

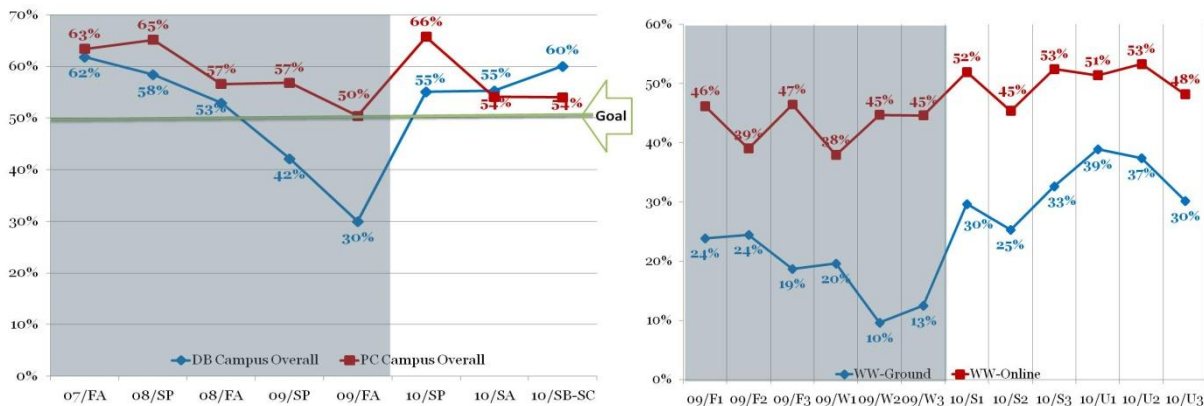
Online Course Evaluations: Our Response Rate are What!??

History

In the summer of 2007, Embry-Riddle began its migration from paper course evaluations to an online system. With a successful launch at our Worldwide centers and online courses, the residential campuses went live for Fall 2007 evaluations with response rates in the low 60%'s. Our Worldwide centers had more of a variable response rates (20% to 50%) depending on course delivery mode (teaching center (ground) or virtual classrooms (online)). During the first year of online evaluations, incentives were offered (gift cards, iPods, GPS, etc) and heavy advertising took place. With budget constraints, incentives were discontinued and advertising tapered off.

One year out, our residential campuses response rates began to decline (53% and 57% respectively) as did response rates for our Worldwide campuses (25-30% ground, 45-50% online). At this time we re-evaluated our course evaluation system and moved to a system that had more flexibility in reports and administrative tools and a more user friendly dashboard. Fall 2009 online evaluations had their own challenges – the rollout of a new vendor system, retraining of faculty to the new system and bad timing of a new email system to the entire student body. Response rates plummeted to an unacceptable level of 30% & 50% for our residential campuses.

During Spring of 2010 we conducted student focus groups, and had conversations with the residential campuses SGA and Faculty Senate to gather feedback and ideas on ways to increase course evaluation response rates. Changes were then implemented starting with the Spring 2010/S1 term evaluations to which we are pleased to report a positive increase in response rates from all three campuses.



Changes Implemented

Students – Residential and Worldwide campuses:

1. Streamlined access to EvaluationKIT via ERNIE icon.
 - a. Students can now access by signing onto University's homepage and then clicking on their Student Services tab
2. Revised student email content to assure anonymity and notify students that the instructor's chain-of-command also receives the aggregate results.

SAIR – New Orleans 2010

Embry-Riddle Aeronautical University

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3. Adjusted survey window length:
 - a. Residential: open earlier (was 10 calendar days from last day of classes; switch to 14 calendar days) and extend end date by one day (through study day instead of last day of classes).
 - b. WW: extend until three days past the posted last day of class.
4. Reinstated/added out-of-classroom promotion (residential only):
 - a. Partner w/SGA
 - b. Banners
 - c. Riddlevision
 - d. Computer lab wallpaper
 - e. Avion/Horizons articles
 - f. Facebook
5. Implemented Course Evaluation and survey education/presentation in our UNIV101 courses.
6. Added additional student reminders (non-respondent only):
 - a. 1st reminder 4 days after survey opens
 - b. 2nd reminder approximately 10 days after survey opens
 - c. IR follow-up email (residential only): approximately 12 days after survey opens, IR sends personal email to all non-respondent students
 - d. 3rd and final reminder 1 day before survey closes

Faculty – Residential and Worldwide campuses:

1. Added Evaluation Calendar to IR website
 - a. Features: survey start & end dates and date reports
2. Requested faculty to:
 - a. Add course evaluations to syllabus (student responsibility)
 - b. Discuss evaluations and personal use of evaluation information at beginning and end of the term
 - c. Promote evaluations at the end of term
3. Turned on the EvaluationKIT features that:
 - a. Allow instructors to pull their own respondent list (if > 4 respondents) to offer extra credit, if desired
4. Added two emails to faculty during administration:
 - a. 7 days after survey opens – reminder of end date, to check their response rate and to remind their students
 - b. At end of administration – how to pull respondent list, when results will be available, how to create custom reports
5. Added 2-3 Administrator emails:
 - a. 1-2 days before survey opens to advise administrators of survey
 - e. One week after survey opens – instructions on how to monitor response rates (WW only – coming soon to residential campuses)
 - f. At end of administration – how to pull respondent list, when results will be available, how to create custom reports.