

Fall 2020

Simple Steps to Encourage Student Evaluation Response Rates

This semester, the Office of Educational Effectiveness is using SmartEvals to provide both formative and summative evaluations for instructors. To get the most out of your evaluations, encourage student responses with just four simple, effective tips.

1. Encourage and facilitate participation.

The most important factor in increasing response rates is instructor encouragement to complete evaluations. In addition to the campus-wide email from Academic Affairs, communicate the importance of evaluations via email, in classes or lectures and on your course UB Learns page. Whenever possible, include the link to the evaluations to make it easier for your students.

2. Reinforce the importance of their feedback.

Students are more likely to complete evaluations if they know their feedback matters. Tell students you are interested in their point of view. If possible, mention specific feedback you have received in the past and the changes you made based on it. This not only encourages participation but provides guidance for sharing useful, actionable feedback.

3. Allow students to complete evaluations during class time.

If you teach a synchronous, hybrid, or hyflex course, consider using twenty minutes of class time for students to provide feedback. This typically leads to a significant increase in response rates.

4. Confidentiality matters.

Remind students that all responses are anonymous and end-of-semester summative evaluations have a minimum threshold of five responses to release reports.

Find more tips and strategies to increase student response rates at buffalo.edu/course-evaluation/resources/response-rates.

Here to help.



[Accessibility Resources.](#)

[Center for Educational Innovation.](#)

[Office of Educational Effectiveness.](#)

[Teach Anywhere.](#)

[UB Course Evaluations.](#)