



Best Tips to Improve Response Rates



PART #1: Getting Faculty to “Buy-In”

1

Make sure Instructors are fully trained in the survey system

Provide training videos and documentation

2

Keep Instructors in the Information Loop

Send reminders, email reports, and keep them motivated

3

Provide Instructors Email templates to use or modify

Keep emails consistent while allowing instructors to add their personal touch

4

Provide Thank You response email templates

Retain responders for next semester by showing appreciation

5

Have instructors take notes about their surveys

Archive notes for future semesters

6

Give the ability to determine a question’s applicability

Instructors benefit from receiving relevant data about their courses

7

Give the ability to add questions to the survey

Build trust with Instructors and the survey system

8

Have different sets of questions to ask on surveys

Create a focused survey with relevant questions

9

Add Follow-Up Questions to survey

Provide context to “why” students made their selections



Best Tips to Improve Response Rates



PART #1: Getting Faculty to “Buy-In”

10

Include Data Analysis (Thoughtfulness of Graders)

Determine if selections are rushed or made with thought

11

Include Data Analysis (Easy and Hard Graders)

Determine the grading tendency of students

12

Include Data Analysis (Time of Day)

Analyze when evaluations were completed

13

Use a software vendor

Allow instructors to get back to other important tasks



BEST CHOICE
for GREAT RESPONSE RATES



RATING: ★ ★ ★ ★ ★

**5 Star Rated
Customer Support**





Best Tips to Improve Response Rates



PART #2: Create an Easy Experience

1

Integrate your course survey system with your LMS

Blackboard, Canvas, Moodle, etc..

2

Take advantage of using Pop-Up Reminders

Remind students to complete their evaluations

3

Have LMS send reminders to Google or Amazon devices

Another way to remind students to complete evaluations

4

Set-up Voice Call Reminders

Call students who haven't completed surveys

5

Send reminders to students via Text Message

One of the most quick and effective ways to contact students

6

Utilize QR Codes to complete surveys

The best replacement for traditional paper surveys

7

Use Posters, Flyers, and Banners throughout campus

Catch students attention to complete course surveys

8

Run Commercials on the Campus TV or Radio Station

Corny and annoying commercials are okay

9

Create Giveaway Events on campus

Provide a unique experience when having students complete surveys



Best Tips to Improve Response Rates



PART #2: Create an Easy Experience

10

Make surveys User-Friendly and Accessible to everyone

Desktop / Mobile, Visual & Hearing Impaired Compatible, Follow ADA Section 508

11

Follow best practices for Design and Development

Make survey interface easy-to-use and simple

12

Show students a To-do List

Keep students aware of their progress

13

Reduce the number of questions to eliminate survey fatigue

Surveys shouldn't be a chore to complete, keep them between 20-35 questions

14

Give a Extra Point for completed surveys

A nice way to reward students that have completed their surveys

15

Share (3 - 4) Comments from previous evaluations to students

Show students that you take their feedback seriously and they will provide it



"SmartEvals has demonstrated their environmental leadership and we are thankful for their support."



Kit Fischer

*Senior Program Manager,
Wildlife Conflict Resolution*

**SmartEvals Adopted
130,000 acres**

**ADOPT
A WILDLIFE ACRE**

info.SmartEvals.com/NWF



Best Tips to Improve Response Rates



PART #3: Managing & Automating Emails

1

Make sure email reminder system is Mobile Ready

As of 2015, over 72% of people ages 18-24 check emails on their phone

2

Have an email reminder automation schedule

Send reminders to students and faculty at regular intervals

3

Customize & Personalize reminder emails before automation

Use keywords, phrases, emoticons or emojis in email templates

4

Use what is working for others

Try something new... you miss 100% of the shots you don't take

5

Add Google Calendar reminder links to emails

Use tools from Google and interface with Google's API

6

The Magic # 9

The perfect number of times to email students throughout an eval period

7

Talk to a Specialist

Find the right person that can help boost response rates