Evaluation & Assessment Committee
Minutes
February 10, 2017

Present: James Bisgard, John Hudelson, Martin Kennedy, Terry Wilson and Ryan Zimmerman

Absent: Marty Blackson (excused)

Guest(s): Tom Henderson, Jill Hernandez, and Liddie Anderson

Meeting was called to order at 1:05 p.m.

Tom Henderson told the committee that IS Enterprise will be taking over administrating SEOIs next fall.

John moved to approve the January 27, 2017 minutes.   Terry seconded and minutes were approved.

Tom presented a draft of an email that is a pre-announcement to the students regarding SEOIs. Tom talked with the committee about the current advertisement of SEOIs on campus. There are reminders in Canvas for each course they are enrolled in, several email reminders, 110 posters on campus, table tents in SURC, sandwich board signs outside the SURC, video boards inside the SURC, SURC Facebook, CWU Facebook, Tweets, WordPress, Observer ads and PSAs on the radio. Tom indicated the Observer ads don't seem to increase response rate. Ryan suggested putting it in Canvas as an assignment but no grade value to it and maybe only run pop ups the second week but not the first week or not at all for winter quarter. Terry talked about being very clear with what to tell faculty about how they create this assignment in Canvas. Martin suggested having a Campus commons template that someone could import into class.

The committee had some wording suggestions on the pre-announcement and suggested that the email come from Faculty Senate and Student Government. Ryan will talk with Dr. Rajendran next Wednesday about the email.

Ryan suggested sending this email out during the SEOIs. Currently students get an email on Monday of the first week and daily reminders the second week if they haven't completed the SEOIs.

The committee suggested scaling back on some of the advertising. Leave the posters and other advertising currently being done.   Change the pop-ups in Canvas to only the second week of SEOIs. Tom will check with EvalKit to see if that can be done. If they can't make this change the committee recommended not doing any of the pop-ups in Canvas.   Send out Senate/ASWCU email Wednesday or Thursday of second week of SEOIs.

Tom currently sends out emails to faculty to ask them to remind students to fill out their SEOIs. Are there other ways to encourage faculty to help students fill out SEOIs.

Tom requested emails and user names from the committee. Tom will try and set up a test class for the committee to see what the SEOIs look like on a mobile device.

Some things to consider:

1. Doing SEOIs online in class.
2. What can faculty do? Sample scripts of what faculty could say. Talk with SAS about what would work?
3. Direct incentives. Foundation money for a parking pass raffle. Little stuff and have more than one incentive. iPad, parking pass, etc.
4. Video
5. Why students are doing SEOIs as part of the current advertising?
6. Why are the response rates important?

Meeting was adjourned at 2:52 p.m.