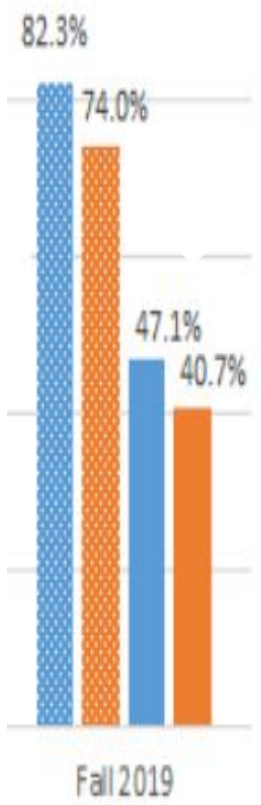- Pre-CoVid, the Carlson primarily used paper SRTs
  - Online classes did have online SRTs
  - Online classes had low response rates.
- Attempted school-wide online SRTs in the past
  - Instructors and administrators did not like online SRTs, citing low response rates as the problem.
- Anticipated eventual switch to online SRTs
  - Investigated the switch to online SRTs prior to CoVid.

Paper SRTs   vs.   Digital SRTs

Collected on Paper

Collected Digitally

SRT Before Exams

Final Exam
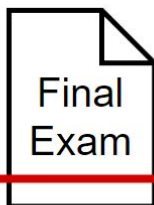
SRT sometimes open during Exams

High response rates

Lower Response Rates

Depts & TAs involved

Instructors on their own

Change Management Process

- Nominate a Service Owner
- Create your Strategy
  - Resources
  - Communication Plan
  - Roles
- Engage School Leadership
- Engage Staff Leadership

Overview of Process Changes
(Fall 2020 to Current)

- Early On:
  - Communication from School Leadership
  - Joined Department Administrator Meetings
  - SRT Availability Windows were changed set by central group.
- Later:
  - SRT windows edited locally (at Carlson School)
  - Communicate directly with faculty
    - SRT Administration Date, Final Exam date, & custom windows
  - Track changes via department spreadsheets

	A	B	C	D	E	F	G	H	I
1	**Spr2023** Last date to request changes was 4/5/2023.			**SRT Admin Date**	**Final Exam**	**Special SRT Window Requests etc**	**SRT System**		
2	**Session**	**Instructor**	**Course**	Date or NA	Date or NA		Existing SRT Window	SRT Window Adjustments	**Status**
3	A Term			2/27	3/1		2/28 - 3/13	2/23 - 2/28	Done
4	A Term			2/28	3/2	please start 2/22 & end 3/1	2/28 - 3/13	2/22 - 3/1	Done
5	A Term			3/1	3/13	please start 3/1 & end 3/5	2/28 - 3/13	3/1 - 3/5	Done
6	A Term			3/1	3/13	please start 3/1 & end 3/5	2/28 - 3/13	3/1 - 3/5	Done
7	A Term			2/28	3/2		2/28 - 3/13	2/28 - 3/1	Done
8	A Term			3/1	NA		2/28 - 3/13		NA
9	A Term			NA			2/28 - 3/13		NA
10	A Term			2/27	3/3		2/28 - 3/13	2/27 - 3/2	Done
11	Special			3/27	NA	SRT window 3/27-3/31	3/14 - 3/31	3/27 - 3/31	Done
12	B Term			4/24	NA	SRT window 4/24-4/28	4/20 - 5/1	4/24 - 4/28	Done
13	Full Term				5/4	SRT window 4/17-5/3	4/8 - 5/1	4/17 - 5/3	Done
14	B Term			NA			4/20 - 5/1		NA
15	B Term			4/24	4/29		4/20 - 5/1	4/23 - 4/28	Done
16	B Term			4/27	4/28		4/20 - 5/1	4/25 - 4/27	Done

Communication Plan

Planful Communication:

- Early-ending courses first
- B-Term and Full-Term course
- Individual emails when necessary

Other Communications

- Email "reminder" templates for faculty
- SRT process instructions for new instructors
- Reminder about system messages being inaccurate

Feedback from Students (Spring 2023)

- Students want to feel valued and motivated!
  - Tell students WHY you care
  - Demonstrate you care
    - What have you changed due to SRT feedback?
    - Use a Whole-Class Incentive
- Reflection on the process (Paper vs. Digital)
- Instructors typically use one of two methods
  - In-Class Administration (Recommended)
  - Out-of-Class Administration (requires follow-up)

Tips to Increase Response Rates

- Plan for the SRT as an intentional and prioritized course activity
- Early in the semester:
  - Tell your students <u>when</u> you will provide time for the SRT
  - Tell your students <u>how</u> you have used SRT feedback
  - Decide if you will use a whole-class incentive
  - Decide whether you will do in-class or outside-of-class administration.
  - Put a placeholder activity in the SRT-Week's materials as a marker.
- On the SRT Administration Day:
  - Remind students you care and that you value their comments.
  - Step "outside" the classroom (honor their space and neutralize the power dynamic)
  - Monitor the "class response rate" in Blue

Blue: Wouldn't it be great if …

1. Would like class list at least 3 weeks before semester start.
2. Would like the ability to re-open expired availability windows.
3. Would like the Canvas connection to not alarm instructors with an error message.
4. Would like the ability for system reminder messages to be accurate (currently, inaccurate).
5. Would like the ability to create sub-groups for departments with ability to edit dates just within their unit (handoff of process).

Welcome Daniel Glover
SRT

BLUE **ADMIN**

- Home
- Dashboards
- Projects
- Reports
- Exports
- Question Bank
- Record Mgmt
- Help

My Projects
⊘ **Editing:** **Student Rating of Teaching - Carlson School of Management - Spring 2023**

| Info | Questionnaire | Definition | Subjects | Members | Triggers | Access | **Tasks** | Language | Publish |

Task configuration | Centralized emails

Subject management

Configure the task experience

Tile title

$SUBJECT; Instructional Staff: [*(,) C$FN C$LN]   en *

Configure the subject page

Evaluation timing

☑ Allow task owner to set start date

☑ Define date range

Based on

Fixed date ⌄

Between

Minimum   2023-02-07 07:46   🗓   *

Maximum   2023-07-02 23:59   🗓   *

☑ Allow task owner to set end date

☑ Define date range

Based on

Fixed date ⌄

Between

Minimum   2023-02-07 07:46   🗓   *

Maximum   2023-07-02 23:59   🗓   *

Advanced options   Hide

Access and synchronization

☑ Apply updated task dates to all open tasks

Changing the dates for open tasks is done automatically every time the project is saved. Any date changes that are made from Project management or a Subject management task will not be overwritten.

Some Conclusions

- ● Find Champions!
  - – Administrators, Staff, Instructors, Students high engagement at each of these levels helps drive participation in course feedback.
- ● Currently using Subject Management to make configuration changes. Have to ask Senior Administrators whether to release staff time and funds to use something like Data Integrity Gateway (DIG).

A Guide to Improving Response Rates

Online at: https://z.umn.edu/ImproveSRTResponseRates

1. Encourages Instructors to Value Student Input

2. Group Incentive

3. Take Time In Class

4. Remind Students When Data Collection Is Closing

5. Enable Canvas Link

6. Check Response Rates (and follow up if necessary).

Thank You!

Questions?

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