

# Response Rates Guide

## Strategies for Faculty:

Faculty members can have the greatest impact on evaluation response rates due to their frequent interactions with students. The following strategies offer ways to capitalize on this potential for impact.

- **Setting Aside Class Time:** Coincidentally, the most effective strategy also happens to be the easiest to implement! Just as one would when administering paper evaluations, instructors should carve out time in class at the end of the semester to have students complete their evaluations using a cell phone, tablet or laptop. Including this on the class schedule of the syllabus and announcing it to students closer to the date will ensure students that this is a strategic effort to collect their feedback. Remind students ahead of time to come prepared to class with either their cell phone, tablet, or laptop in order to complete the evaluation in class. Be sure to explain to students ahead of time/on that day that you will administer the course evaluations as you have in the past and leave the room while they complete them.
- **Direct Access Link:** Instructors can provide a unique evaluation link to enrolled students for direct access to a course section's evaluation. Only students enrolled in the course section will be authenticated into the evaluation, bypassing the landing page. When the evaluation is completed, the student can simply click the "return to course list button," where any other available evaluations will be listed. During class, instructors can post the "Direct Access Link" on the board/projector for students to access from their mobile device. Please refer to the [support article](#) for instructions.
- **Monitor Response Rates:** Our Course Evaluations tool allows faculty to monitor their response rates in an active administration. For example, if you notice that your response rates are rather low for a large class and the administration is halfway over, you can use the remainder of the time to encourage students in class to complete them and follow-up with reminder emails. Please refer to the following support article instructing faculty on how to view response rates: [How to View your Response Rates](#).
- **Feedback:** Feedback is a tool that was created to allow instructors to receive formative feedback from students throughout the semester. Instructors have the ability to start a Feedback session in which their students will answer six questions related to high impact teaching practices and a single question that asks students if they understood the material that was covered. Feedback session results allow instructors to identify trends in student perceptions of their instruction and make improvements as soon as the next class. Please refer to the following support article for more information: [Feedback Tool](#).
- **Student Incentives for Participation:** Instructors can also use incentives in their classes to encourage students to complete their evaluations. Below are some specific strategies.
  - **Extra Credit:** Individual instructors can also offer extra credit if all, or even a certain percentage of students enrolled in a course section complete their evaluations. Additionally, instructors can offer students the option of submitting an extra credit assignment if all or a certain specified percentage of students complete their evaluations.
  - **Personalized Email:** One of our member campuses, Jacksonville University, shared a particularly effective strategy an instructor implemented. The administration was set to close on a Sunday, so the Friday before, the instructor emailed the class a thoughtful and personal plea asking for their participation in end of semester

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evaluations. By detailing the impact of student feedback on both a personal and professional level and espousing the value of their feedback not only for their class but for the entire university, the response rate increased by 25%!

## Department Chair Involvement:

Because of their consistent level of interaction with faculty, department chairs can use this time to their advantage to demonstrate the value of course evaluations and improve faculty buy-in.

- **Department meetings:** Use department meetings to discuss the process and value of course evaluations with faculty.
- **Faculty Feedback Literacy & Awareness:** Be transparent with faculty about how course evaluations feedback is being used in the promotion, tenure, and rehiring process. This can be shared with faculty during department meetings in addition to email communication.
- **Learn from your faculty:** As a report administrator at the department level, you should have access to your faculty's reports (check with your consultant if you need additional help with this). This level of access will allow you to identify individual faculty members with high response rates and meet with them to discuss their approach and any suggestions they might have to share with other faculty in the department.
- **Faculty incentives:** Depending on department resources, you could offer an incentive to faculty members who reach a certain percentage of response rates. The incentive could be a gift certificate to Amazon or a local bookstore to use for research and professional development purposes, a gift card to coffee shop on campus, or, if possible, first choice in selecting the course of their preference for the following semester.
- **Research:** Share recent research on course evaluations with faculty. Dedicate a couple hours each month to conducting research on course evaluations, particularly on how to improve response rates. Our [Campus Intelligence](#) is an excellent first stop on your research journey. Dr. Tyler Rinker, a member of the Campus Labs Data Science Team, wrote a particularly poignant blog post on how using data about a student's perception of the classroom can strengthen teaching and learning in higher education. The blog post, entitled "What Are You Learning From Your Course Evaluations?" can be accessed [here](#). The online journal of *Assessment & Evaluation in Higher Education* is also an excellent resource.
- **Monitor faculty feedback rates:** Report administrator access allows you the ability to monitor response rates during an active administration. Use the opportunity to communicate with individual faculty members ways they might be able to improve, offer support and resources, or applaud their strong feedback. Please refer to our support article [Reporting Guide for Deans and Chairs](#) for more information.