

## Increasing Student Watermark Response Rates

Senate's Course Evaluation Subcommittee, April 20, 2023

### Why is increasing response rate important?

The average response rate for our Watermark surveys has been near 40%. For this feedback to be a meaningful part of our efforts to improve our classes, we need a higher response rate. While D2L will show a reminder to complete the survey, your encouragement is the most direct way to impact response rates.

### How can I increase my student response rate?

- **Provide time in class** (on-campus or virtual) for students to complete the survey.
- **Tell, send, or post encouraging reasons to complete the survey.** (Appendix 1, page 2)
- **Provide points for students that complete the survey.** (Appendix 2, page 3)
- **Monitor your response rate in real time** (Appendix 3, page 5).

## Appendix 1: Sample Encouraging Text

### Template for Introducing Watermark Survey to Students:

Hello! The Watermark Survey is now available for our course. Please complete the survey today to share feedback about your experiences in this course.

Your responses are confidential. A numbers are not included in the results. Survey responses will have no impact on your grades. Faculty see response averages not individual scores, and faculty cannot see the results until after grades are due.

Your responses on this survey provide me much needed feedback about what has worked, what has not worked, and ways that I can improve to make this course better for future students. Feedback from past survey results changed how I taught the course this term. Thank you for completing this survey!

### Template for Reminding Students about Watermark Survey:

Hello! As of today, our course has a \_\_\_% response rate on the Watermark Survey. Thank you to all who have completed the survey. If you have not completed the survey, please complete the survey today. Our class goal is to have above a 66% response rate. I know we can meet this goal. Remember, your responses are confidential. A numbers are not included in the results. Survey responses will have no impact on your grades. I only see response averages not individual scores, and I cannot see the results until after grades are due.

Your responses to this survey are especially important to me. Thank you for completing the Watermark Survey today.

### Template for Reaching Watermark Survey Response Rate Goal:

You did it! Thank you for helping us reach our goal of 66% response rate on the Watermark Survey. We still have time to exceed our goal, so if you have not responded, please complete the Watermark Survey today. Remember, your responses are confidential. A numbers are not included in the results. Survey responses will have no impact on your grades. I only see response averages not individual scores, and I cannot see the results until after grades are due.

Your responses to this survey are important to me. Thank you for completing the Watermark Survey today.

## Appendix 2: Sample Points for Survey Completion

Template for Watermark Survey Bonus Point Assignment: (faculty member must create assignment dropbox for submission of confirmation email.)

The Watermark Survey is now available for our course. Please complete the survey today to share feedback about your experiences in this course. Your response to this survey is so important to me that I am offering \_\_\_ bonus points for completing the survey.

Your responses are confidential. A numbers are not included in the results. Survey responses will have no impact on your grades. Faculty see response averages not individual scores, and faculty cannot see the results until after grades are due.

Your responses on this survey provide me much needed feedback about what has worked, what has not worked, and ways that I can improve to make this course better for future students. Feedback from past survey results changed how I taught the course this spring.

**How do you get bonus points?** Complete the Watermark survey for our course. You will receive a confirmation of completion email. Upload a copy of the confirmation email to the Watermark Survey Bonus Points Assignment Dropbox by (Insert Date Here).

Thank you for completing this survey!

The confirmation email will be similar to the layout below:

6. **Certificate of Completion Email:** is automatically sent to students once a survey is successfully completed. Default setting is to use a Certificate of Completion Template that is populated with the following data:

1. Institution name: Communication Type
2. Project Name
3. Course (Course code: Title)
4. Instructor full name
5. Survey submission date
6. Student full name
7. Message

Below is a sample of the **Certificate of Completion Template** with populated data:

EvaluationKIT University : Survey Certificate of  
Completion  
2017 Fall Course Evaluations  
Course: ART210 : Digital Photography  
Instructor: Crystal Linn  
Submitted: 8/30/2017  
Student: Stanley Eisen



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Thank you for completing the course evaluation!

Template for Watermark Survey Bonus Point for reaching response rate goal: (faculty member must add bonus points to the grades in D2L after goal is met.)

The Watermark Survey is now available for our course. Please complete the survey today to share feedback about your experiences in this course. Your response to this survey is so important to me that I am offering \_\_\_ bonus points to every student in our class if we reach \_\_\_\_ % response rate for our course.

Your responses are confidential. A numbers are not included in the results. Survey responses will have no impact on your grades. Faculty see response averages not individual scores, and faculty cannot see the results until after grades are due.

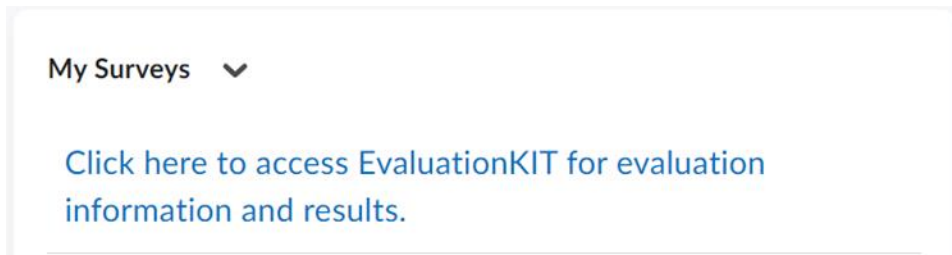
Your responses on this survey provide me much needed feedback about what has worked, what has not worked, and ways that I can improve to make this course better for future students. Feedback from past survey results changed how I taught the course this spring.

**How do you get bonus points?** Complete the Watermark survey for our course. Encourage your classmates to finish the Watermark survey. I will provide updates in News (daily, twice a week, weekly, on a certain date) on our response rate progress towards our goal of \_\_\_\_ %.

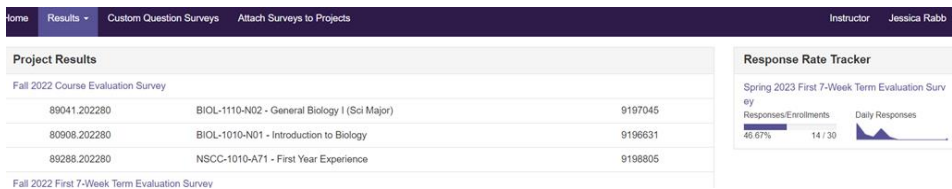
Thank you for completing this survey!

## Appendix 3: How to see your response rate in real time

1. On your D2L home page click the link for your EvaluationKIT



2. On the right side you will see "Response Rate Tracker"



3. If you click the Response Rate Tracker, you can see the response rate for the classes currently being surveyed.

Courses								
Level	Code	Title	Unique ID	Instructor	Enrollments	Responded	Response Rate	Opted-Out
Social and Behavioral Sciences	16607.202310	NSCC-1010-N63 - First Year Experience	9337749	Jessica Rabb	11	5	45.45%	0
Social and Behavioral Sciences	16608.202310	NSCC-1010-N64 - First Year Experience	9337751	Jessica Rabb	19	9	47.37%	0

4. Encourage class response rate of 66% or better by offering bonus points to the whole class if they reach that goal.