

Enhancing Student Assessment of Instruction

Low response rates? Low ratings? In this workshop we will discuss various strategies that can be used to enhance the quality and quantity of feedback you receive from students regarding your instruction. We will specifically look at ways of motivating students to complete USF's eXplorance Blue online evaluations.

Increasing Quality of Ratings (how students rate you):

From Dan Willingham's *Why Don't Students Like School*:

"A two-item survey would be almost as useful as a thirty-item survey, because all of the questions really boil down to two: Does the professor seem like a nice person, and is the class well organized? Although they don't realize they are doing so, students treat each of the thirty items as variants of one of these two questions."

- Make targeted improvements (review and choose)
- Evaluate course alignment
- Communicate clear course expectations
- Focus students on course objectives
- Enhance Canvas course design
- Don't underestimate the "personality factor"
- Administer mid-semester, qualitative assessment
- Administer mid-semester eXplorance Blue questions
- Other ideas:

Increasing Quantity of Ratings (how many students rate you)

Summer Term	Response rates
2013	46%
2012	51%
2011	57%
2010	55%

- Mention evaluations in syllabus
- Assignment (complete/incomplete, screenshot, worth no points)
- Complete in class on the last day using student devices
- Talk about how you (and the university) use feedback (give examples)
- Extra credit??
- Other ideas:

Suggested Syllabus Statement:

The University of South Florida utilizes an online student evaluation of instruction instrument, *eXplorance Blue*, to collect end-of-semester feedback from students. This information provides faculty the opportunity for reflection and continuous improvement in teaching. In addition, University administrators (department chairs, deans, the Provost, the President) use information gathered from this evaluation in the faculty annual review, mid-tenure, and tenure and promotion processes. Therefore, your constructive feedback along with fair and candid responses to the course design and faculty delivery of course materials are very important to USF's ongoing commitment to improvement in the teaching and learning process.

Your feedback on the course evaluations is kept confidential and exempt from public records disclosure under both state and federal laws. Moreover, faculty members (1) do not have access to the *eXplorance Blue* system; and (2) will only have access to evaluative ratings and comments without student identifiers (e.g. no student name, ID#, etc.). Each faculty report from the online student evaluation process contains only summary information, not information for individual students. Faculty will not receive evaluation results until after grades are submitted.

Brief History of Online Assessment at USF:

- Jan-May 2012: Implementation Team reviewed various options for online course evaluations (eg. SurveyDig, eXplorance Blue); eXplorance Blue selected
- Summer 2012: Limited pilot of eXplorance Blue system
- Fall 2012: Larger pilot eXplorance Blue
- Spring 2013: Full implementation of eXplorance Blue

Student Assessment of Instruction at USF (eXplorance Blue):

USF courses following the regular calendar schedule will be assessed through the eXplorance Blue system.

The evaluation process is as follows:

- Students will be notified through email and Canvas that they have evaluations available for completion.
- A series of three emails will be sent to all students at their USF email address: an initial invitation and two follow up messages. Each message will contain a link to the evaluations they are eligible to complete. The emails will stop when the student has completed their assessments.
- Students have a two-week window in which to complete the evaluations. The open period ends at midnight on the last day of class.

Evaluation Items

The online assessment contains the same eight likert-scale questions that appear on the paper and pencil (short-form) scantron. The following response options are included: Poor, Fair, Good, Very Good, Excellent.

1. Description of Course Objectives and Assignments
2. Communication of Ideas and Information
3. Expression of Expectations for Performance
4. Availability to Assist Students In or Out of Class
5. Respect and Concern for Students
6. Stimulation of Interest in the Course
7. Facilitation of Learning
8. Overall Rating of the Instructor

In addition, the following two open-ended questions are included:

1. Please provide any additional comments with respect to "*Instructor Name*."
2. Please provide any additional comments with respect to "*Course Title*."

Accessing Teaching Evaluations:

Use the following link to access your student evaluations: <https://fair.usf.edu/EvaluationMart/>.