

# Did You Know?

FSW's Student Opinion Survey (SOS) collected feedback from over 17,000 respondents in Fall 2017. With over 50,000 possible respondents (remember a student has one survey for each course in which he or she is enrolled) that's a response rate of 34%.

17,000

[ 34% Response Rate ]

Of the 17,000

respondents, **73%** responded within 24 hours of a reminder email.

50,000



With a response rate of 34%, and the fact that nearly three quarters of those that do respond appear to do so in response to a reminder email, means lots of room to increase that response rate.

Consider these ideas as a means of utilizing this information.

- Remind students of the SOS in class often, and inform them that they'll need to check their BUCS email for the access link. Frequent reminders have the potential to yield response rates above 50%.
  - Create a competition within your class among groups, among your course sections as a whole, or among sections of your colleagues. Increases in response rates vary.
  - During the next class after access to the survey is granted to students, take a minute or two during class to demonstrate how to access the course survey and complete. This can increase response rates by about 10%.
  - Early feedback incentive: Give students who completed the survey priority when reviewing / grading an upcoming paper, quiz, test, or exam. Courses using this type of incentive have shown response rates in excess of 75%.
  - Take time out of your class session for all students to complete (survey takes ~5 minutes). Response rates here can be 80-100%.
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- Did you know that you, as the professor, can check the current response rate for your classes as the survey is in progress? You can't see who did and didn't do the survey, but you can see what the overall response rate is, which can be helpful in deciding how to proceed. Just log in to the Portal and click where you would normally review the results (College Resources tab → Student Opinion Survey link). From there, you'll be able to review response rate by course section for the surveys currently in progress.