

Report of Response Rates for Student Feedback on Teaching: Fall 2015 to Fall 2016

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This report provides summary tables for 17,426 classes taught at Kennesaw State University from Fall 2015 through Fall 2016 on the numbers and percentages of students who responded to invitations to provide student feedback of teaching via Digital Measures, an online vendor.

Table 1 summarizes response rates for all KSU classes and for each College or Academic Unit. When students visit the Digital Measures website, they have the option to decline to provide responses. This table includes two columns that contain horizontal bars that indicate (a) the percentages of students who visited the Digital Measures website and (b) the percentages of students who provided responses (subtracting those who declined to respond).

The overall response rate for all KSU classes was 33.2% (or 31.9%, subtracting students who declined to respond)¹. Colleges varied in their response rates from a high of 44.1% (42.5%) for University College to a low of 26.1% (25.3%) for WellStar College of Health and Human Services.

The table includes data for some academic units:

- Academic Affairs refers to courses offered by the Siegel Institute for Leadership, Ethics, and Character.
- The Graduate College offers classes through the Center for Excellence in Teaching and Learning for graduate students preparing to teach courses.
- Students who participate in Study Abroad Programs are invited to review the study abroad program as a whole. (Students in a study abroad program are also asked to review individual classes, but those classes are included in summary data for the College who offers the class.)

Table 2 provides additional summary data based on class size. Of the 17,426 classes reviewed from Fall 2015 to Fall 2016:

- 1655 classes had 1 student enrolled;
- 3217 classes had between 2 to 10 students enrolled;
- 4402 classes had between 11 to 20 students enrolled;
- 6867 classes had between 21 to 50 students enrolled; and
- 1285 classes had between 51 to 350 students enrolled.

Response rates declined as class size increased. **Response rates of 50% or higher** were achieved in 20.5% of classes with 1 student, 19.8% of classes with 2-10 students, 16.4% of classes with 11-20 students, 15.1% of classes with 21-50 students, and 6.2% of classes with 51-350 students. (These data are the combined percentages of the last two columns in Table 2.) **Response rates of 30% or lower** were achieved in 79.5% of classes with 1 student, 48.6% of classes with 2-10 students, 48.8% of classes with 11-20 students, 52.6% of classes with 21-50 students, and 66.0% of classes with 51-350 students. (These data are the combined percentages for the 0.0% and 0.1 to 30.0% columns in Table 2.)

Table 2 further divides the data by College or Academic Unit. Using University College as an example (the College that obtained the highest overall response rates), response rates of 50% or higher were achieved in 55.6% of classes with 1 student, 31.7% of classes with 2-10 students, 21.1% of classes with 11-20 students, 34.1% of classes with 21-50 students, and 20.0% of classes with 51-350 students. (These data are the combined percentages of the last two columns in Table 2.)

Some context. The response rates at KSU are within the range of online response rates (20% to 47%, average of 33%) for eight studies summarized by Nulty (2008)². However, KSU's response rates are considerably lower than online response rates reported by other institutions³; Benton, Webster, Gross, and Pallett (2010, Table 3)⁴ reported response rates between 51% and 64% for institutions that administer the online version of the IDEA Student Ratings of Instruction System.

The low response rates for many classes at KSU may raise concerns about the accuracy of the data for summative assessments of teaching effectiveness⁵. However, Benton and Ryalls (2016, p. 3)⁶ suggest that "even classes with low response rates can provide useful information for a teacher."

¹ The reported response rate in some classes may be an underestimate of the actual response rate if one or more students stopped attending but did not officially withdraw via the Registrar's Office prior to the date that class rolls were sent to Digital Measures.

² Nulty, D. D. (2008). The adequacy of response rates to online and paper surveys: What can be done? *Assessment & Evaluation in Higher Education*, 33(3), pp. 301-314. ([Permalink for KSU's Library](#))

³ The Office of the Registrar at the University of Oregon reports an online response rate of 78-79% (65% not including declines) and suggests strategies for increasing response rates: <https://registrar.uoregon.edu/course-evaluations/response-rates-and-accuracy>

⁴ Benton, S. L., Webster, R., Gross, A. B., & Pallett, W. H. (2010). *Technical Report No. 16: An analysis of IDEA student ratings of instruction using paper versus online survey methods (2002-2008 data)*. Manhattan, KS: The IDEA Center. Retrieved from http://www.ideaedu.org/Portals/0/Uploads/Documents/Technical-Reports/An-Analysis-of-IDEA-Student-Ratings-of-Instruction-Using-Paper-versus-Online-Survey-Methods-2002-2008-Data_techreport-16.pdf

⁵ Refer to the report, "Online Course Evaluations and Response Rates" available at the Office of the Vice-Provost, Teaching and Learning, University of Saskatchewan, available at <https://www.usask.ca/vpteaching/seeq/faq-and-resources.php>

⁶ Benton, S. L., & Ryalls, K. R. (2016). *Challenging misconceptions about student ratings of instruction (IDEA Paper #58)*. Manhattan, KS: The IDEA Center. Retrieved from http://www.ideaedu.org/Portals/0/Uploads/Documents/IDEA%20Papers/IDEA%20Papers/PaperIDEA_58.pdf

Table 1. Response Rates by College/Unit, Fall 2015 through Fall 2016 (Prepared January 25, 2017)

College/Unit	Number of Courses Reviewed	Number of Forms Distributed	Number of Students who Visited Digital Measures	Percent of Students who Visited the Digital Measures Website	Number of Students who Provided Feedback	Percent of Students who Provided Feedback	Number of Students who Declined to Respond
All KSU Courses	17,426	405,652	134,717	33.2%	129,361	31.9%	5356
Academic Affairs	17	88	28	31.8%	27	30.7%	1
Bagwell College of Education	1,358	15,949	6,694	42.0%	6,558	41.1%	136
Coles College of Business	1,621	56,975	21,690	38.1%	20,684	36.3%	1006
College of Architecture and Construction Management	343	4,413	1,620	36.7%	1,481	33.6%	139
College of Computing and Software Engineering	764	16,923	5,600	33.1%	5,297	31.3%	303
Honors College	73	703	255	36.3%	242	34.4%	13
College of Humanities and Social Sciences	5,361	136,443	44,172	32.4%	42,490	31.1%	1682
College of Science and Mathematics	2,854	82,471	25,088	30.4%	24,191	29.3%	897
College of the Arts	1,601	21,852	5,834	26.7%	5,565	25.5%	269
Southern Polytechnic College of Engineering and Engineering Technology	1,347	22,942	8,425	36.7%	8,049	35.1%	376
Graduate College	3	14	5	35.7%	5	35.7%	0
University College	796	17,286	7,623	44.1%	7,349	42.5%	274
WellStar College of Health and Human Services	1,216	29,024	7,582	26.1%	7,339	25.3%	243
Study Abroad Programs	72	569	101	17.8%	84	14.8%	17

Table 1 summarizes response rates by College or Academic Unit for student feedback of teaching collected online (via Digital Measures) in KSU classes from Fall 2015 through Fall 2016. When students visit the Digital Measures website, they have the option to decline to provide responses. The table includes two columns that contain horizontal bars that indicate (a) the percentages of students who visited the Digital Measures website and (b) the percentages of students who provided responses (subtracting those who declined to respond).

The overall response rate for all KSU classes was 33.2% (or 31.9%, subtracting students who declined to respond). Colleges varied in their response rates from a high of 44.1% (42.5%) for University College to a low of 26.1% (25.3%) for WellStar College of Health and Human Services.

The table includes data for some academic units. Academic Affairs refers to courses offered by the Siegel Institute for Leadership, Ethics, and Character. The Graduate College offers classes for graduate students preparing to teach courses. Students who participate in Study Abroad Programs are invited to review the study abroad program as a whole. (Students in a study abroad program are also asked to review individual classes, but those classes are included in the summary data for the College who offers the class.)

Table 2. Response Rates by Class Size, Fall 2015 through Fall 2016 (Prepared January 25, 2017)						
College/Unit Class size	Number of Classes	Response Rates (Percent of students who provided feedback)				
		0.0%	0.1 to 30.0%	30.1 to 50.0%	50.1 to 99.9%	100%
All KSU Classes	17,426	12.4%	42.0%	29.4%	13.2%	2.9%
1 student	1655	79.5%				20.5%
2 to 10 students	3217	23.4%	25.2%	31.7%	15.2%	4.6%
11 to 20 students	4402	2.0%	46.7%	34.8%	16.1%	0.3%
21 to 50 students	6867	0.2%	52.4%	32.3%	15.0%	0.1%
51 to 350 students	1285	0.0%	66.0%	27.8%	6.2%	0.0%
Academic Affairs (Classes offered by the Institute for Leadership, Ethics, and Character)						
1 student	6	50.0%				50.0%
2 to 10 students	9	11.1%	22.2%	55.6%	0.0%	11.1%
11 to 20 students	2	0.0%	100.0%	0.0%	0.0%	0.0%
Bagwell College of Education						
1 student	159	72.3%				27.7%
2 to 10 students	474	11.2%	21.7%	36.5%	25.1%	5.5%
11 to 20 students	538	0.6%	25.3%	46.3%	27.7%	0.2%
21 to 50 students	186	0.0%	This table illustrate	50.5%	21.0%	0.0%
51 to 350 students	1	0.0%	100.0%	0.0%	0.0%	0.0%
Coles College of Business						
1 student	112	78.6%				21.4%
2 to 10 students	237	22.4%	23.2%	24.5%	20.7%	9.3%
11 to 20 students	251	2.8%	36.3%	31.9%	27.5%	1.6%
21 to 50 students	667	0.1%	38.1%	33.3%	28.5%	0.0%
51 to 350 students	354	0.0%	61.6%	24.9%	13.6%	0.0%
College of Architecture and Construction Management						
1 student	25	60.0%				40.0%
2 to 10 students	127	12.6%	27.6%	32.3%	18.9%	8.7%
11 to 20 students	125	2.4%	48.8%	40.8%	8.0%	0.0%
21 to 50 students	63	0.0%	44.4%	42.9%	12.7%	0.0%
51 to 350 students	3	0.0%	66.7%	33.3%	0.0%	0.0%
College of Computing and Software Engineering						
1 student	20	75.0%				25.0%
2 to 10 students	144	18.8%	25.7%	33.3%	20.1%	2.1%
11 to 20 students	183	1.1%	48.1%	30.6%	20.2%	0.0%
21 to 50 students	412	0.0%	56.6%	36.2%	7.3%	0.0%
51 to 350 students	5	0.0%	60.0%	40.0%	0.0%	0.0%
Honors College						
1 student	17	47.1%				52.9%
2 to 10 students	23	26.1%	13.0%	39.1%	17.4%	4.3%
11 to 20 students	28	3.6%	35.7%	46.4%	14.3%	0.0%
21 to 50 students	4	0.0%	25.0%	75.0%	0.0%	0.0%
51 to 350 students	1	0.0%	100.0%	0.0%	0.0%	0.0%
College of Humanities and Social Sciences						
1 student	489	83.0%				17.0%
2 to 10 students	764	23.7%	22.9%	31.3%	17.0%	5.1%
11 to 20 students	1072	1.6%	49.2%	31.7%	17.2%	0.4%
21 to 50 students	2647	0.2%	57.0%	27.5%	14.9%	0.3%
51 to 350 students	389	0.0%	69.9%	25.7%	4.4%	0.0%

Table 2 illustrates the response rates within each College or Academic Unit for classes of various sizes offered at KSU from Fall 2015 through Fall 2016. See the bottom of Page 2 for information on interpreting the data in this table.

College/Unit Class size	Number of Classes	Response Rates (Percent of students who provided feedback)				
		0.0%	0.1 to 30.0%	30.1 to 50.0%	50.1 to 99.9%	100%
All KSU Classes	17,426	12.4%	42.0%	29.4%	13.2%	2.9%
1 student	1655	79.5%				20.5%
2 to 10 students	3217	23.4%	25.2%	31.7%	15.2%	4.6%
11 to 20 students	4402	2.0%	46.7%	34.8%	16.1%	0.3%
21 to 50 students	6867	0.2%	52.4%	32.3%	15.0%	0.1%
51 to 350 students	1285	0.0%	66.0%	27.8%	6.2%	0.0%
College of Science and Mathematics						
1 student	208	75.5%				24.5%
2 to 10 students	331	26.3%	19.6%	42.6%	8.2%	3.3%
11 to 20 students	589	1.9%	54.5%	33.6%	9.8%	0.2%
21 to 50 students	1359	0.1%	54.3%	37.1%	8.5%	0.0%
51 to 350 students	367	0.0%	62.1%	35.1%	2.7%	0.0%
College of the Arts						
1 student	459	87.8%				12.2%
2 to 10 students	481	42.6%	27.2%	23.5%	4.8%	1.9%
11 to 20 students	400	4.8%	57.0%	29.8%	8.0%	0.5%
21 to 50 students	166	0.6%	73.5%	18.7%	7.2%	0.0%
51 to 350 students	95	0.0%	72.6%	25.3%	2.1%	0.0%
Southern Polytechnic College of Engineering and Engineering Technology						
1 student	89	57.3%				42.7%
2 to 10 students	214	13.6%	29.0%	40.2%	13.1%	4.2%
11 to 20 students	699	1.4%	45.5%	37.8%	15.0%	0.3%
21 to 50 students	338	0.0%	42.6%	41.7%	15.7%	0.0%
51 to 350 students	7	0.0%	28.6%	57.1%	14.3%	0.0%
Graduate College (Classes for graduate students who are preparing to teach courses)						
2 to 10 students	3	0.0%	33.3%	33.3%	33.3%	0.0%
University College						
1 student	9	44.4%				55.6%
2 to 10 students	60	8.3%	25.0%	35.0%	28.3%	3.3%
11 to 20 students	227	1.3%	35.2%	42.3%	20.7%	0.4%
21 to 50 students	495	0.0%	29.1%	36.8%	33.9%	0.2%
51 to 350 students	5	0.0%	40.0%	40.0%	20.0%	0.0%
WellStar College of Health and Human Services						
1 student	43	74.4%				25.6%
2 to 10 students	319	23.8%	35.4%	24.8%	11.9%	4.1%
11 to 20 students	269	3.3%	67.3%	24.2%	5.2%	0.0%
21 to 50 students	527	0.4%	70.4%	25.8%	3.4%	0.0%
51 to 350 students	58	0.0%	86.2%	12.1%	1.7%	0.0%
Study Abroad Programs (Students are asked to review the program as a whole)						
1 student	19	100.0%				0.0%
2 to 10 students	31	41.9%	41.9%	16.1%	0.0%	0.0%
11 to 20 students	19	26.3%	68.4%	5.3%	0.0%	0.0%
21 to 50 students	3	33.3%	0.0%	66.7%	0.0%	0.0%

Table 2 illustrates the response rates within each College or Academic Unit for classes of various sizes offered at KSU from Fall 2015 through Fall 2016. Response rates declined as class size increased. A response rate of 50% or higher was achieved in 20.5% of all KSU classes with 1 student, 19.8% of classes with 2-10 students, 16.4% of classes with 11-20 students, 15.1% of classes with 21-50 students, and 6.2% of classes with 51-350 students. (These data are the combined percentages of the last two columns for All KSU Classes.) Response rates of 30% or lower were achieved in 79.5% of all KSU classes with 1 student, 48.6% of classes with 2-10 students, 48.8% of classes with 11-20 students, 52.6% of classes with 21-50 students, and 66.0% of classes with 51-350 students. (These data are the combined percentages for the 0.0% and 0.1 to 30.0% columns for All KSU Classes.)

For University College, response rates of 50% or higher were achieved in 55.6% of classes with 1 student, 31.7% of classes with 2-10 students, 21.1% of classes with 11-20 students, 34.1% of classes with 21-50 students, and 20.0% of classes with 51-350 students.