

## Faculty Senate Resolution #12-36

Approved by the Faculty Senate: March 27, 2012

Approved by the Chancellor: May 2, 2012

### Recommendations to Increase Response Rate to Student Perception of Teaching Survey

Increasing the student response rate will likely involve implementing multiple strategies to encourage student response. The FCIE Committee recommends the adoption of the following recommendations from the SOIS II Committee. The purpose of adopting these strategies is to increase student participation in the Student Perception of Teaching Survey (SPOTS) process.

1. Provide enhanced incentives for student response.
  - Consider a university-wide incentive process similar to that used in the past to increase student participation in other surveys. For example, students who complete the survey are entered into a drawing for prizes or bookstore gift/book certificates, awarded Pirate Bucks, or given coupons from local restaurants, etc.
2. Reduce the burden of completing the survey.
  - Utilize a smart phone “app” to complete survey and/or make the survey interface accessible on mobile platforms.
  - Have faculty members set aside time in class for students to complete the surveys on their laptops.
  - Link to the survey site from Blackboard, Onestop, and the ECU mobile app.
3. Increase the personalized communication to students about the value and importance of completing the surveys.
  - Stress the anonymity of student ratings in all discussions of student ratings.
  - Ask the Provost and the Chancellor to include a discussion of the importance of completing the surveys in their interactions with students and student groups at the end of the semester.
  - Ask faculty members to discuss the importance of completing the survey repeatedly during the time of the survey window. This should include a discussion of the importance of the survey, how the university uses the results, and how the faculty member utilizes the results for improvement.
  - Encourage faculty members to discuss with students how they have used student feedback in the past to enhance teaching and learning.
  - Faculty members should include information on when the student rating window is and how to complete the survey on their course syllabus.
  - Faculty members can use the Announcements page on course management systems to remind students when/how to complete the surveys.
  - Provide pop-up announcements about student ratings during survey period.
  - Enhance the messaging on the email reminders to students. Include why the surveys are important, how the information will be used, and that giving feedback is a part of being a good university citizen. Stress that students who do not complete the surveys lose their opportunity to provide feedback to the university and their faculty members.
  - Notices regarding the importance of course evaluations should be advertised in *The East Carolinian*.
  - Indicate in the University Calendar each semester the dates that the SPOTS surveys are “live” for use by students.

4. Develop resource materials for on how to increase survey response rates. These materials should be distributed to each unit administrator and at faculty orientation.
5. Promote the informal use of the survey items at mid-term to allow faculty members to use the feedback in the current semester and provide a demonstration to students that their feedback is being utilized.
6. Increase administrative commitment to appropriate use of SPOTS information.
  - Have the Provost, Chancellor, Chair of the Faculty, and Deans discuss the importance of the student ratings and the importance of having faculty members encourage students to complete the surveys.
  - Provide training to unit administrators on how to evaluate teaching and the proper use of student ratings in the evaluation of teaching.
  - Unit administrators should communicate the value of course evaluations to all their faculty members. Unit administrators should persuade faculty members to encourage share with students how they have used student feedback in the past to improve teaching and learning.
  - Use some portion of IPAR's Assessment Day to involve students in a discussion of the importance of completing the SPOTS.