Response Analysis of NAU Student Feedback Surveys

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Background

Northern Arizona University started using the CoursEval product for university-wide student course evaluations during the 2014-15 Winter semester with a set of 16 questions. The Student Feedback Survey Working Group was formed in 2015 to develop a new set of 10 questions to be used on the surveys starting Spring 2017 by gathering input from faculty, administrators and students. The purpose of this project is to determine how the change in questions has affected response rates by looking at Fall 2016 results versus Fall 2018 results and to take a deep dive into response rates by course attributes for Fall 2018 results.

Fall 2016 Questions

Instructor-Based Questions

- My instructor explains difficult material clearly.
- My instructor communicates at a level that I can understand.
- My Instructor makes requirements clear.
- My instructor identifies relationships between and among topics.
- My instructor establishes a climate of respect.
- My instructor is available to me on matters pertaining to the course.
- My instructor respects diverse talents.
- My instructor gives assignments that are stimulating to me.
- My instructor encourages me to develop new viewpoints.
- My instructor creates an atmosphere in which ideas can be exchanged freely.
- My instructor arouses my curiosity.
- My instructor stimulates my creativity.

[4-pt Likert Scale]

- Please provide any comments you wish to the instructor (e.g., what was particularly effective or what could use improvement). [long answer]

Course-Based Questions

- This class is: [a requirement, an elective, not sure]
- What grade do you expect to earn in this course? [A, B, C, D, F]
- Please describe your own level of effort for this course. [short answer]

Fall 2018 Questions

Instructor-Based Questions

- The instructor provides constructive feedback on assignments.
- The instructor answers questions and concerns in a timely manner.
- The instructor shows respect for students.

Course-Based Questions

- Course requirements were stated clearly in the syllabus.
- The course was organized in a way that helped me learn.
- The assignments helped me understand the subject more clearly.
- The grading criteria for each assignment were clear.
- The assignment that most contributed to my learning was…
- What suggestions do you have to improve this course…
- What did you like best about this course…

[4-pt Likert Scale]

[long answer]

Comparison

The change in questions appears to be more streamlined. Questions went from mostly instructor-based to mostly course-based, and from 16 questions to 10 questions. One long-answer question changed to three long-answer questions. There is almost no overlap in questions – just one question about **respect** and one about **clearness of course requirements**.

Fall 2016 vs Fall 2018 Response Analysis

Response Rates

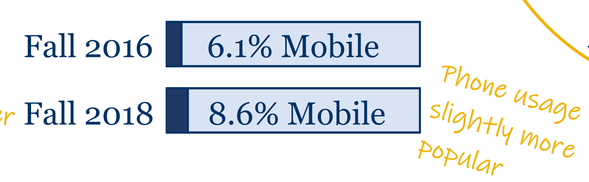
	Expected	Received	Rate
Fall 2016	131,861	78,423	59.5%
Fall 2018	135,028	77,151	57.5%

Slightly lower (but not significantly) response rate

Courses with Response

	Course Count	Courses with Response	Percent with Response
Fall 2016	5,121	4,897	95.6%
Fall 2018	5,243	4,962	94.6%

Mobile Responses



Phone usage slightly more popular

Average Completion Time*

	Seconds	Minutes
Fall 2016	221.1	3.68
Fall 2018	222.8	3.71

Not any faster!

*Average of course average time to complete, courses with one instructor only and at least one response. Excludes averages <30 sec, >15 mins

Selected Question Means

Fall 2016

My instructor establishes a climate of **respect**	3.55
My Instructor makes **requirements clear**	3.39
My instructor gives assignments that are stimulating	3.26

Highest score

Lowest score

Fall 2018

The instructor shows **respect** for students	3.67
Course **requirements** are stated **clearly** in the syllabus	3.54
The course is organized in a way that helps me learn	3.32

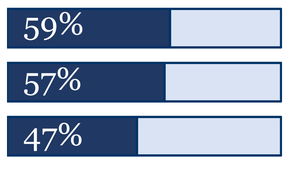
Highest score

Lowest score

Fall 2018 Response Analysis

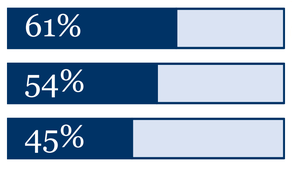
Response Rate by Course Attribute

Mode



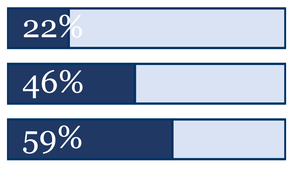
Face-to-face means higher response

Level



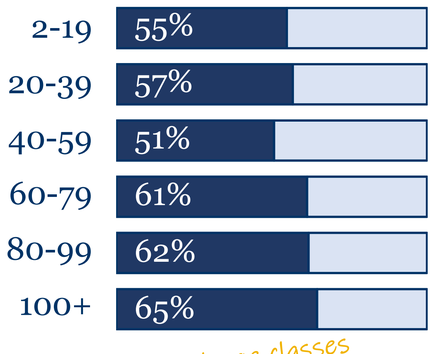
Lower level courses get more feedback

Survey Length ← Corresponds to class length



Longer survey means higher response rate

Class Size



Very large classes receive more survey responses

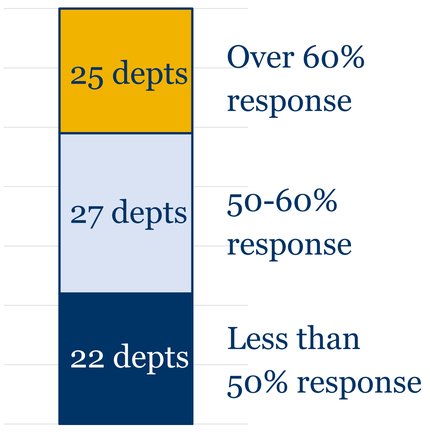
Overall Response Rate

57.5%

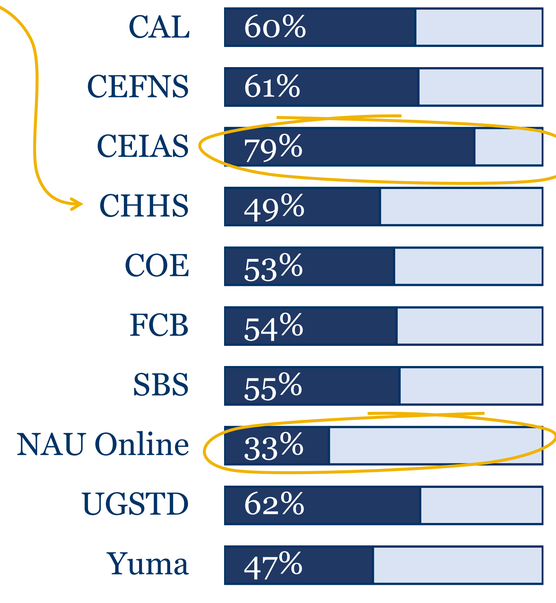
Department Response Rates

Highest: 84% Dental Hygiene

Lowest: 12% Physical Therapy



College Response Rates



But how?

Consistent with low rate if mode=online