

How to Increase Student Course Rating Participation


4 Strategies that Work



15th annual
transforming
the teaching & learning environment
THE 2023 VIRTUAL CONFERENCE

Feb. 6 - Feb. 17, 2023

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February 14, 2023



I am so great.
Remember this!

Oh, was that
important?
Um, I was on
Instagram.



Learning Outcomes

Through this webinar, you will be able to

- Identify four common survey strategies **that don't help** to increase response rates.
- Implement four specific strategies to **increase survey response rates.**
- Identify which three questions give the best and **most actionable information.**
- Increase survey adoption **across campus.**

Please rate the following statements. The Instructor:

How Is It Now?

	Strongly Agree	Agree Somewhat	Disagree Somewhat	Strongly Disagree	Not Applicable
Was well prepared.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Was aware of current scholarship in the topic area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presented material clearly and effectively.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stimulated student thought.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encouraged students to ask questions/make comments.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Was open to disagreement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Made good use of class time and worked within the objectives of the course.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covered the course materials at a fair pace.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seemed genuinely concerned with student progress.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Was available for consultation during posted office hours.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gave helpful feedback to me during class, on papers, exams, or other ways.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integrated tools of technology (e.g., Blackboard, PowerPoint, the Internet).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Was fair in his/her grading policy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- How many **courses, programs, departments, or colleges** use rating surveys at your campus?
- What are the biggest **obstacles** to using rating surveys?
- What do you **do with the results** of rating surveys?

Share your **responses** for any of the questions.



- How many **courses, programs, departments, or colleges** use rating surveys at your campus?
- What are the biggest **obstacles** to using rating surveys?
- What do you **do with the results** of rating surveys?

Four Things That Don't Work



1. Prize Drawings



1. Prize Drawings



2. Repeated Reminders



2. Repeated Reminders



3. Longer Time Windows



3. Longer Time Windows



4. Direct Money/Value Rewards



4. Direct Money/Value Rewards



What other things **don't** seem to work?



- Prize Drawings
- Repeated Reminders
- Longer Time Windows
- Direct Monetary/Value Rewards
- and ? ...

Four Things That Do Work





Solicit



Report
Feedback

Compile

Adjust



1. The SCARF Loop



2. Academic Reward



3. Everyone Does It



4. Making Time for It



Three Questions

- Overall, I rate this instructor an **excellent** teacher.
- The instructor **explained course material** clearly and concisely.
- The instructor provided timely and frequent **feedback** on tests, reports, projects, and so on.

Campus Strategies

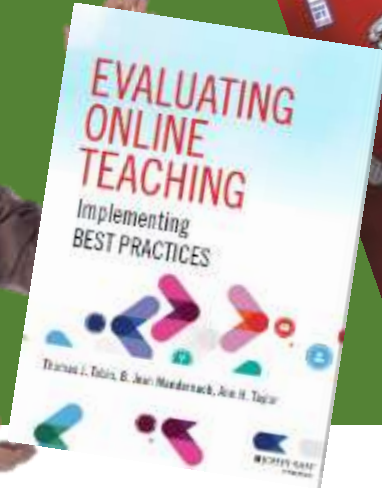
- Focus on **formative feedback** to drive response rates on summative instruments.
- Show **actions** related to e-survey responses.
- Tie response rates to **course-related rewards**.



Take-Aways

TAKE AWAY
MADE TO ORDER
Margherita
Pizzeria





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Academic Integrity
Accessibility & UDL
Evaluating Online Teaching

thomasjtobin.com

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