

## How do Otago University staff obtain over 70% response rates with student evaluation questionnaires?

Otago staff who obtain response rates in excess of 70% do many of the following<sup>1</sup>:

### Planning the questionnaire

- Coordinate the scheduling of evaluations with their colleagues.
- Obtain student feedback throughout the teaching block and from multiple sources such as class reps, class discussions, requests for written/emailed/verbal feedback, and other online surveys (e.g., Menti.com, Google surveys).
- Timetable evaluations in student course books (e.g., 'exam and student evaluation class') then time the evaluation to be emailed to students minutes before the class starts.

### Leading up to and starting the questionnaire

- Tell students that they run evaluations to improve students' experience of the paper.
- Provide examples of how previous feedback has shaped the paper and its teaching.
- Highlight that responses are confidential.
- Strive to create a good rapport with students and invoke reciprocity - I feedback on your work, you can now feedback on mine.
- Explain that students should expect an email invitation from [evaluation@otago.ac.nz](mailto:evaluation@otago.ac.nz).
- Let students know that they can also complete evaluations via a link on the home page of Blackboard and Moodle.
- Embed this evaluation link into laboratory computer tasks.
- Provide, or ask students to bring, a device to class/tutorial and allow 10 minutes at the start or mid-way through to complete the questionnaire.

### While the questionnaire is running

- Update their class with the current response rate relative to a desired target rate plus thank those who might have completed an evaluation and remind those who might yet do so.
- Remind students verbally, and via email and Blackboard of their opportunity to evaluate.

For detailed scenarios that have incorporated these tips and resulted in high response rates, please view this [document](#) or contact the University of Otago's Evaluation team (Allen and Julie) at [evaluation@otago.ac.nz](mailto:evaluation@otago.ac.nz), ph 03 479 7581.

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<sup>1</sup> The 60 staff who shared their practices had run evaluations between 2018 and 2019 with classes of at least 30 students (10% had over a 100 students). All had response rates of at least 70% (median = 77%).