

# Online Course Evaluations: Our response rates are WHAT!??



AIR – Toronto 2011

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Kathy Ottoson – Manager of Information and Reporting

**EMBRY-RIDDLE**  
Aeronautical University  
FLORIDA | ARIZONA | WORLDWIDE



Daytona Beach, Florida



Prescott, Arizona

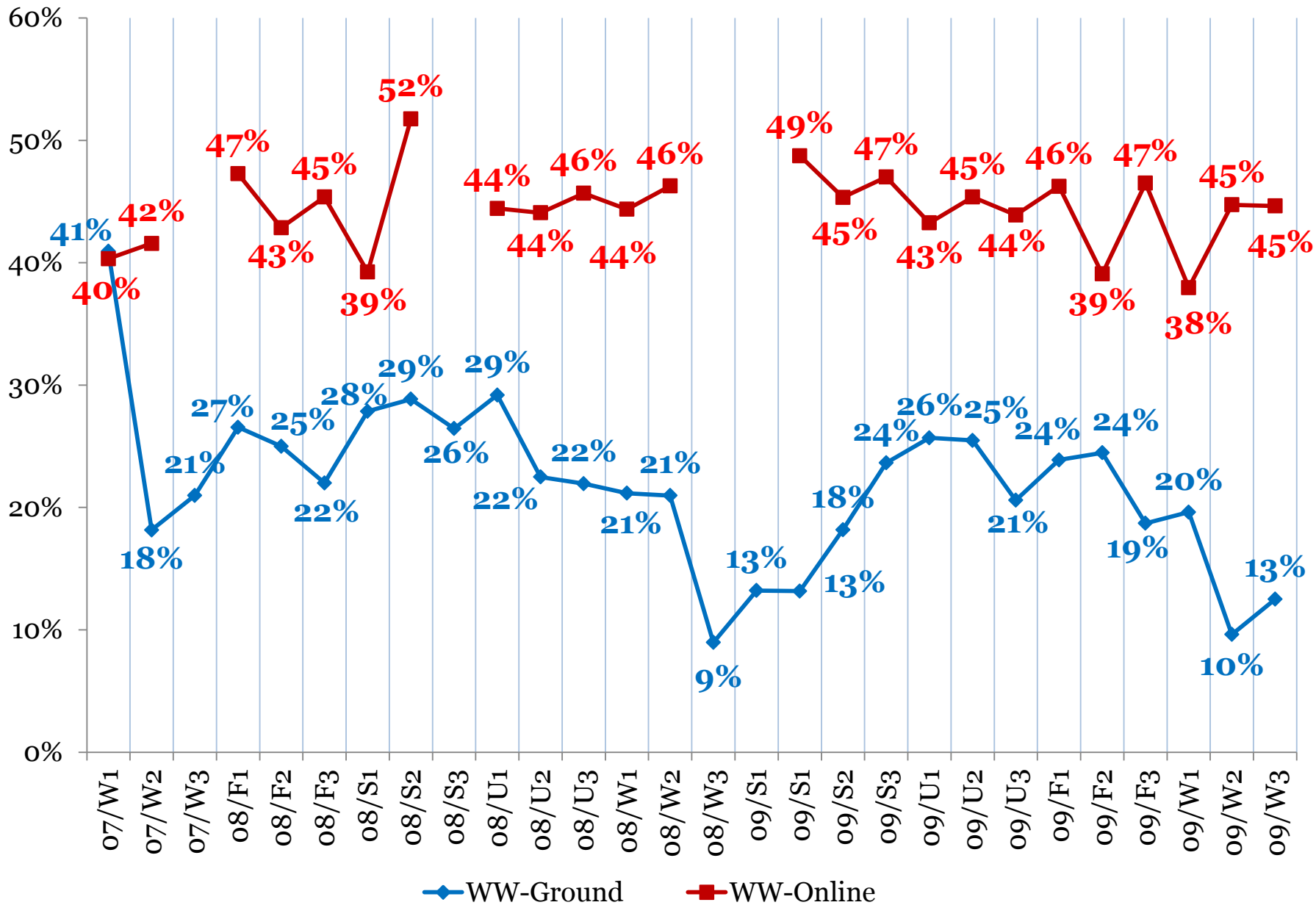


Worldwide

- 4100+ UG
- 500+ G
- 300+ F

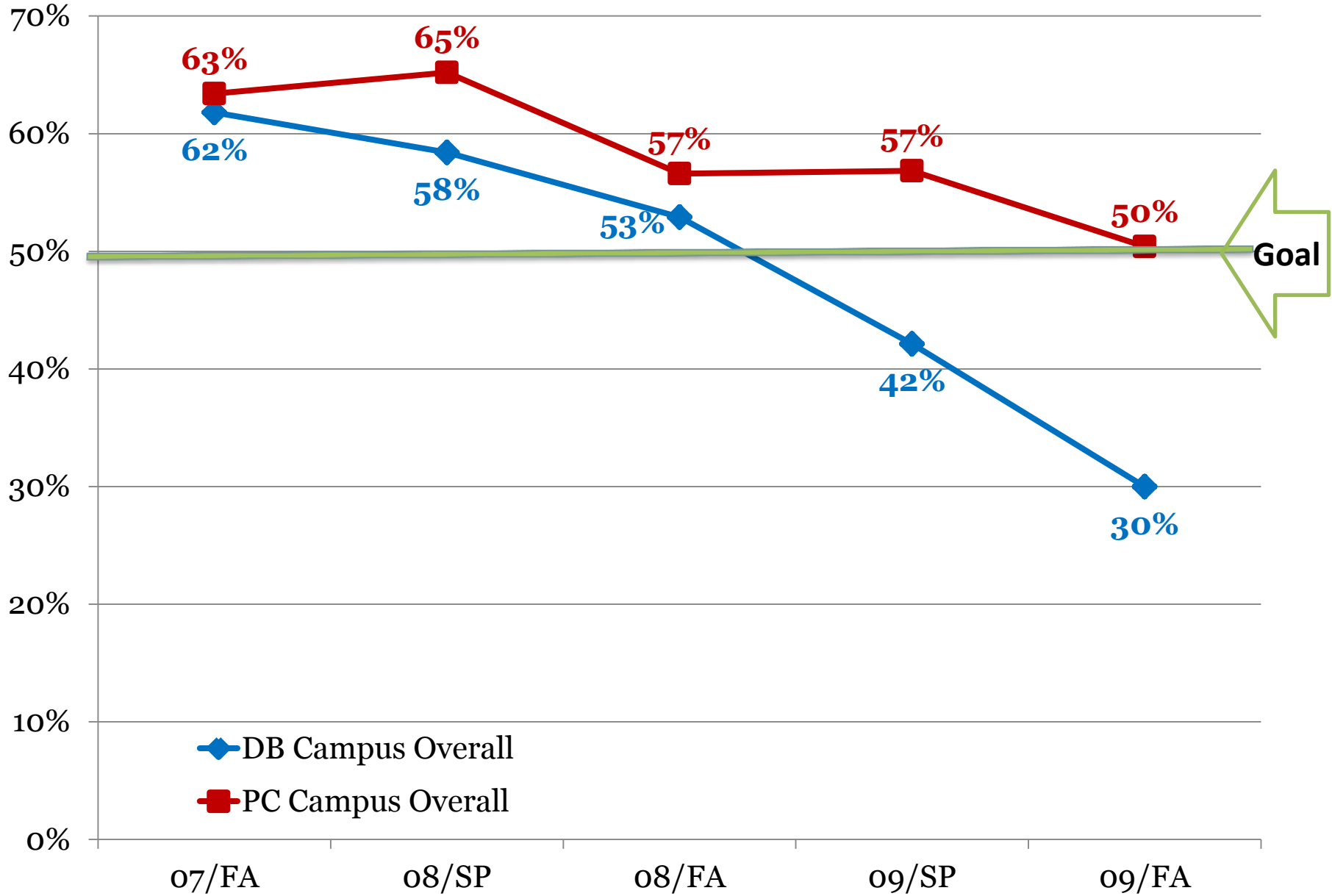
- 1530+ UG
- 45+ G
- 100+ F

- 170+ TC
- Online
- 12000+ UG
- 4100+ G
- 2800+ F



◆ WW-Ground

■ WW-Online



# Spring 2010 University Culture



- **ACCOUNTABILITY**
- **BOTTOM-UP  
(STUDENTS)**

- **TOP-DOWN  
(FACULTY &  
ADMINISTRATORS)**

# Spring 2010 Students



- **DIRECT LINK**
- **EMAILS**
- **SURVEY WINDOW**
- **ADVERTISING**
- **PRESENTATIONS**
- **REMINDERS**
- **IR FOLLOW-UP**



# Spring 2010 Faculty



- **ACCOUNTABILITY**
- **PROMOTION**
- **INVOLVEMENT**
- **RETRAINING**
- **IR CALENDAR**
- **SYLLABUS**
- **RESPONSE LISTS**
- **REMINDERS**

# Instructor View - Dashboard



Kimberly Brantley,

[Home](#) | [Account](#) | [Results](#)

## Dashboard



### Project Results: Most Recent

[View All](#)

Project Name	Aggregate Results Available	View Reports
<a href="#">10/SP DB</a>	5/8/2010	
<a href="#">09/FA - Daytona Beach</a>	12/12/2009	
<a href="#">09/SP Daytona Beach</a>	5/1/2009	



### Announcements

[View All](#)

**Subject**



### Response Rates: Most Recent

[View All](#)

Project Name	Rate
<a href="#">10/SP DB</a>	69.7%
<a href="#">09/FA - Daytona Beach</a>	80.65%
<a href="#">09/SP Daytona Beach</a>	86.21%



# Instructor View – Response Rates



Kimberly Brantley, Instructor

[Home](#) | [Account](#) | [Results](#)

## Course Response Rate

[Back To Projects](#)

10/SP DB

Course Code:

Call#/Unique Id:

Course Title:

**Find Course**

**Reset**



### Response Rates

Course Code	Title ▲	Total	Responded	Response Rate	Download Non-Respondents	Download Respondents
IT_109L_05DB	Intro Cmpttr & Appletns Lb (SURVEY END DATE: 04/30/2010)	19	13	68.42%		
IT_109L_06DB	Intro Cmpttr & Appletns Lb (SURVEY END DATE: 04/30/2010)	14	10	71.43%		

Total Found: 2

# Records: 10

Page 1 of 1

# Spring 2010 Administrators

- ACCOUNTABILITY
- PROMOTION
- INVOLVEMENT
- IR CALENDAR
- SYLLABUS
- RESPONSE LISTS
- ADMIN EMAILS
- REMINDERS



# Emails

**From:** [ERAU Online End of Course Evaluations](#)  
**To:** [Brantley, Kim](#)  
**Subject:** Instructor/Course Evaluations  
**Date:** Wednesday, April 06, 2011 2:00:25 AM

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**This is a BCC confirmation email**  
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Dear Administrator,

The end of the term is approaching and ERAU will open course evaluations for all courses taught during the Spring term.

Students from focus groups conducted this spring, state that their instructor involvement in promoting the evaluations directly correlates with them completing evals. Please encourage your faculty to:

- explain the online process to their students
- promote the importance of the end of course evaluations
- describe how the results have and will be used

Additionally, you and your faculty can:

- monitor response rates LIVE from your EvaluationKIT dashboard
- download respondent/non-respondent lists for personal follow-up (must have 4 respondents before the list activates and it ONLY contains student names, id and email addresses, NOT responses)

Survey dates for the Spring administration:

- Pre-Survey notice to Students & Instructors: 4/7/11
- Evaluation opens and announcement to Students & Instructors: 4/14/11
- 1<sup>st</sup> Student reminder: 4/18/11
- Instructor reminder: 4/21/11
- 2<sup>nd</sup> Student reminder: 4/24/11
- 2<sup>nd</sup> Instructor reminder: 4/27/11
- 3<sup>rd</sup> and final Student reminder: 4/28/11
- Evaluation end date: 4/29/11
- Reports available to Deans, Chairs and Faculty: 5/12/11

Once reports are available, you can download and customize term or longitudinal reports by college, department, course and/or instructor. The link below will take you to a detailed tutorial on custom reports: <http://irweb.erau.edu/OnlineCourseEval/training.htm>

We would like to thank you in advance for your support and assistance. If you have any questions or concerns, please contact Institutional Research at ERAUeval@erau.edu or 386-226-6225.

Institutional Research

# Emails

Subject:

RE: SP11 End of Course Evaluation Response Rates

Date:

Friday, April 29, 2011 4:44:00 PM

Importance:

High

One last update, evaluations close at midnight tonight. Almost every department has met the 50% goal!

Kim

**DB: 61% (61%)**

AS: 54% (54%)

AE: 41% (52%)

App Av Sci: 75% (64%)

Avi Maint Sci: 36% (45%)

Eco, Fin, Info Sys: 69% (65%)

Elec, Comp, Soft, Syst Eng: 76% (80%)

Fresh Eng: 62% (66%)

HFS: 61% (59%)

Hum & SS: 63% (64%)

Mgmt, Mkt Ops: 62% (63%)

Math: 61% (62%)

Mech, Civil, Eng Sci: 52% (56%)

Phys Sci: 55% (52%)

ROTC-AF: 79% (86%)

ROTC-Army: 97% (89%)

ROTC-Navy: 99% (95%)

**PC: 66% (71%)**

Aero/Mech Eng: 59% (70%)

Avi Sci: 66% (71%)

Business: 76% (82%)

Elec/Comp Eng: 68% (70%)

Global Studies: 63% (65%)

Hum & Comm: 66% (70%)

Math/CS: 63% (65%)

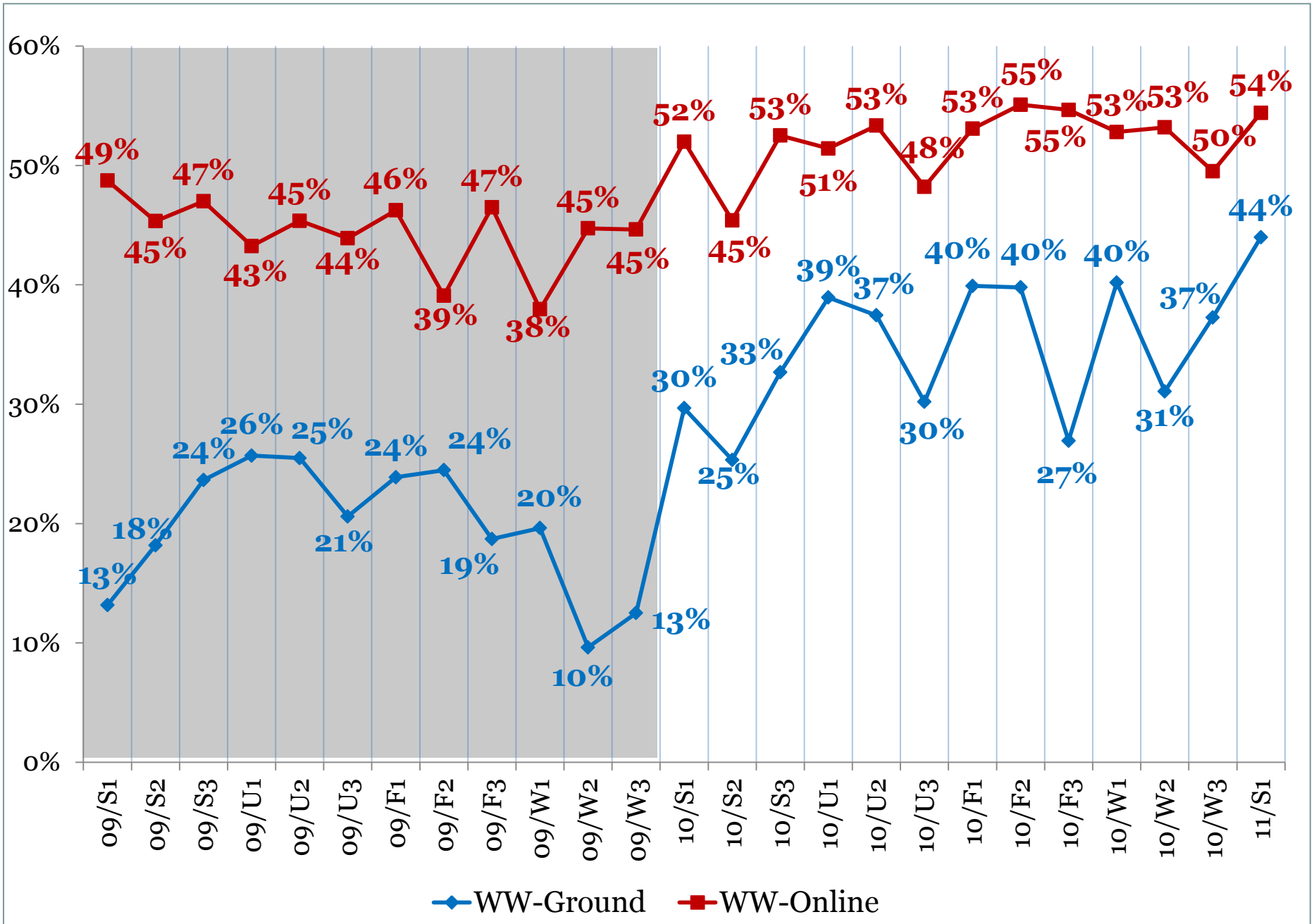
Meteorology: 79% (88%)

Physics: 64% (71%)

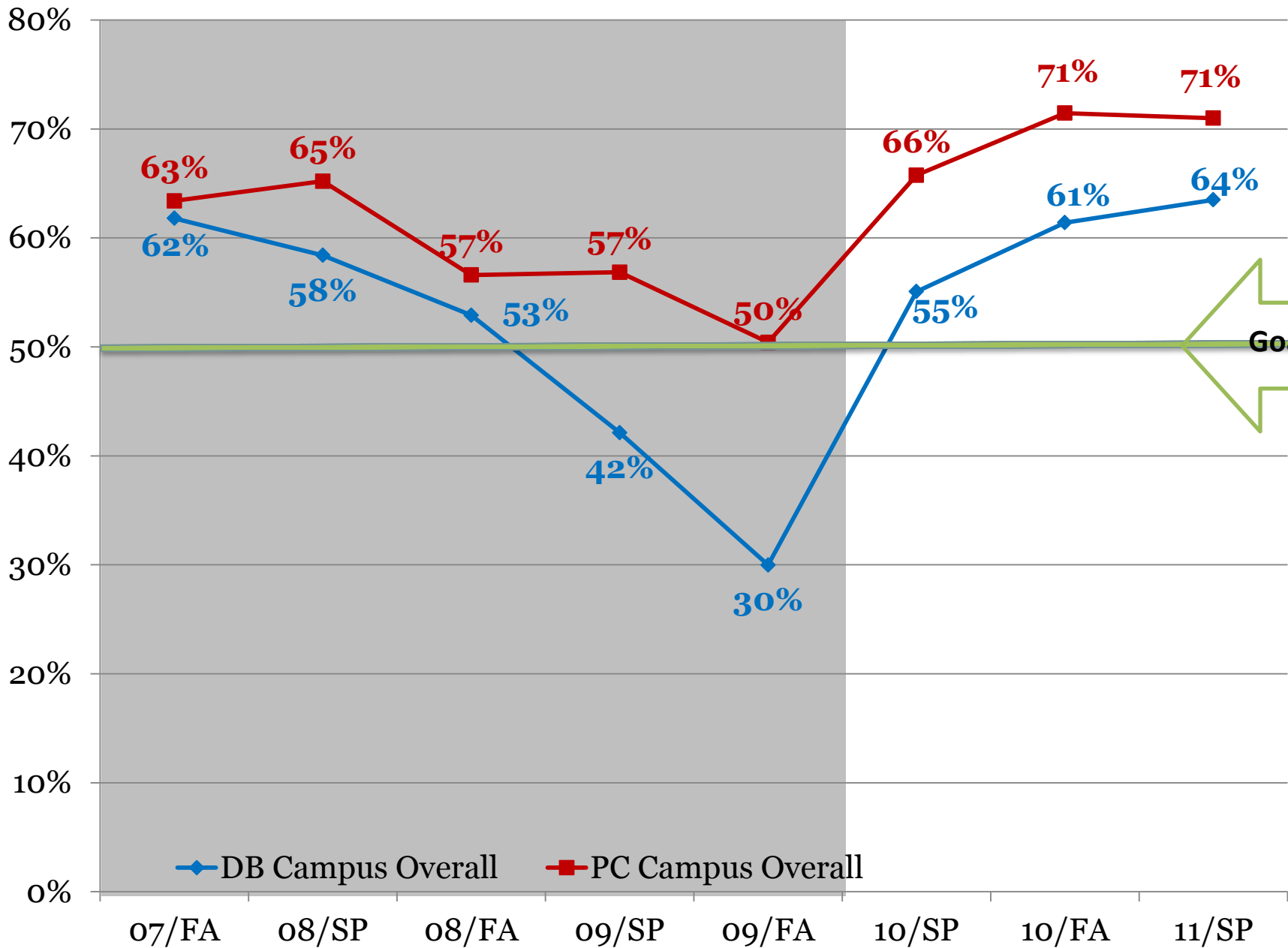
Safe Sci: 56% (62%)

ROTC-AF: 92% (92%)

ROTC-Army: 97% (96%)



◆ WW-Ground     
 ■ WW-Online



Goal

◆ DB Campus Overall

■ PC Campus Overall



# Spring 2011 and Beyond...



- **RAISING GOAL TO 60% FALL 2011**
- **FACULTY ADDED QUESTIONS**
- **INCREASE REPORT FUNCTIONALITY**
- **PROMOTIONS**
- **INVOLVEMENT**
- **DEPARTMENTAL MEETINGS**
- **STUDENT FEEDBACK**
  - New Student Reporting System?

# Contact Information



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