

Increasing Response Rates for Online End-of-Course Student Feedback (ESF) Surveys

EXPLAIN PURPOSE	<p>Explain to students how and what ESF surveys are used for and why it is important for students to complete them. Let them know during the last half of the semester that the feedback surveys will be given online. If you are teaching in a traditional class format (face-to-face meetings), time will be provided during the last in-class session to complete the survey online.</p>
IN-CLASS COMPLETION	<p>Remind students the class prior to the last class that they will need to bring their computer (laptop, tablet, smartphone) to class the next session to complete the ESF survey online during class time.</p> <hr/> <p>For a traditional format (face-to-face class), set aside 15-20 minutes at the end of the semester to have your students log into their computers (laptops, tablets, smartphones) to complete surveys in class (just as they would a paper-and-pencil evaluation form).</p> <p>For those students who do not complete it during class (i.e. absent, did not bring computer to class, other reasons), remind them they will have a certain number of days to complete it online.</p>
AVAILABILITY AND REMINDERS	<p>ESF surveys should be available online for one week. Students should receive three reminders sent out at the institutional level that ESF surveys are now available to be completed. The first one should be sent as soon as the system is open; another reminder half way through the open period, and a final reminder on the last day that they are available.</p> <hr/> <p>If you teach an online course, integrate reminders about completing the online ESF surveys into your modules during the last part of the semester. Again, include why and how they should complete the evaluations.</p>
FOLLOW UP TO MID-SEMESTER FEEDBACK	<p>Another way to increase response rates for ESF surveys is by providing students with an opportunity to give you mid-semester feedback (see Quick Notes for Mid-Semester Feedback), as students realize that this feedback may help them during the semester and they may be more likely to “pay it forward” by then providing you feedback at the end of the semester for future students and for the faculty.</p>