Measure 11 – Automate Student Evaluation of Teaching

Savings Goals: Sustained savings of $150,000 per year.
$50,000 the first year with $100,000 additional in second year.

How the savings goal will be achieved

There are about 320,000 opportunities for evaluation per year, meaning about 100,000 per regular term and 20,000 for summer term. A conservative estimate of the cost per evaluation to the department is $.34. That includes the cost of the paper form and the time invested by department in distributing, collecting, forwarding and validating the forms.

The workload for the Operations Team within Enterprise Computing has been reduced through automation since implementing Appworx in May 2008. With the additional workload reduction by elimination of scanning the Student Evaluation of Teaching forms, the Operations Team could be reduced by 1.0 FTE.

Year 1 (FY10) Savings:
These estimates assume a spring 2010 implementation.

- Savings on forms processing: 120,000 * .34 $40,800 (Spring and Summer term)
- FTE savings $10,190 (May/June)
- Initial start-up costs:
  - CollegeNet Implementation fee: $37,950 (One-Time)
  - CollegeNet maintenance: $19,000 (Annual)
- $50,990

In fiscal year 2010, the initial savings would be more than consumed by the start-up costs.

Year 2 (FY11) Savings:

- Operations FTE $61,134
- Forms 320,000 * .34 $108,800
- CollegeNet maintenance ($19,000)
- $169,934

Net Savings $150,934
**Actions, responsibilities and deadlines:**

Contract with CollegeNet  
Catherine Williams  
January 8, 2010

Define extract file for CollegeNet  
Academic Planning and Assessment  
January 15, 2010

Create extract file for CollegeNet  
Enterprise Computing Services  
January 22, 2010

Verify accuracy of CollegeNet implementation  
Academic Planning and Assessment  
March 19, 2010

Enter configurable web text  
Academic Planning and Assessment  
March 26, 2010

Create and disseminate informational material for students and faculty  
Academic Planning and Assessment  
April 2, 2010

Available for use  
April 9, 2010

Final work day for Operations Specialist  
April 30, 2010

**Challenges:**

The faculty Student Evaluation of Teaching task force is working on an initiative to transform the evaluation process. They will not have their new evaluation complete and approved until sometime after Fall 2010. Until there is a new form approved, the current form will be implemented.

There is some concern about maintaining the response rate with an electronic survey mechanism. However, CollegeNet reports that their customers experience an increase in response rate over paper forms, even with no incentive.

If an incentive is desired by the faculty Student Evaluation of Teaching task force, the University of Oregon has had a positive experience with withholding final grades until the Wednesday after the end of the term, unless the student completes their evaluations. Many instructors display grades in Blackboard, however the University of Oregon found that this did not seem to adversely effect the survey response rate. This incentive would require modifications to Banner On-line Services and would need to be calculated in the implementation timeline.
We can implement the current SET form with CollegeNet for the current and next academic year and incorporate the new evaluation when it is ready. This brings up two issues.

1. After the faculty Student Evaluation of Teaching task force agrees on a new form, there will be a cost from CollegeNet to substantially revamp the form. Without the new form, it is impossible to create an accurate estimate of this cost, but is expected to be less than $10,000.

2. The deeper issue is that if we invest in CollegeNet, the committee will be bound by the limitations of the software in planning the new form. They hope to substantially change the form and content of course assessment and a commercial product may limit them from achieving all of their goals.