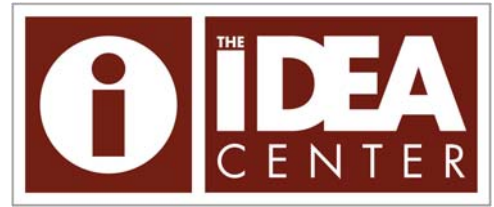


# Things to Consider when Thinking About Online Survey Delivery



## Have you asked: "*Should we be using online survey delivery?*"

**Answer:** That depends...Think about your motivations, how your classes are set up to begin with, and the type of students you have. Intuitively, do you think you'll get a better response rate using paper or online? Let's say you've never used online before, and you are at least a little bit curious about the process. Please know that it can be used successfully, but that it may take a little more encouragement. In other words, with IDEA Online you are less likely to have that coveted "captive audience" that you have with the paper-and-pencil set-up. That is, unless you happen to have immediate access to a computer lab, or require students to bring their laptops to class, you may have to work just a little harder in order to achieve a higher response rate.

The advantage of online surveys is that the process is efficient and it conserves resources such as time and paper. The key to sizeable online response rates lies in faculty involvement. The more faculty members become involved in encouraging and reminding students the importance of responding, the higher the online response rates tend to become.

## Additional questions to consider:

- **How do you plan to upload course and student information?**

**BlackBoard:** A BlackBoard Building Block™ is available for BlackBoard versions 8 and 9. The Bb Building Block allows student, faculty, and course information to be shared between the IDEA Online system and your BlackBoard system. Please contact The IDEA Center for more information about using and installing the Building Block.

**XML Upload:** [XML Templates](#) to create your own XML File are available for you to create your own XML files or The IDEA Center [XML Creator](#) can be used to create an XML file from an Excel spreadsheet. With both options, the ability to update information, such as uploading student information when rosters are more stable, is available.

**Manually:** To manually create courses within IDEA Online please visit the [IDEA Online Tutorial](#).

- **Who will be responsible for uploading and monitoring the system?** A designated On-Campus Coordinator (OCC) can manage and monitor the IDEA Online system. At times, other staff can have the

responsibility of uploading the information into the system such as the BlackBoard Administrator or other support staff.

Additionally, a campus can designate Sub OCCs and restrict access to specific survey groups for the Sub OCC to manage. The [Eastern Kentucky University: Best Practices for IDEA Online Management](#) is helpful in demonstrating how they define roles and responsibilities as well as the steps ECU takes to manage IDEA Online.

- **How will the students receive their survey?** Student surveys are emailed to the student for completion, survey URLs are either a course website, or both. The email delivery method will require the campus email administrator to work with our staff in assuring emails are able to be delivered. Additionally, the email delivery method allows reminder emails to be sent to students who have not yet completed the survey.

Faculty will always receive their Faculty Information Form via email. Email reminders are available for faculty as well.

- **How do we create trust when administering student ratings online?** Dr Richard Sherry, at Bethel University, provided his thoughts in [Successful Online Implementation Depends on a Culture of Trust](#) presented at the 2007 IDEA Users Group.
- **What about response rates?** Response rates are always a concern when using an online administration system. The [Best Practices for Online Response Rates](#) document provides examples of how other institutions have maintained high response rate when using online administration.
- **Do you plan to use Additional Questions?** The IDEA system offers the option of asking 20 additional questions on either the Diagnostic Form or the Short Form. Additional questions can be managed from the Survey Group level as well as the Survey level. If you plan to add additional questions to courses, please visit the Adding Additional Questions section of the [IDEA Online Tutorial](#).

You can also allow the faculty's ability to add their own additional questions. The [Additional Questions: Instructions for Faculty](#) is available for faculty.