

Strategies to Increase Student Response Rates for Course Evaluations Delivered Online

University-Level Strategies Implemented for Spring 2013

1. One week prior to the launch of the evaluations, a general announcement will be added to the “My Workspace” area of USAonline with the dates of the online evaluations. Faculty may also add announcements to their courses (See 2. below: Remind students often).
2. Reminders sent every 3 days from Class Climate.
3. Email subject line: USA Student Evaluation of Teaching.
4. Provide participation and response rate reports to faculty as requested. Participation reports include the course, the student’s email address and whether the student has participated in the evaluation, denoted by yes or no.
5. Provide certificates of participation to students.

Other Strategies for Increasing Response Rates

1. Make evaluation a part of the course.

- Add information to the course syllabus regarding student evaluation of teaching including:
 - Evaluation dates
 - Information regarding the email
 - A statement describing the importance of student input for course improvement.
- Provide a “live” demonstration of the evaluation process.
- Reinforce the message that instructors will not have access to individual student evaluations but would be given summary reports only after the course grades are filed.
- Direct or accompany students to a computer laboratory where to complete their evaluations.
- Allow students to complete the evaluation in class using their handheld devices, laptops or tablets.

2. Remind students often.

- Faculty may add an announcement to each course site with the dates of the online evaluation.
- Faculty teaching web-enhanced courses or web-blended course sections should announce the dates of the online evaluation in class and encourage participation.
- Faculty may send at least 1 email reminder to students.

3. Offer a small incentive.

- Provide course incentives such as:
 - extra credit/points for participating;
 - drop a low-stakes grade.

Some Successful Course-level Incentives are listed below that were employed by USA faculty during spring semester, 2012.

Strategy	Response Rate
Dropped lowest discussion grade and in class announcements	61.1
Dropped lowest discussion grade and in class announcements	70.8
Participation as a homework grade	82.4
Participation as a homework grade	100.0

References

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