Strategies to Increase Student Response to Online Course Evaluations*

- Repeatedly, talk to your students about the importance of completing their course evaluations.
  - Note that course evaluations are completed online in your syllabus and explain the importance of these evaluations (i.e., gathering feedback on how the quality of instruction can improve) at the beginning of the course.
  - Students will receive an email invitation to complete their evaluations two weeks before the last day of classes. Around this time, ask students to complete their evaluations.
  - On or near the last day of class, remind students to complete their evaluations.
- Explain to students that completing the evaluation is a part of the course. Make completion of course evaluations an expectation.
- Prepare students to complete their evaluations in class.
  - Recent developments allow for mimicking paper administration of course evaluations: Students can now complete their evaluations using their laptop, smartphone, ipad, or another mobile device in class.
  - Select a day when students will complete their evaluations in class, announce this date so that students bring the appropriate device, and devote a portion of class time to completing evaluations.
- Support students without their own mobile device in completing their evaluations.
  - Encourage students to go to the Library’s computer lab to complete their evaluations.
  - If possible, encourage students to use computers available to them in your department.
- Foster peer encouragement.
  - Encourage students to promote completing their evaluations to their peers.
  - Encourage your faculty peers to promote the course evaluation system.
- Incentivize students’ completion of evaluations.
  - The new course evaluation system allows for checking response rates in “real time.” If response rates are unsatisfactory, announce meaningful incentives to students.
- Take students’ evaluations seriously and use course evaluation results.
  - Show students that they are not wasting their time in completing course evaluations by considering their feedback and making changes.
  - Provide students feedback to their feedback. If possible, talk with students about your interpretations of their feedback and what improvements you might make.

*Adapted from Michael Edwards’ The ‘Big 6’ Predictors of Course Evaluation Response Rate (2012).