



# “It’s not my job”

Promoting ownership in the evaluation process

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# Aim

- This workshop aims to encourage you to explore innovative and effective approaches to fostering an evaluation culture amongst staff in your own institution





# Why evaluate?

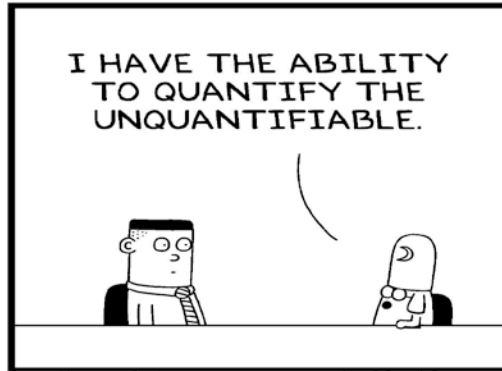
- (1) Provides feedback that will aid in the development and improvement of teaching;
- (2) Generates useful research data to underpin further design and improvements
- (3) Measures teaching effectiveness for use in administrative decision-making (e.g. PRPD)
- (4) Produces useful information for current and potential students
- (5) Quantifies quality of units and courses for use in external funding formulas

(Bennett & Nair, 2010)

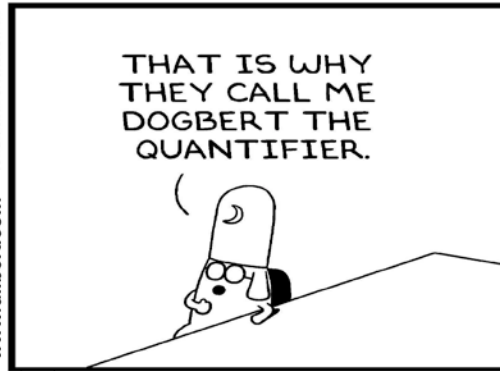


# If it's so important...

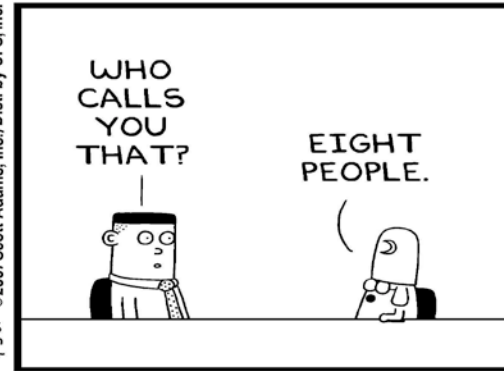
- Why are our response rates not meeting KPIs?



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[http://www.theimprovegroup.com/weblog/about\\_evaluation/](http://www.theimprovegroup.com/weblog/about_evaluation/)

# Reverse brainstorming

- What could we do to ensure the lowest response rates in student evaluation?



[http://www.toonpool.com/cartoons/KING%20EXECUTIONER%20EVALUATION%20FORM\\_24867](http://www.toonpool.com/cartoons/KING%20EXECUTIONER%20EVALUATION%20FORM_24867)



# Some issues

- Online vs paperbased
- Survey fatigue
- A waste of time?
- The bias of lower response rates
- Fear of poor evaluations
- The influence of workload, grades, engagement, personalities



# Whose job is it?

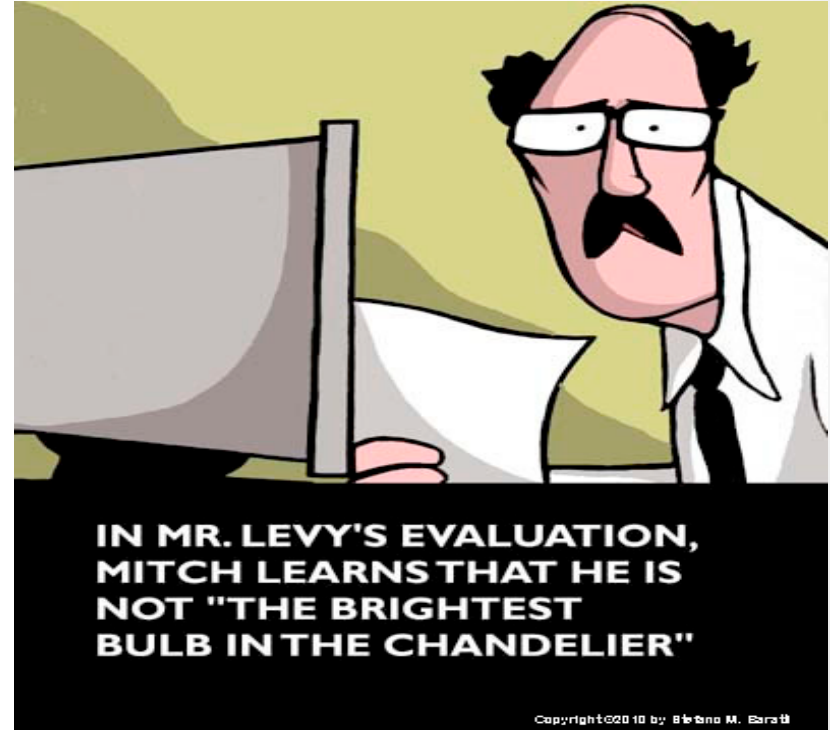


<http://cheezburger.com/2823157504>

- Who is responsible for ensuring satisfactory response rates?

# What's the problem?

- What are the issues that prevent staff from taking ownership of the evaluation process?



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# Improving response rates

- What can we do:
  - Before the evaluation phase
  - During the active evaluation phase
  - After the evaluation phase



<http://www.trainersineurope.org/evaluation/2010/11/03/evaluation-questions/comment-page-1/>

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