

## Student Success Webinar Series

Course evals  
purpose-built for  
student success

Thank you for joining us!  
The webinar will begin soon.



## Student Success Webinar Series

Course evals  
purpose-built for  
student success





This presentation  
is provided by



Insights Inspire Progress



## Our promise

Watermark gives higher education institutions the insights they need to drive student and institutional success.

**[watermarkinsights.com](https://watermarkinsights.com)**

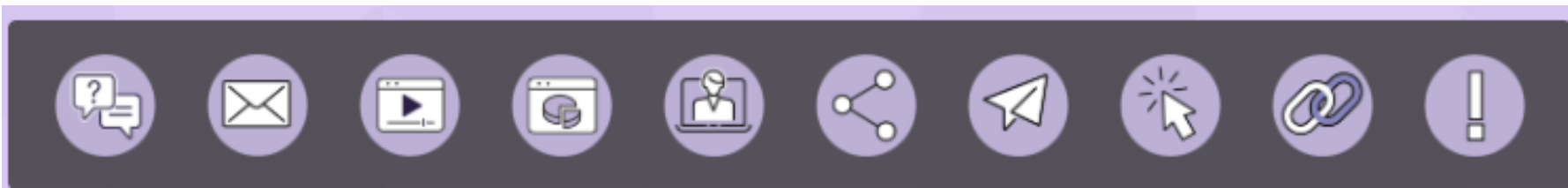
**[info@watermarkinsights.com](mailto:info@watermarkinsights.com)**

Watermark's Educational Impact Suite (EIS) drives critical action in leadership, student success, and continuous improvement *simultaneously.*



# Housekeeping

- Customize your viewing experience by moving and resizing your windows.
- Live closed captions can be toggled on or off in the “Presenter Cam” section.
- Use the interactive tools at the bottom of the screen.
- The recording will be emailed within 48 hours.



# Introductions

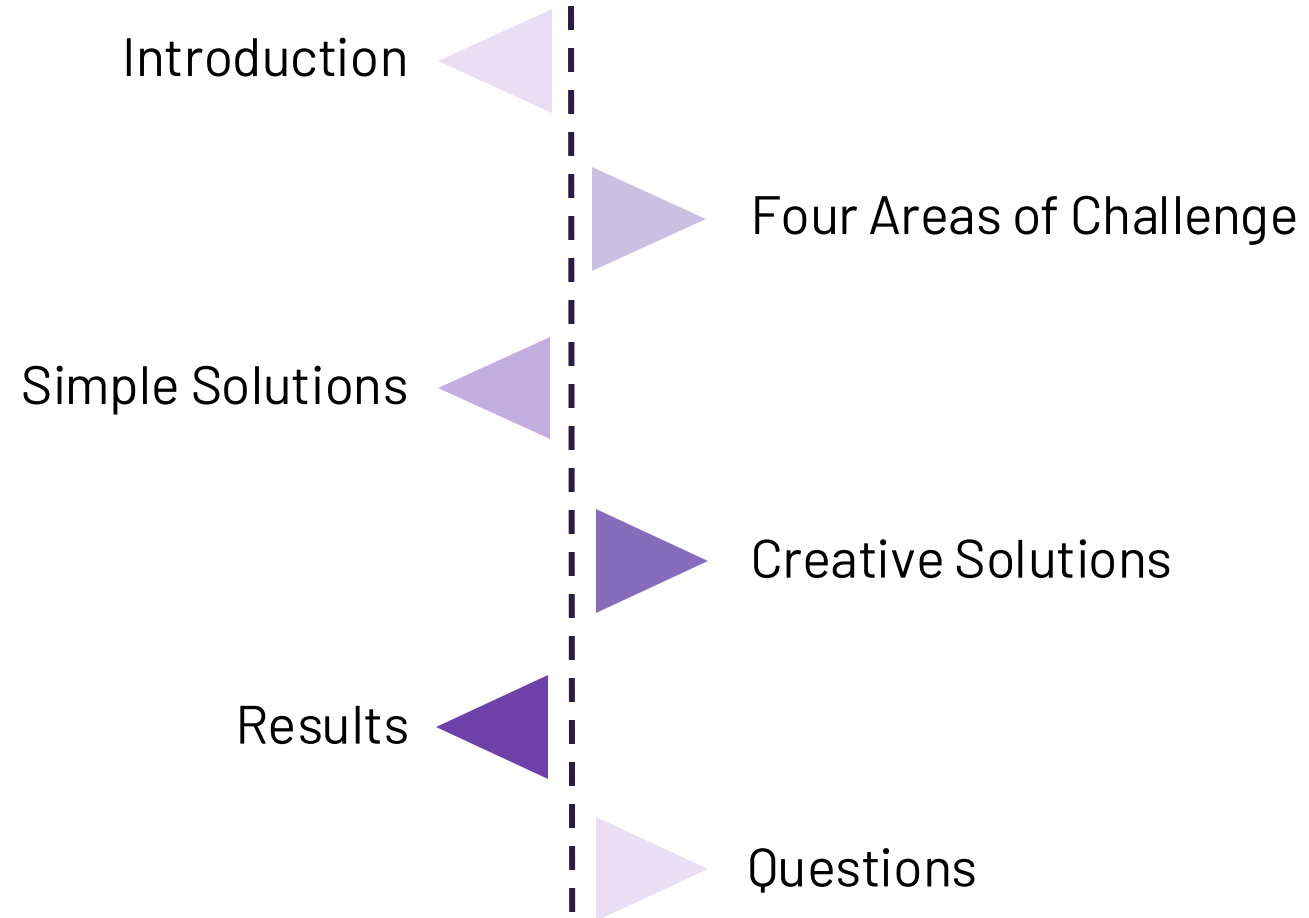
- Served at OBU for 15 years
- BS in Exercise Science from OBU
- MS in Data Analytics from Grand Canyon University
- Percussionist
- Mexican food
- Caramel Cold Brew M&Ms



**Jana VanderTook**

Director of Faculty Services and Assessment

# Agenda





# Oklahoma Baptist University

OBU is a Christian liberal arts university in Shawnee, just outside of Oklahoma City. Founded in 1910, three years after Oklahoma became a state.

- Nine bachelor degrees in 80 areas of study
- Four master's degree programs
- 1,500 students
- 84 full-time faculty
- NCAA Division II athletic programs
- Higher Learning Commission accredited
- Joined the Watermark family in 2019





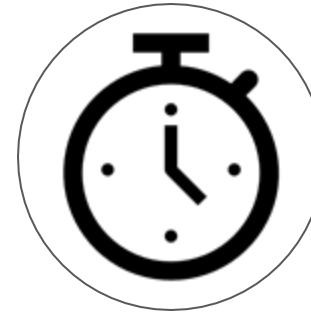
# Challenges

1. Long turnaround to receive student feedback
2. Low response rates
3. Cost limiting the use of course evaluations
4. Staggering workload for university staff



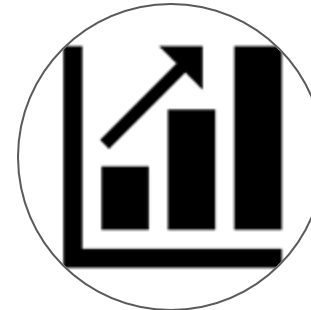
# Simple Solutions

- Student feedback is available as soon as grades are posted
- Response rates were boosted though integration with LMS (Canvas) and shorter survey
- Every student is heard due to a lower price point enabling every class to be evaluated every semester



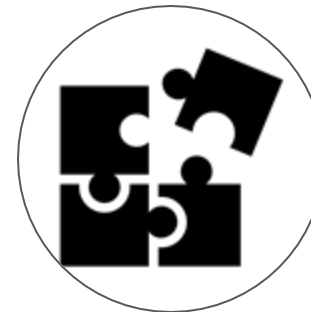
**1 day**

Actually, immediate responses.



**70%**

Average Response Rate



**100%**

Every class is assessed every semester

# Creative Solutions to Increasing Response Rates



## 1 Utilize the Tool

LMS integration, LMS pop-ups, emails, and Gradebook block



## 2 Leverage Faculty Assistance

Extra credit for a percentage response rate or allow time in class



## 3 Build Culture of Trust

Anonymous responses, evidence of being heard, and shorter evaluation



# Creative Integration of Surveys

- Course Evaluation
- Faculty Questions
- Administration Questions
- Faculty Evaluation Surveys for Promotion or Tenure
- Clinical Experience Survey for Nursing Accreditation
- Student Teaching Assessment
- And...

# Creative Idea to Maximize Your Student Voice

## Section I: Instructor Evaluation

8 Likert-scale statements and an area for comments

Open-ended request for strengths and areas for improvement

## Section II: Course Evaluation

4 Likert-scale statements and an area for comments

## Section III: Self-Evaluation

2 Likert-scale statements and an area for comments

Open-ended Advice



# Creative Idea to Maximize Your Student Voice

## Section III: Self-Evaluation

- I am satisfied with my effort in this course.
- I have been challenged to learn in this course.
- Comments
- **What advice would you give to another student who is considering taking this course?**

# Creative Ideas for Utilizing Course Evaluations Campus-wide



Annual Faculty Evaluations



Academic Program  
Review



Co-curricular Assessment

# Questions?

A screenshot of a web form titled "Ask a Question". The form has a large text area for entering a question, a smaller input field labeled "Enter your question", and a "Submit" button. The form is framed with a dark border.

Please type them in the "Ask a question" box.

If your question isn't answered today, someone from Watermark will reach out to you.



**watermark**

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# Thanks

FOR YOUR ATTENTION

