Time-Tested Strategies for Raising Response Rates

**Description:** The following information was covered in *Time-Tested Strategies for Raising Response Rates*, an Anthology webinar presented on April 7, 2021.

Increasing response rates is by-and-large a byproduct of cultivating a culture of assessment on campus. Course evaluations are thus but one component of a healthy assessment process on campus. By contextualizing the process of course evaluations as part of reflective practice (similar to the feedback loop), as seen below, it shifts the focus from compliance to reflective practice.

Framing the Value of student perceptions of their learning

How we frame the value of student perceptions of their learning to students and faculty is a critical component in reflective practice and continuous improvement. To keep things organized and consistent, the time-tested strategies for increasing response rates presented in this webinar have been organized faculty and administrators.
Feedback Literacy & Awareness

Many students are unaware of the purpose and value of course evaluations. Or, they might even be skeptical as to how or even if feedback is used. Being transparent and open with students is the fundamental first step in creating a strong culture of assessment.

Syllabus Statement

Sample: “At the end of the semester, you will be invited to participate in filling out a course evaluation for this class. The feedback received from these evaluations is extremely important to me as I continually work to improve my teaching methods and provide a strong classroom environment for my students. Additionally, these evaluations can be used for promotion and tenure purposes, and curriculum planning. If you have any questions on how your feedback is used, or what the course evaluations process entails, please feel free to ask.”

Embedding Formative Feedback

Formative assessment can be used to guide the instructor in making necessary changes to their teaching methodology or classroom content before the end of term evaluation period. Below are some examples:

- One-minute paper
- Quizzes/polls
- Content Summary
- Asking students: “What questions do you have for me?”

Soliciting Mid-Semester Feedback

“Instructors who performed a formative mid-semester evaluation as part of their class gained between 9% and 16% in response rates.”

The value behind gathering feedback mid-semester is to provide an opportunity to address any issues/concerns with students before the end of the semester, and also, to increase the probability of getting stronger feedback and higher response rates at the end of the semester.

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Sample midterm questions:

- I have understood the material covered in the class up until this point in the semester. (Yes/No or Scale)
- The expectations of this course are clearly outlined. (Yes/No or Scale)
- I have everything I need to succeed in this class. (Yes/No or Scale)
- What additional resources or support do you need from your instructor? (Open text box)

**Advertising Course Evaluations**

- Announcements (LMS, email, and in-class)
- Video-recordings (about the value of course evaluations)
- Marketing materials (i.e. flyers)

**Incentivizing Student Participation**

- Early release of grades
- Include as assignment on the syllabus/LMS calendar
- Prize drawings
- Personalized appeal to students

**The Art of Constructive Feedback**

In many cases, students do not know how to provide constructive feedback that can be used for improvement. Below are some general guidelines to share with students when talking to them about course evaluations.

- Be specific and provide examples to illustrate your point
- Stick to the facts
- Suggest a solution
- Avoid general praise or critiques
- Be clear

**Monitor Response Rates during an evaluation period**

Please reach out to our consultant team at support@campuslabs.com if you would like to discuss how instructors can access real-time response rates for their course sections.
Time-Tested Strategies for Administrators

Encourage a culture of assessment

- Feedback Literacy & Awareness
- Department meeting announcements
- Identify a faculty champion
- Faculty incentives

Contact Us

Please reach out to our consultant team at support@campuslabs.com for more information.