GATOR RATER

Online Faculty Evaluations

Alpha Productions

Innovation. Quality. Results.

Fall 2011 Campaign to Increase Response Rates for
Online Faculty Evaluations

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Research:

Online Survey:

- Produced a survey distributed to students online
- Survey aimed to gauge student awareness of evaluations
  - Included knowledge of evaluations, knowledge of where/how to complete evaluations, knowledge of importance of evaluations to both students and professors
- 324 Students completed the survey
- See Appendix for survey results

Tabling:

- Although the research survey was designed to be completed online, our team also tabled in Turlington and gave free pizza to students who completed our survey on site
  - This ensured a large sample size of students
  - This ensured the survey would not be skewed (If survey was online, the assumption is that students who go online to complete our survey would have been more likely to also fill out evaluations online)
  - This tabling event lasted one day and we provided a total of 7 free pizzas cut into 16 slices each
- During the window when evaluations were open, our team tabled to raise awareness of the evaluations, our new brand name for the evaluations, and the newly established Facebook page for the evaluations
  - This was a one day tabling event where we:
    - Displayed a large banner with the "Gator Rater" logo
    - Handed out 1000 koozies that prominently displayed the "Gator Rater" logo, url of the evaluations, and Facebook information
    - Inside each koozie was a business card with the Gator Rater logo, url of evaluations, and Facebook information
      - The back of each business card also had two QR codes
        - One for the evaluation website
        - One for the Gator Rater Facebook page

Branding:

- Established a catchy, descriptive brand name for the online faculty evaluations : Gator Rater
- Hired a professional logo designer to craft a logo that incorporated the new Gator Rater brand name
- Included the new Gator Rater logo and brand name on all deliverables

Other Initiatives:

- PowerPoint
  - The team designed a Powerpoint presentation that was distributed to all teachers as an aid to explain to their students the importance of the faculty evaluations
- Faculty Letter
  - The team crafted a letter to all faculty to explain why faculty evaluations are important to them and to describe best practices in regard to increasing response rates
- Press Release
  - A student taking reporting wrote an article about the new online evaluations during the final week of classes. This release was published in the Alligator on 12/6/2012 (http://www.alligator.org/news/campus/article_2c64dc48-1fd4-11e1-86e0-0019bb2963f4.html)
    - The article discusses UF's reasoning for going to an all digital format for the evaluations as well as some of the drawbacks that have resulted from the switch
    - A news release from the team next semester regarding the new brand name, facebook page, and success of our initial semester of the PR campaign could be a good idea sometime around the opening of evaluations in the Spring
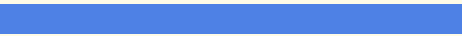
Other Thoughts/Notes

- Students Love Pizza
  - While research surveys usually have low response rates, our team was able to get nearly 200 completed surveys by offering a free slice of pizza to students who filled them out
- Students Love Koozies (But maybe they don't read them)
  - Handing out koozies in Turlington turned out to be huge hit with the students. We handed out roughly 1,000 of them in about 6 hours, with many students coming to ask for them after seeing other students carrying them
  - While the koozies had the url for the faculty evaluations and Facebook information prominently displayed, the increase in traffic to the Facebook page was minimal at best
  - We could have possibly driven more traffic to the Facebook page with a direct call to action. The only call to action contained on the koozies was "Complete your Faculty Evaluations today!"

- Future Messaging
  - Many respondents to the surveys indicated that they were unaware that previous evaluations could be viewed before registering for classes. They also indicated that this information would motivate them to complete their evaluations online. This point should be emphasized in all messaging directed toward students moving forward.
  - We attempted to have table tents placed on all tables in Reitz Union during the window in which evaluations were available for completion. The creative was delivered, but for whatever reason, the small fliers never made it to the tables. This would be excellent placement for messaging regarding the evaluations because many students frequent this area, especially freshman and sophomores who live in the dorms. Also, the students who sit at these tables generally have downtime in which they could complete the evaluations while sitting there.

Initial Report
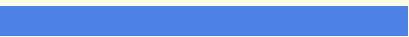
Last Modified: 11/18/2011

1. Are you aware that UF gives students the opportunity to rate their professors' performance at the end of each semester?

#	Answer		Response	%
1	Yes		316	98%
2	No		8	2%
	Total		324	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.02
Variance	0.02
Standard Deviation	0.16
Total Responses	324

2. Have you ever completed a faculty evaluation at UF?

#	Answer		Response	%
1	Yes		279	86%
2	No		45	14%
	Total		324	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.14
Variance	0.12
Standard Deviation	0.35
Total Responses	324

3. How many faculty evaluations have you completed at UF?

#	Answer		Response	%
1	1-3		66	24%
2	4-6		61	22%
3	7+		77	28%
4	I have completed one for each class I have taken		73	26%
	Total		277	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	2.57
Variance	1.25
Standard Deviation	1.12
Total Responses	277

4. How did you complete your faculty evaluations?

#	Answer		Response	%
1	Online		129	47%
2	In Class		33	12%
3	Both		115	42%
	Total		277	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.95
Variance	0.88
Standard Deviation	0.94
Total Responses	277

5. Why haven't you completed any faculty evaluations? (Select all that apply)

#	Answer		Response	%
1	I didn't know I could		11	24%
2	I don't care to		5	11%
3	I don't think they are important		3	7%
4	I don't know how/where to complete them		4	9%
5	Other		24	53%

Statistic	Value
Min Value	1
Max Value	5
Total Responses	45

6. Do you recall your professors ever telling you about the faculty evaluations in class?

#	Answer		Response	%
1	Yes		273	85%
2	No		48	15%
	Total		321	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.15
Variance	0.13
Standard Deviation	0.36
Total Responses	321

7. Did they include information about when and where to complete the evaluations?

#	Answer		Response	%
1	Yes		234	87%
2	No		34	13%
	Total		268	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.13
Variance	0.11
Standard Deviation	0.33
Total Responses	268

8. Do you know how to find the faculty evaluations?

#	Answer		Response	%
1	Yes		255	81%
2	No		61	19%
	Total		316	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.19
Variance	0.16
Standard Deviation	0.40
Total Responses	316

9. Did you know the faculty evaluations have moved entirely online?

#	Answer		Response	%
1	Yes		220	70%
2	No		96	30%
	Total		316	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.30
Variance	0.21
Standard Deviation	0.46
Total Responses	316

10. Do you know the web address for the faculty evaluations?

#	Answer		Response	%
1	Yes		117	37%
2	No		199	63%
	Total		316	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.63
Variance	0.23
Standard Deviation	0.48
Total Responses	316

11. Did you know that administrative decisions about faculty salaries and tenure are based largely on student evaluations of their professors?

#	Answer		Response	%
1	Yes		79	25%
2	No		237	75%
	Total		316	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.75
Variance	0.19
Standard Deviation	0.43
Total Responses	316

12. Would you be more or less likely to complete the evaluation knowing this?

#	Answer		Response	%
1	More		150	63%
2	The Same		83	35%
3	Less		4	2%
	Total		237	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.38
Variance	0.27
Standard Deviation	0.52
Total Responses	237

13. Did you know that all completed faculty evaluations are available for students to view online before choosing a course or professor?

#	Answer		Response	%
1	Yes		99	31%
2	No		217	69%
	Total		316	100%
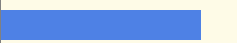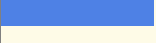
Statistic	Value
Min Value	1
Max Value	2
Mean	1.69
Variance	0.22
Standard Deviation	0.46
Total Responses	316

14. Would you be more or less likely to complete the faculty evaluations knowing this?

#	Answer		Response	%
1	More		169	78%
2	The Same		48	22%
3	Less		0	0%
	Total		217	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.22
Variance	0.17
Standard Deviation	0.42
Total Responses	217

15. Would you be more likely to complete the faculty evaluations in the following situations? (Select all that apply)

#	Answer		Response	%
1	If completion of the evaluations meant you received your end of semester grades a few days early		259	84%
2	If completion of the evaluations was required in order to qualify for the Student Football Ticket Lottery		197	64%
3	If each completed evaluation entered you for a chance to win autographed Gator Football merchandise		198	64%

Statistic	Value
Min Value	1
Max Value	3
Total Responses	308

16. Do you have any suggestions or comments about the faculty evaluation process?

Text Response
Tell freshman
Incentives & extra credit
Spread the word. People should know this.
Make it known why it's so important
I'm never sure if the teachers actually read their evaluations.
More publicity about it
Connect them to 'Rate My Professor'
Take it from being online
Make it in class
I like it
Make them mandatory to make students more inclined to evaluate their professors,
Let everyone know they are available for review for students before taking a class. I did not know that! I wish I did
Nope
No suggestions.
I would advertise all the points mentioned in this survey... I did not know most of them!
Move the system back to in-class evaluations. Having only online evaluations introduces selection bias in that typically the only students who were very satisfied or not very satisfied with the professor will respond (usually the latter). These results will be skewed as long as a small sample of students respond. While the online system is most likely cheaper and more efficient, until it is either compulsory or switched back to in-class evaluations (given before/after the final or something), the results will be unreliable. I do like that I can take as much time as I need and carefully word my evaluations in the current system (especially now that I know it's tied to teacher pay!)
Be more informative about it to students!
Tell students where to find other student evaluations
If it was required to see grades, students would be more likely to complete them.
Help the lazy students complete the evaluations. Make it an assignment, pester them about it, or something. I know many people who would complete evaluations, but they forget.
no
More multiple choice questions rather than free response
Please let the teachers/professors read our comments. We don't write them without some thought behind them.
Make it easier to view pass faculty evalutions. I did not know we were able to view them.
Make it fun!!!!!!!!!!!!!!!!!!!
No
I don't want to evaluate my professors because i am afraid they will see the evaluation and if the overall consensus of the teacher is bad they will take it out on my class
I support the online evaluation process.
No.

noope
Professors can give extra credit for completing evaluations.
I think more people would complete the evaluations if they were done in the classroom.
Some of the evaluations are long. Make it a little shorter
I prefer that they're online
no
Make evaluations part of the grade. Compensate for minus grades.
na
Offer extra credit points for evaluating teachers--you'll get more detailed responses and significantly more people will do it
Maybe to make them an extra credit grade so students have more an incentive to do them.
I have recieved a link to the evaluations from my cacl course in sakia, this made it really easy/no-hassle to complete the evaluations.
It's simple and easy, there's really no reason why students shouldn't at least try to give a response
No, sir!
No.
no
Teachers could offer extra credit as incentive.
n/a
I attended UCF for my first 2 years and they used a system similar to the online one we're imposing. They would not allow you to access your e-learning until you filled out the evaluation, making it more of a required duty and less of an option. I think evaluations are very important and this seemed like a highly effective way to ensure they get done.
More incentives to complete the evaluation.
Post a notification on isis, or have the a couple emails for it (preferably before the day they are due).
It is efficient!
Make information more available earlier so students will be more enticed to complete the evaluations.
no
other-my first semester at U of F is why i haven't completed the evaluations. I am used to them being in class which is a little avoidable
NO
I like it online so much better!
Make it so that people are required to do it, if not there is a hold placed on registration or something...
I think that they should be required from students not necessarily if you choose to do it, how it is now
Don't have them to be done right before exams. We as students are stressing enough about the class and will be in a bad mood when writing them. Also don't have them avaliable right after exams because depending how we did on the test might influence what we say about the teacher. Thanksgiving weekend is a good weekend to open them since people will be traveling and can do them in the airport on on down time when they are home.
No.
Professors who have long had tenure should be subject to the results of their evaluations. It is not fair that instructors who were granted tenure twenty years ago (when the education system was vastly different) can be horrible, bitter, and unhelpful teachers... simply because they already have tenure. Not saying they should be at

risk of losing their job, but possibly being suspended as a teacher for a semester, or a small pay cut, or at the very least a reprimand of some sort. There are too many ancient teachers who continue to bitterly antagonize students in class without any culpability.

I don't want to have to evaluate the TA's that I have never met. I only want to have to evaluate my TA not a whole bunch of Chm TA I don't know.

I suggest making the contents of the page autosave, and hitting the forward or back button on the browser not cause problems. Plenty of forums online (or bulletin board systems, whatever you want to call them) have the ability to write something in a box just like this one, click the back button, then click the forward button and return to the page with your text still there without issue. Why don't you? I say this because not two hours ago I wrote out a very well thought out evaluation on my on of my professors and his course, just to click the back button while looking at another open window to have my entire evaluation erased. Just an hour of my life wasted, no big deal due to lazy website developers. Sakai and Isis are just as bad. I realize you are a school and 10 years behind the technology curve, but if you can spam my phone with texts because there is an idiot on campus, you should be able to fix this.

I feel it should be required that our professors provide us with information about where and how to complete these evaluations.

Nope.

nope

that merchandise thing sounds pretty cool, but but withholding student lottery tickets seems rather draconian.

I'm glad it's online, you save so much paper.

nope

Provide cash prizes upon completion, raffle off tickets to games, make information more available

Statistic	Value
Total Responses	70

17. What is your class level at UF?

#	Answer		Response	%
1	Freshman		151	48%
2	Sophomore		63	20%
3	Junior		58	18%
4	Senior		44	14%
	Total		316	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	1.98
Variance	1.22
Standard Deviation	1.11
Total Responses	316

18. What is your gender?

#	Answer		Response	%
1	Male		125	40%
2	Female		191	60%
	Total		316	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.60
Variance	0.24
Standard Deviation	0.49
Total Responses	316

19. What is your approximate GPA?

#	Answer		Response	%
1	4.0		150	47%
2	3.0		157	50%
3	2.0		9	3%
4	1.0		0	0%
	Total		316	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.55
Variance	0.31
Standard Deviation	0.55
Total Responses	316