



## Strategies for Increasing Response Rates - Online Student Opinion of Teaching Surveys

### Before the Term:

- In your syllabus, include survey period dates in the class schedule and list “Complete Student Opinion of Teaching Survey” as an assignment during the survey period. During the fall and spring terms, the survey period is the last three weeks of classes.

### Syllabus Template

Including information about Teaching Surveys in your syllabus is helpful for letting students know how important the process is. You can always check the survey period dates on our Website, <https://teaching.pitt.edu/omet/>, and plan to give class time so students may complete the survey.

Here is an example of what you might include in your syllabus:

#### ***Teaching Surveys***

*Students in this class will be asked to complete a Student Opinion of Teaching Survey. Surveys will be sent via Pitt email and appear on your CourseWeb landing page during the last three weeks of class meeting days. Responses are confidential and I do not see the results until after final grades are posted. Please take time to thoughtfully respond. Your feedback is important to me.*

- You could also select a day when students will complete their survey in class. Note this date on the syllabus and announce it during the first class meeting.

### Beginning of the Term:

- Tell students how much you value their feedback. Give examples of changes you have made to courses in response to student feedback from previous terms. This can be done on the first day of class.
- Reassure students that responses are confidential and that you do not see the results until after final grades have been posted.

### Throughout the Term:

- Conduct a midterm survey using Qualtrics and respond to the feedback. Show students that they are not wasting their time in completing teaching surveys by considering their feedback and making changes. Research has shown that by using midterm surveys and making adjustments, if necessary, students are encouraged to complete the end-of-term survey.
- Explain that feedback is important for the improvement of instructional quality, course design, and is sometimes used in the tenure and promotion process.



#### When Survey Period Begins:

- Announce when the online survey period begins and spend a few minutes discussing how to access and complete the survey.
- Tell students that they can access the survey via the CourseWeb/Blackboard landing page.
- Inform students that they can complete the survey on any mobile device.

#### During the Survey Period:

- Remind students to complete the survey. Tell students how much you value their feedback. Give examples of changes you have made to courses in response to student feedback.
- Reassure students that responses are anonymous and that you do not see the results until after final grades have been posted.
- Remind students that they can complete the survey on any mobile device.
- Remind students that they can access the survey via the CourseWeb/Blackboard landing page.
- Email students directly and post announcements on CourseWeb/Blackboard.

#### **Sending Reminders to Students**

Students who have not completed their *Teaching Surveys* are sent automated reminders but research shows that students are more likely to respond if they receive a personal request from the instructor.

Send an email to students or post an announcement on CourseWeb. Include examples of:

- How you've used prior feedback to make changes to teaching style.
- Revised textbook selection, assignments, or readings based on feedback.
- Any other example of prior feedback and how it was used.

- Allow time in class for students to complete surveys on their laptop, tablet, or smartphone.

Questions?

Call 412-624-6440 or contact us at [omet@pitt.edu](mailto:omet@pitt.edu).