

Student Feedback Surveys Faculty Toolkit 2.0



Oregon State University
Ecampus

Contributors

Naomi Aguiar
Mary Ellen Dello Stritto
Jana King
Katherine McAlvage
Deborah Mundorff
Brandon Rodriguez
Victor Yee

Overview and Background

In 2021, Oregon State University Ecampus developed an Inclusive Excellence Strategic Plan. One goal of this strategic plan was to develop strategies to improve inclusive teaching and learning in Ecampus courses. The first objective was to test a mechanism for Ecampus students to provide feedback on inclusive course design. In academic year 2022-2023, a pilot study was launched in which students responded to weekly surveys about their courses. The pilot study aimed: 1) to develop and test a way for students to give weekly feedback on their experiences in Ecampus courses; and 2) to gain insights into students' experiences of feeling "engaged" or "distanced" in their online courses.

In Spring 2023, instructors administered the weekly surveys in five Ecampus courses, with 163 enrolled students across the courses. This document provides an updated version of the survey toolkit based on the pilot outcomes, including question sets and implementation advice.

Question Sets

Below, we share two surveys that can be used in your courses. Set A has three questions that focus on student engagement and experience during the week. These questions are based on a well-researched survey tool called the Critical Incident Questionnaire (CIQ). See Samuel, A., & Conceição, S. (2022) for more information on the CIQ as a tool to solicit feedback about online course design. Set B questions focus on instructor-created content videos and how they supported student learning for the previous week.

Set A

1. At what moment (point) in class this week were you most engaged as a learner?
2. At what moment (point) in class this week were you most distanced as a learner?
3. What else about your experience as a learner this week would you like to share?

Set B

1. What were the most helpful aspects of the instructor-created video(s) you watched this week?
2. What was not helpful in the instructor-created video(s) you watched this week?
3. Is there anything else about these videos you would like to share?

Implementation Guidance

Step 1: Survey Selection and Planning

Consider the following questions: which set(s) of questions are best suited for your course? What weeks would you like to gather feedback?

Your first decision will be which surveys you would like to use and assigning them to the appropriate week's modules or units during the term. Faculty who piloted these questions found that weekly student surveys was too frequent. An alternative might be surveying students 2-3 times per term. Launching a new class or re-developed course for the first time might be a good opportunity to implement regular surveys. We recommend choosing select weeks in which you are interested in student feedback.

For example, if you had several instructor-created videos in weeks 2 and 8, you may wish to schedule Set B questions for those weeks.

Step 2: Survey Design

Decide how you will deploy the surveys. At OSU, a few options are Canvas Quizzes, Qualtrics surveys, or Google Forms. Read more about the pros and cons of Canvas and Qualtrics in Appendix A.

Here are some options to consider in how to incorporate the surveys into the course:

1. Anonymous & graded as complete/incomplete (recommended)
2. Non-anonymous & graded assignments scored as complete/incomplete
3. Non-anonymous & ungraded assignments

Step 3: Messaging to Students

Participation in the surveys will improve by reminding students to complete them using course announcements and letting them know that their feedback is valuable to you. You can write announcements in advance and delay posting as needed. Please feel free to personalize these messages using your voice and share them on your own schedule.

Example

In selected weeks, you will be asked to take a 3-question survey to gather feedback on various course design elements. Your participation is valued and will inform course design improvements. Please take a few moments to answer this week's survey [link to survey assignment].

Step 4: Data Handling

Students may share personal information about challenges or other non-course related concerns in their survey responses. We recommend that you respond to those students directly to demonstrate care and help connect them to available resources (if they disclose their name or the survey is not anonymous). See the “Additional Resources” section below for resources available to OSU faculty and students.

References

Samuel, A., & Conceição, S. (2022). Using the Critical Incident Questionnaire as a Formative Evaluation Tool to Inform Online Course Design: A Qualitative Study. *The International Review of Research in Open and Distributed Learning*, 23(2), 151-169.
<https://doi.org/10.19173/irrodl.v23i2.5959>

Additional Resources for Oregon State University Faculty

Survey Tool Resources

- [Using Qualtrics in Canvas](#) (OSU)

Student Resources at Oregon State University

- If you have students facing challenges outside of the course, you can refer them to Ecampus Student Success Coaches (ecampus.success@oregonstate.edu)
- If students have questions about general support services, the [Ecampus Current Student website](#) is the best place to start, or they can contact the Ecampus Student Success Team (ecampus.ess@oregonstate.edu).
- If the student shares that they are in crisis or have disclosed an emergency, you may also consider connecting them to the appropriate campus resources for further support.
 - [Student Care Team](#) – This Box folder contains resources for faculty including a referral and consultation chart and tips for working with distressed students.
 - [In Crisis Support for Students](#) (CAPS) – 24/7 support for students in crisis. Includes contact information for CAPS, Suicide & Crisis Lifeline, and more.
 - [If you are concerned about a student](#) (CAPS) – Faculty/staff member consultation form. You can also call **541-737-2131** for a more immediate response.

For Non-OSU Faculty

Please contact your student services department for resources that you can share with students. If you are unsure who to contact, you might begin with an academic advisor in your department.

Appendix A: Pros and Cons of Using the Canvas Survey Tool vs. an Integrated Qualtrics Survey

Canvas

Canvas Survey Tool Pros	Canvas Survey Tool Cons
Ease of Use: The Canvas Survey tool is relatively straightforward and offers a user-friendly interface for instructors and students.	Limited Features: Canvas Survey tool offers basic survey functionality with limited customization and advanced features, which may not be sufficient for some instructors' needs.
Integration: The Canvas Survey tool is fully integrated with the Canvas Learning Management System (LMS), allowing instructors to create and manage surveys within the course easily.	Limited Question Types: Canvas Survey tool offers a limited number of question types, which may not be sufficient for instructors who require more complex question types or survey logic.
Quick access to results: Instructors can access survey results directly within the Canvas course, which can help to facilitate timely feedback and follow-up with students.	Access: If courses in Canvas are archived, it may be more challenging for instructors to look at data from multiple terms.
	Survey functionality exists in Canvas' Classic Quizzes, but has more limited options in Canvas' New Quizzes tool.

Qualtrics

OSU provides a campus-wide license for the [Qualtrics survey system](#) available to all faculty, staff, and students.

Qualtrics Pros	Qualtrics Cons
Advanced Features: Qualtrics offers a wide range of advanced survey features, including advanced question types, skip logic, quotas, quizzes, and branching, allowing more complex surveys.	Learning Curve: Qualtrics offers many advanced features, but it may take time to learn how to use them effectively.

<p>Robust Analytics: Qualtrics offers powerful analytics tools that can help gain insights into student responses and identify trends over multiple terms. Integrated graphics and statistical tools and the ability to export data into Excel, SPSS, PDF, PowerPoint or Word</p>	<p>Integration: While Qualtrics does integrate with most LMSs, the integration process may be more complicated than using a built-in tool such as Canvas Survey.</p>
<p>Integration: Qualtrics integrates with Canvas and allows instructors to create graded and ungraded surveys in Canvas.</p>	

The choice between Canvas Survey Tool and Qualtrics for a repeating reflection survey is up to you. If basic survey functionality is sufficient, and ease of use is a priority, Canvas Survey Tool may be the better option. However, if you want to leverage the more advanced features, and analytics, Qualtrics may be the better choice.

Differences in the Types of Analytics between the Two Tools

Canvas Survey Tool Analytics

The Canvas survey tool provides basic analytics, including:

1. **Response Rates:** Instructors can view response rates to their surveys and see which students have and have not responded.
2. **Summary Statistics:** Instructors can view summary statistics for each question, including mean, median, mode, and standard deviation.
3. **Individual Student Responses:** Instructors can view individual student responses to each question, which can help them to identify patterns and provide feedback.
4. **Downloadable Data:** Instructors can download survey data in a CSV format, which can be used for further analysis in external tools such as Excel or R.

Qualtrics Analytics

Qualtrics offers more advanced analytics than the Canvas survey tool, including:

1. **Response Rates and Completion Time:** Instructors can view response rates and completion time for their surveys and track changes in these metrics over time.
2. **Cross-tabulations and Statistical Tests:** Instructors can create cross-tabulations to explore relationships between survey questions and run statistical tests to identify significant differences.
3. **Text and Sentiment Analysis:** Qualtrics can analyze open-ended responses using natural language processing (NLP) techniques, such as sentiment analysis, to identify themes and patterns.
4. **Interactive Dashboards:** Qualtrics offers interactive dashboards that allow instructors to visualize survey results and create custom reports.