



## 2. Highlights of 2015-2016 activities

- a. Support of and Communications with the UAF Office of Faculty Development

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b. Communications with the UAF eLearning and Distance Education Group



c. Implementation of UAF's Electronic Course Evaluation System



### 3. Outlook into academic year 2015-2016

Attachment 1: ECAI Committee Year-End Report 2015 – 2016:

**Electronic Course Assessment Implementation (ECAI) Committee  
Annual Activity Report 2015-2016**

**Committee members**

Andrea Ferrante (CNSM, chair), Christian Beks (OIT *Fall semester*), Jennifer Carroll (CRCD),

Lott (eLearning), Franz Meyer (CNSM), Channon Price (CNSM), Sally Skrip (Provo

**Committee affiliates**

2. Organize a second pilot phase during the summer.
3.  
relative to Blue use and function.
4. Cooperate with the Marketing and Communication Department to develop a communication plan

**Finalize the survey tool, create a question bank for instructors' convenience, and ensure user-friendliness of Blue for Question Personalization (QP).**

Between the end of the Spring 2015 pilot phase and the summer, the committee fine-tuned the survey and finalized the question bank for the QP task. These questions are divided in categories and they are generic but viable options that instructors may find applicable to their courses. Instructors can add up to eight questions to the base survey, and these can all be imported from the bank, or customized by the instructor, or a mix of the two options.



During the Summer of 2015 and the following academic year the ECAI committee collaborated with instructors who were involved in the pilot phases.

The reports to instructors were also modified from the original layout to rationalize data statistics and edited for clarity.

During the fall of 2015, in keeping with the communication plan suggested by Marketing and Communication (M&C), training sessions for instructors were held. One of such sessions held on November 3<sup>rd</sup> was proposed to all faculty members in collaboration with Joy Morrison and the Office of Faculty Development. Other training sessions were limited to single Departments or Colleges/Schools.

### **Cooperate with the Marketing and Communication Department to develop a communication plan**

A significant fraction of the committee effort has been dedicated on developing a communication plan with the support of the Marketing and Communication Department. The following tactics have been implemented to communicate the value of the online evaluation tool to target audiences.

**Website:** a branded website has been developed that can be used to house information about the survey and serve as a portal. The URL (<http://www.uaf.edu/inspire-us/>) can be

## Results of 2015-2016 evaluations and outlook into 2016-2017 academic year

The first campus-wide implementation of Blue in the fall of 2015 was overall successful, with a final response rate of 41.3%, as shown in Exhibit 2, and a result breakdown as reported in Exhibit 3.

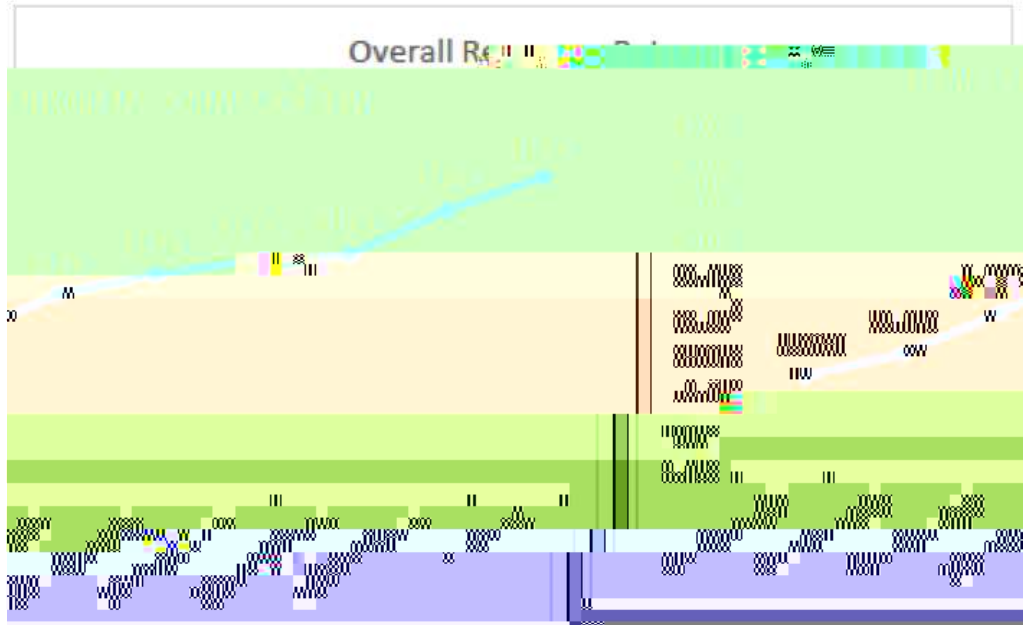


Exhibit 2

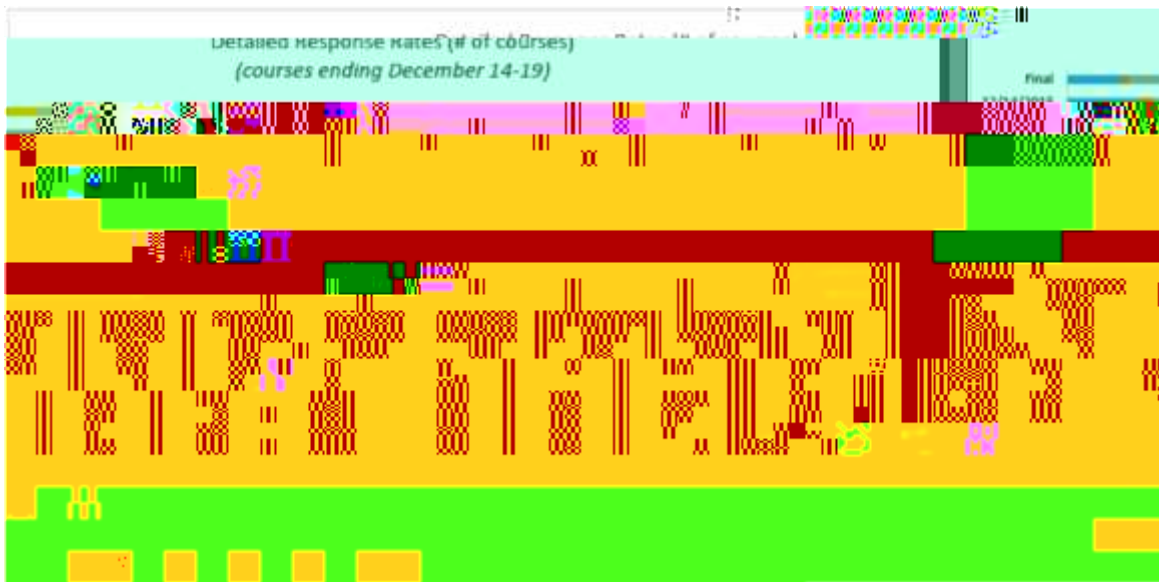


Exhibit 3

Despite the general positive outcome, concerns were expressed by many with respect to perceived low response rate and perceived decreased ratings with respect to paper-based evaluation. In order to address these concerns, the committee reviewed the relevant literature and replied in a document that was shared with all instructors indicating what follows.

Online survey response rates vary significantly among institutions. Even after a long time from implementation, some institutions reported response rates as low as 20%, while others were more successful by achieving response rates that were greater than 70%. Thus, with an overall 41.3%, UAF was not far from the average response rate of ~50% reported in the literature. Moreover, this fThus, with an

engagement with the survey.

In the 2016-17 academic year, the ECAI committee will focus on identifying strategies to increase involvement of instructor before, during, and possibly after evaluation time window.