What Students See in Course Response
The following pages show examples of what students see when they are asked to complete ratings of each of their courses.

Initial invitation to complete course evaluations
This is an example of the text in the initial email students receive inviting them to complete the course evaluations.

Subject: Invitation to Complete Your Course Evaluations

Your feedback is important to Kennesaw State University because it will enhance the value of your degree by helping faculty in the design and delivery of courses.

Your feedback will be collected via an online evaluation. The evaluation is available now and will be available until April 30 at 11:59 PM (US/Eastern).

Please note that your responses are completely anonymous. Even though you need to login to the system, no identifying information is ever directly connected to the feedback you submit. Digital Measures, an independent company, is responsible for collecting and reporting the results. Please note that your responses will only be made available to your instructor after the grade submission deadline, on May 11.

We have made it as convenient as possible for you. You only need to click on the web address below and then enter your NetID and password.

To begin, go to: https://www.digitalmeasures.com/login/kennesaw/student

Thank you for taking the time to give your feedback and helping us improve your educational experience.

Sincerely,

The Digital Measures Team
digitameasures@kennesaw.edu
Kennesaw State University

Each student also can link to the Digital Measures login from the Campus Bookmarks that appear on the home page in Desire2Learn (KSU’s course management system). This link takes students to a site (see page 3) where they must login using NetID and password.
Sample Email Reminder to Students
This is an example of the email reminder students receive once every three days during an open review period (student Net ID redacted). Each student receives reminders until either the student has completed reviews of all courses or the review period ends.

From: Kennesaw State University <digitalmeasures@kennesaw.edu>
Date: Thu, Apr 19, 2012 at 9:49 AM
Subject: Reminder to Complete Your Course Evaluations
To: "@students.kennesaw.edu" <@students.kennesaw.edu>

As of today’s date, you have not yet submitted your Kennesaw State University course evaluations.

Your feedback is important to Kennesaw State University because it will enhance the value of your degree by helping faculty in the design and delivery of courses.

Your feedback will be collected via an online evaluation. The evaluation is available now and will be available until April 30, 2012 at 11:59 PM (US/Eastern). Results will be made available to faculty on May 11, 2012 at 8:00 AM, after the grade submission deadline.

Please note that your responses are completely anonymous. Even though you need to login to the system, no identifying information is ever directly connected to the feedback you submit. Digital Measures, an independent company, is responsible for collecting and reporting the results.

We have made it as convenient as possible for you. You only need to click on the web address below and then enter your NetID and password.

To begin, go to:
https://www.digitalmeasures.com/login/kennesaw/student

Thank you for taking the time to give your feedback and helping us improve your educational experience.

Sincerely,

The Digital Measures Team
digitalmeasures@kennesaw.edu
Kennesaw State University
Each student logs into DM using NetID and password. The student then sees a Welcome page (see below) that includes the courses in which they are registered.

<table>
<thead>
<tr>
<th>Course Evaluation</th>
<th>Status</th>
<th>Closing Date and Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 1109, Section</td>
<td>Incomplete</td>
<td>Apr 30 @ 11:59PM CDT</td>
</tr>
<tr>
<td>Human Communication</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HIST 1110, Section</td>
<td>Incomplete</td>
<td>Apr 30 @ 11:59PM CDT</td>
</tr>
<tr>
<td>Introduction World History</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MATH 1111, Section</td>
<td>Incomplete</td>
<td>Apr 30 @ 11:59PM CDT</td>
</tr>
<tr>
<td>College Algebra</td>
<td></td>
<td></td>
</tr>
<tr>
<td>POLS 1101, Section</td>
<td>Incomplete</td>
<td>Apr 30 @ 11:59PM CDT</td>
</tr>
<tr>
<td>American Government</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
This is how the KSU GENERAL form appears to students. This form includes all of the university-wide items as approved by KSU’s Faculty Senate beginning in Spring 2012.

The section number and name of faculty member were redacted.

Students have the option to decline to fill out a review of any course. When faculty generate reports via “View Respondents,” the students who decline are included in the tallies for “Total Instruments” and “Responses” but are excluded from the tally for “Instruments filled out”.

---

Course Evaluation
MATH 1111, Section [REDACTED] College Algebra

You can only submit this once.

Please confirm...
1. That your responses are for the course number displayed at the top of the page.
2. That you filled in your responses properly. For example, if there are questions that use "scales" (such as one to five) for their answers, confirm that you filled in the scale properly.

KSU faculty value student feedback about the course, their teaching, and course materials, which can be used to improve teaching and learning. Please take as long as you need to answer the questions listed below.

4: Strongly Agree 3: Agree 2: Disagree 1: Strongly Disagree No Response

Overall the content of this course contributed to my knowledge and intellectual skills.

Please comment on the course content.

Instructor

Hippchen, Thomas A: thippche

The instructor was effective in helping me learn.

Please comment on the instructor’s strengths.

Please comment on ways the instructor might improve.

☐ I decline to fill this out.

You can only submit this once.

Please confirm...
1. That your responses are for the course number displayed at the top of the page.
2. That you filled in your responses properly. For example, if there are questions that use "scales" (such as one to five) for their answers, confirm that you filled in the scale properly.

Submit
This page shows an example of the HSS form, which includes items in addition to the university-wide items. The boxes below illustrate what happens as a student enters comments into the open-ended fields; students may type comments beyond the size of each box.

<table>
<thead>
<tr>
<th>Instructor</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4: Strongly Agree</td>
<td>3: Agree</td>
<td>2: Disagree</td>
<td>1: Strongly Disagree</td>
<td>Do Not Know</td>
</tr>
<tr>
<td>The instructor was effective in helping me learn.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Please comment on the instructor’s strengths.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Please comment on ways the instructor might improve.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I decline to fill this out.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

You can only submit this once.

Please confirm...
1. That your responses are for the course number displayed at the top of the page.
2. That you filled in your responses properly. For example, if there are questions that use "scales" (such as one to five) for their answers, confirm that you filled in the scale properly.

At Kennesaw State University, student feedback is an important part of the process of evaluating faculty. The feedback provides the faculty with useful information for assessing and improving their teaching effectiveness. Please respond to the statements below about your instructor:

| The instructor is knowledgeable about the course material. |  |  |  |  |  |
| The instructor has an effective style of presentation. |  |  |  |  |  |
| The instructor is available for consultation. |  |  |  |  |  |
| The instructor challenges me to think. |  |  |  |  |  |
| The instructor treats students with respect. |  |  |  |  |  |
| The instructor makes course objectives clear. |  |  |  |  |  |
| The instructor effectively uses technology to facilitate learning. |  |  |  |  |  |
| The instructor is enthusiastic about teaching the course. |  |  |  |  |  |
| The instructor provides useful feedback on student work. |  |  |  |  |  |
| The instructor provides timely feedback on student work. |  |  |  |  |  |
| The instructor is prepared for class. |  |  |  |  |  |
| The instructor facilitates discussion related to course content. |  |  |  |  |  |
| The instructor clearly explains the grading system. |  |  |  |  |  |
| The instructor responds appropriately when differing viewpoints are expressed in class. |  |  |  |  |  |

4: Strongly Agree | 3: Agree | 2: Disagree | 1: Strongly Disagree | Do Not Know | Agree | Disagree | Response |

Each blank comment box includes a marking in the bottom right area that is a standard way of indicating that the box will expand as students continue to write. The up-and-down arrows appear as soon as a student enters a response larger than the size of the window. Students can then scroll up or down to view and edit their responses. I was able to repeat this response 20 times and could still enter more if I chose to do so.
Contact Our Helpdesk
Students may email KSU’s Digital Measures Implementation Team with any questions or comments they have.
Privacy Statement
This is the privacy statement students receive if they click on the link at left.

Digital Measures Protects Your Privacy

Although moving processes in higher education to a digital format offers many advantages, it also opens the door to challenges such as privacy and security. Digital Measures completely acknowledges this and understands that these challenges must be met with no exceptions.

With Digital Measures, you can be assured that the following conditions will be met:

- Information exchanged between your computer and our servers are always transferred over an encrypted connection to prevent unauthorized exposure.
- Digital Measures' servers are in a datacenter that has these features:
  - Locked, caged server room protected by armed security guards who are present at all times
  - Servers are firewall and located behind an intrusion detection system
  - Redundant fire suppression and climate control systems
  - Redundant power and Internet connections
- Secure nightly backups to five geographically-dispersed locations
- Digital Measures is compliant with the Family Educational Rights and Privacy Act (FERPA) and Section 508 of the Rehabilitation Act
- Digital Measures is registered and has certified with the United States Department of Commerce as compliant with the Safe Harbor Principles in effect between the European Union and the US
- Your personal information will never be released, sold or shared by Digital Measures with parties other than your academic institution and parties that we use to provide the technical services that we do. When we must share data with these parties, we establish legally-binding confidentiality agreements and non-disclosure agreements to protect the shared data.

Many steps have been taken to protect your data and personal identity in every component of our solutions. We hope you enjoy your experience with our system!

-Digital Measures