

## **How to increase course evaluation survey response rates?**

### **1. Raise awareness**

Actively promote the online system and to remind students to complete evaluations. Students may be further made aware of the system via announcements in a variety of vehicles, including your campus radio station, postal mail, the school newspaper, bulletin boards around campus, and by distributing a printed announcement in class.

### **2. Detail how the results will be used**

Nobody likes being asked for their feedback when they know it will be ignored. Explain to students why their feedback is important, including how it will be used to improve teaching and determine necessary changes to courses.

### **3. Demonstrate the online system**

Arrange demonstrations to show students how to log into the site and complete the evaluation. This step will ensure that they feel comfortable with the system, while giving them the opportunity to ask questions about the online evaluation process.

### **4. Make computers readily available**

During the time reserved for evaluations, make on campus computers available. Though many students will likely use their own laptops, the immediate availability of computers makes it easy to complete the evaluation immediately. Prior to making computers available, test them to ensure they can access the online system.

### **5. Allow students to complete evaluations during class time**

If your campus requires students to use laptops, you could administer online evaluations in the same way you do the paper based version at the end of each course. Though this approach negates some of the benefits of using online course evaluations, it's a proven way to improve response rates.