



EASTERN KENTUCKY UNIVERSITY: BEST PRACTICES FOR IDEA ONLINE MANAGEMENT

This process was provided by Eastern Kentucky University (EKU). It details how they distinguish roles and responsibilities of the Primary On-Campus Coordinator (Primary OCC) and Sub On-Campus Coordinators (Sub OCC) as well as the steps EKU takes in managing IDEA Online.

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Set Up Survey Groups - Groups can be organized by department, college, semester, etc. At EKU, The Primary OCC creates groups well before midterm.

Managing Sub On-Campus Coordinators - If you have any existing survey groups, create a list of the (past-and-present) departmental Sub OCCs. The easiest way to get access to the list is to log in at <http://theideaonline.org>, print out the frame that lists all the folders, and then open the tab Manage Sub OCC Assignments. Scroll down the window and record the name of the Sub OCC for each group. If any information is changing, update the accounts from the Manage Users tab on the Manage Institution window, so the appropriate selections can be made for the Sub OCC Assignments. Also update the information as needed on a master document.

Adding Survey Groups - At the Manage Institution level, click Add Survey Group. At EKU the group names are built from the semester label (Fall 09=F09, Midyear 10=M10, or summer 10=MM10) followed by the department prefix(es). Set the Default Survey, to the Diagnostic Form for complete results, and set the delivery options as appropriate. Set the Email From Address to the Sub OCC for that department.

Setting the Default Values - You are not required to set the Default Values for the Survey Group, but we have found it is best practice to do so:

- Faculty Information Form – we set the Start Date about two weeks after midterm, set the End Date to the last day of final exams, and set the Reminder Email Days to 1. By setting the email reminder to 1, the faculty will get an email daily reminding them to complete the FIF. Once the form is complete, the reminders will stop.
- Survey Form—this refers to the student survey form—we set the Start Date two weeks before final exams, set the End Date to the first day of final exams, and set the Reminder Email Days to 1.

Assign Sub On-Campus Coordinator - After the Survey Group is created, assign the Sub OCC by clicking Manage Sub OCC Assignment on the Manage Survey Group window. On the Manage Survey Group window, click Manage Sub OCC Assignments, then select the appropriate department coordinator.

Managing Additional Questions -

- The Additional Questions window for a survey group will initially be empty, but you may enter up to twenty questions that will be automatically appended to the ordinary IDEA instrument, in sequence with the rest of the students' form. Any questions added (later) by individual instructors will follow the group questions. As you create questions or question-groups, they become readily available for copying into other survey groups' Additional Questions.

- To re-use previously created questions, click Copy Questions. This leads to a drop-down menu of the questions and question-blocks used in all previous groups. This list is purely alphabetical, sorted by group and then by the question text. To keep the questions well organized, ECU places a “comment” tag (in HTML) at the opening of each question. The comment is invisible everywhere except the Copy Questions menu but it helps us maintain coherence in the sequence of questions.
- Note that Sub OCCs can also manage their own additional questions, but allowing or encouraging this practice will introduce a great potential for chaos on the list of Copy Questions.

Repeat these steps to create each new folder. A survey group is ready to be used when it has the appropriate name, email address, Sub-OCC assigned, and Additional Questions have been managed.

Note: For instructors from departments without a designated coordinator, we use a “General Classes” folder to house the surveys, managed by the Primary OCC.

Communicating Across Campus – We communicate the surveys are ready campus wide 2 weeks before midterm.

Sub On-Campus Coordinator - When the survey groups are ready, we notify the Sub OCC and instruct them to log in and review the Default Values, the Additional Questions, etc. We also attach a copy of directions. A copy of the directions we use at ECU can be found at (http://www.eku.edu/onlinelearning/online_idea/idea_online_suboccs.doc).

Instructors - Around midterm, we notify instructors to begin the process, directing them to the general description at http://www.eku.edu/onlinelearning/online_idea/online_idea_desc.htm and also promote the use of the online request. The request form used at ECU is displayed at <http://www.eku.edu/onlinelearning/idea>.

ECU handles requests for online surveys as follows: When an instructor submits the online request form, the results are emailed to onlinelearning.idea@eku.edu, an email address created on our campus to specifically handle all IDEA Online communication. The IT Help Desk Associate forwards these requests to the appropriate Sub OCC, leaving unassociated requests in the Inbox for the Primary OCC to include in the General Classes Survey Group.

Alert instructors when students have access to the survey.

- OCC and Sub OCCs have a convenient Status Report window (which is linked to the Manage Institution page) and also the Manage Survey Group page, to monitor upcoming surveys.
- ECU sends email to instructors about three days in advance of students’ access, informing them about the process and including an announcement to promote student participation in the survey. This announcement is suitable for posting in Blackboard or distributing in class. The text that ECU has used for this announcement can be viewed at http://www.eku.edu/onlinelearning/online_idea/promoting_student_partcprn_idea.doc.

Monitor the same pages to see if any instructors need to be contacted to complete the Faculty Information Form.

Institutional Research – We supply data to Institutional Research upon request. At ECU, we also have created an account for Institutional Research to access IDEA Online to allow them the ability to monitor all aspects of the process.