

## UNC Eshelman School of Pharmacy

### Policy and Procedures on *Student Evaluation* of Course and Instructor Effectiveness

#### Overview

The School has contracted with **DigitalMeasures** to use the online course evaluation system, **CourseResponse**, in gathering student feedback on course and instructor effectiveness. This contract was established at no charge to the School through an existing contract held by the University.

#### Process for Conducting *Student Evaluation* of Course and Instructor Effectiveness

The Office of Strategic Planning and Assessment (OSPA) assumes responsibility, on behalf of the School, for facilitating the course evaluation process for all required and elective course offerings in the School at both the professional and graduate levels. It is the shared responsibility of faculty, staff, and students to contribute to the course evaluation process to ensure its success. The process includes: 1) preparing the online system, 2) conducting the evaluations, 3) disseminating results, 4) reviewing findings, and 5) implementing changes, as needed.

#### Purpose of Gathering Student Feedback on Courses and Instructors

Student evaluation of course and instructor effectiveness is one component of an overall course and instructor assessment process. The course evaluations serve to:

- provide *students* an opportunity to share feedback on the effectiveness of the course and the instructors who teach in a course;
- provide *instructors* with feedback regarding student-perceived effectiveness of the course as well as their teaching methodologies and styles;
- provide the *School*, specifically the Professional Program Curriculum and Assessment Committee and the Graduate Education Committee, with data to consider in course and curricular quality improvement efforts; and,
- provide the *School's leadership*, including Division Chairs and the Executive Committee, with information regarding student-reported effectiveness and impact of faculty teaching efforts.

#### General Policies and Procedures

- Beginning Fall 2011, all course evaluations will be completed online via UNC ONYEN and password using **DigitalMeasures**.
- All required and elective School course offerings in the PY1 - PY3 years of the professional program, and the graduate program, will be evaluated.
- Course Directors will receive an online survey at the start of the semester asking that they indicate the instructors to be evaluated. *While it is important to consider the potential burden on students of having to evaluate multiple instructors within a course, it is also important to consider the need for instructor evaluations (e.g., promotion and tenure reviews, course improvement needs, etc.). Therefore, Course Directors are encouraged to be selective, yet thoughtful in their approach to indicating those instructors to be evaluated.*
- Student auditors will be allowed to complete a course evaluation in Qualtrics at the end of the semester. However, these course evaluations will not be included in OSPA's review of course and instructor effectiveness.
- PharmD and Elective course evaluations, unless otherwise requested, will be released to students during the last *three weeks* of the semester (i.e., evaluation period will open at the beginning of the second to last week of classes and close three days following the end of the final exam period).

- Graduate course evaluations, unless otherwise requested, will be released to students during the last *two weeks* of the semester (i.e., evaluation period will open approximately two weeks after the last day to drop a graduate course and close three days following the end of the final exam period).
- Students will receive two emails from the OSPA each semester. An initial email will be sent when the evaluation period opens, and a final reminder email will be sent 24-hours before the evaluation period closes.
- Students who serve on the Professional Program Curriculum and Assessment Committee and the Graduate Student Organization President will encourage student participation via email and in-person announcements, as needed.
- Student feedback will be kept confidential, and no information linking identity to responses can be accessed by Course Directors, instructors, or teaching assistants. *Of note, the School's promise to maintain student confidentiality does not apply when the university has a responsibility to act on comments provided, such as reports of violations of the law or university policy, or when comments raise significant safety concerns.*
- Course Directors, instructors, and TAs are encouraged to emphasize to students the importance of the evaluations. If possible, set aside 15-20 minutes in class at the end of the semester, providing students with time to complete the course evaluation via their laptops; this has been shown to increase response rates.
- Students should not receive points or extra credit toward their course grade for completion of the course evaluations.
- If a Course Director chooses to withhold student grades pending completion of the course evaluation, it is recommended that Course Director explicitly state this in the course syllabus (per Office of the University Counsel) and notify the School's Registrar. Faculty should be aware of the procedure for submission of incomplete grades and requirements for altering the grades upon student completion of the evaluation.
- A 12-item evaluation form, assessing both course and instructor effectiveness, will be used in all required and elective course offerings in the Professional Program.
- A 14-item evaluation instrument, assessing both course and instructor effectiveness, will be used in all required and graduate course offerings in the Graduate Program.
- A 10-item evaluation instrument, specifically developed to assess pharmacy resident teaching assistants, will be used in all Pharmaceutical Care Lab courses.
- Custom questions may be added to any instrument. The OSPA will assist Course Directors in developing custom questions, as needed.
- After final grades are submitted to the School Registrar and within 1 day of the course evaluation period closing, Course Directors and instructors will receive an automatically-generated email providing their course evaluation results. Instructors will only receive their individual results, not the results of other instructors teaching in the course.
- Within 1 day of the course evaluation period closing, Course Directors will have access to comprehensive course evaluation reports (for overall course and *all* instructors) in Digital Measures. The OSPA will provide Course Directors with instructions for accessing reports.
- The OSPA will download and archive all course evaluation results on the School's computer server at the end of each course evaluation period.
- Within 4 weeks of the course evaluation period closing, the Executive Associate Dean and Assistant Dean for the Professional Program, and the Director of Graduate Studies, will receive course evaluation results for all courses and instructors in each respective program.
- Within 4 weeks of the course evaluation period closing, Division Chairs will receive course evaluation results for all courses and instructors in his/her Division.

- The OSPA, using established criteria (*see Table 2*), will review all course evaluation results within 6 weeks of the close of the evaluation period, to identify any course or instructor warranting further review and monitoring, or worthy of recognition.
  - Findings will be presented to the School’s Executive Committee, the Executive Associate Dean and Assistant Dean of the Professional Program, and the Director of Graduate Studies for review and discussion to reach consensus on plans for courses or instructors identified as outliers.
  - Course Directors and/or instructors meeting the School’s criteria for “warrants further review” will be asked by the Curriculum and Assessment Committee or the Graduate Education Committee to provide a reflective statement on his/her course evaluation findings and plans for improvement. It is important to seek insight and feedback into plans for improvement from his/her Division Chair prior to submitting the reflective statement.
  - The reflective statement will be shared with appropriate parties (i.e., Program Deans, Professional Program Curriculum and Assessment Committee or Graduate Education Committee; Division Chair; Course Director; Instructor; Divisional Director of Graduate Studies; OSPA).
  - Plans for courses or instructors identified as outliers will remain on file in the OSPA for continued monitoring.
- Historical course evaluation data are available, dating back to 2003. Results of course or instructor evaluations may be requested at any time by a Course Director, an instructor within a specified course, or the School’s leadership team; the OSPA will respond to such requests within 1 week.
- All requests for access to course evaluation data should be sent to the attention of Amy Sloane, Assessment Coordinator, Office of Strategic Planning and Assessment. Email: [pharmacy\\_assessment@unc.edu](mailto:pharmacy_assessment@unc.edu) or Phone: 919-843-2801.

**Table 1: Shared Responsibilities**

<p><b>Student</b></p>	<ul style="list-style-type: none"> <li>• Complete evaluations for each course in which you are enrolled, whether a required or elective course offering.</li> <li>• Provide thoughtful and constructive feedback regarding courses as well as the faculty and instructors teaching within the courses.</li> </ul>
<p><b>Course Director</b></p>	<ul style="list-style-type: none"> <li>• At the beginning of the semester, complete survey request from the OSPA: 1) indicate the instructors to be evaluated in the course*; 2) state the intent to decline or develop custom questions; and, 3) identify any student auditors. (<i>*Ask instructors teaching in your course if they need to be evaluated by students for upcoming promotion and/or tenure reviews.</i>)</li> <li>• During the semester, emphasize the importance of student completion of the evaluations and use of data for continued quality improvement.</li> <li>• At the end of the semester, if possible, set aside 15-20 minutes in class to allow students time to complete your course evaluation via their laptops; this has been shown to increase response rates.</li> <li>• After the semester, thoughtfully consider student feedback in an effort to continually enhance course offerings and teaching effectiveness.</li> <li>• If <i>your course</i> meets the School’s criteria for “warrants further review”, respond to request to provide a reflective statement. This request will be sent to you from the Curriculum and Assessment Committee or the Graduate Education Committee.             <ul style="list-style-type: none"> <li>○ It is important to seek insight and feedback into plans for improvement with his/her Division Chair prior to submitting the reflective statement.</li> </ul> </li> <li>• If <i>an instructor in your course</i> meets the School’s criteria for “warrants further review”, schedule a time to meet with him/her to discuss evaluation findings and plans for improvement.</li> <li>• If <i>an instructor in your course</i> meets the School’s criteria for “worthy of recognition”, you may wish to informally congratulate him/her.</li> </ul>
<p><b>Faculty / Instructor</b></p>	<ul style="list-style-type: none"> <li>• At the beginning of the semester, inform Course Director(s) if you need to be evaluated by students for upcoming promotion and/or tenure reviews. (<i>Not all instructors are evaluated by students.</i>)</li> <li>• After the semester, thoughtfully consider student feedback in an effort to continually enhance course offerings and teaching effectiveness.</li> <li>• If <i>your teaching</i> meets the School’s criteria for “warranting further review”, respond to request to provide a reflective statement. This request would come from the Curriculum and Assessment Committee, or the Graduate Education Committee.             <ul style="list-style-type: none"> <li>○ It is important to seek insight and feedback into plans for improvement with his/her Division Chair prior to submitting the reflective statement.</li> </ul> </li> </ul>
<p><b>Division Chair</b></p>	<ul style="list-style-type: none"> <li>• After the semester, review course evaluation results/student feedback for courses in your division, including summary reports of courses and instructors identified as “warrants further review” or “worthy of recognition” (provided by the OSPA).             <ul style="list-style-type: none"> <li>○ Ensure faculty in division are attentive and responsive to feedback provided by students, and professional or graduate program leadership, and that faculty remain effective in their role as educators.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Work with course directors and/or instructors to address areas “warranting further review”.</li> <li>○ You may wish to acknowledge Course Director(s) and/or Instructor(s) identified as “worthy of recognition”. Formal recognition will come from the Executive Associate Dean of the Professional Program or the Director of Graduate Studies.</li> </ul>
<b>Divisional Director of Graduate Studies</b>	<ul style="list-style-type: none"> <li>• After the semester, review course evaluation results/student feedback for graduate courses in your division, including summary reports of courses and instructors identified as “warrants further review” or “worthy of recognition” (provided by the OSPA). <ul style="list-style-type: none"> <li>○ Ensure faculty in division are attentive and responsive to feedback provided by students and graduate program leadership, and that faculty remain effective in their role as educators.</li> </ul> </li> </ul>
<b>Registrar</b>	<ul style="list-style-type: none"> <li>• Prior to the semester, review course syllabi to ensure: 1) required statement on course evaluations is included, and 2) credit or points are not awarded as an incentive to students for completion of a course evaluation.</li> <li>• Prior to the semester, provide the OSPA with information on all professional and graduate required and elective courses each semester (<i>i.e., Course Type - Elective or Required; Program - Professional or Graduate; Program Year - Professional Program Only; Course Prefix, Course Number, Course Title, Course Sections; Course Director Name; Course Director Email</i>).</li> </ul>
<b>Executive Associate Dean and Assistant Dean of Professional Program</b>  <b>Director of Graduate Studies</b>	<ul style="list-style-type: none"> <li>• After the semester, review course evaluation results/student feedback for courses in your program, including summary reports of courses and instructors identified as “warrants further review” or “worthy of recognition” (provided by the OSPA). Consider course evaluation results in overall course and curricular quality improvement efforts.</li> <li>• Acknowledge Course Director(s) and/or Instructor(s) identified as “worthy of recognition”.</li> <li>• Along with the Chair of the Curriculum and Assessment Committee or Graduate Education Committee, reach consensus on communication plans for courses and/or instructors identified as “warrants further review”.</li> <li>• Along with the Curriculum and Assessment Committee or Graduate Education Committee, review and discuss reflective statement from Course Director(s) and/or Instructor(s) identified as “warrants further review”.</li> </ul>
<b>Chair, Curriculum and Assessment Committee</b>  <b>Chair, Graduate Education Committee</b>	<ul style="list-style-type: none"> <li>• Review course evaluation results/student feedback (provided by the OSPA), and summary reports including courses and instructors identified as “warrants further review” or “worthy of recognition” (provided by the OSPA). Consider course evaluation results in overall course and curricular quality improvement efforts.</li> <li>• Along with the Executive Associate Dean and Assistant Dean of the Professional Program or the Dean for Graduate Studies, reach consensus on communication plans for courses and/or instructors identified as “warrants further review”.</li> <li>• Share summary reports of courses and instructors identified as “warrants further review” or “worthy of recognition” (provided by OSPA) with the Curriculum and Assessment Committee or Graduate Education Committee</li> <li>• On behalf of the Curriculum and Assessment or Graduate Education Committee, send letter to Course Director(s) and/or Instructor(s) identified as “warrants further review” (draft letters provided by the OSPA), highlighting review criteria met, and asking for a reflective statement on evaluation results.</li> </ul>

	<ul style="list-style-type: none"> <li>• Along with the Curriculum and Assessment or Graduate Education Committee and professional or graduate program leadership, review and discuss reflective statement from Course Director(s) and/or Instructor(s) identified as “warrants further review,” as needed.</li> <li>• Acknowledge receipt of reflective statement, providing recommendations as needed.</li> </ul>
<p><b>Curriculum and Assessment Committee</b></p> <p><b>Graduate Education Committee</b></p>	<ul style="list-style-type: none"> <li>• Review summary reports of courses and instructors identified as “warrants further review” or “worthy of recognition” (provided by the OSPA). Consider course evaluation results in overall course and curricular quality improvement efforts.</li> <li>• Review and discuss reflective statement from Course Director(s) and/or Instructor(s) identified as “warrants further review,” as needed.</li> <li>• Monitor courses or instructors identified as “warrants further review”, and ensure that issues are addressed.</li> <li>• Review course evaluation instruments and this policy document, as needed.</li> </ul>
<p><b>Office of Strategic Planning and Assessment (OSPA)</b></p>	<ul style="list-style-type: none"> <li>• Provide general information to faculty and students about the online course evaluation system and the School’s policies and procedures.</li> <li>• Request that Course Directors indicate: 1) instructors are to be evaluated, 2) intent to use custom questions, and 3) student auditors. Work with Course Directors to develop custom questions (when requested).</li> <li>• Prepare and provide necessary course, instructor, and student data files and email messages for online course evaluation system.</li> <li>• Download and archive all course evaluation results on the School’s computer server.</li> <li>• Review all course evaluation results using established criteria (for “warrants further review” or “worthy of recognition”) at the end of each semester. Document courses or instructors identified as “warranting further review” in OSPA tracking file (for ongoing monitoring).</li> <li>• Email course evaluation results/student feedback to Division Chairs (copy EAs), the Division Directors of Graduate Studies, the Executive Associate Dean and Assistant Dean for the Professional Program, the Director for Graduate Studies, and the Chairs of the Curriculum and Assessment Committee and Graduate Education Committee.</li> <li>• Create a summary report at the end of each semester and annually. Share reports with the School’s Executive Committee, the Executive Associate Dean and Assistant Dean of the Professional Program, the Director for Graduate Studies, the Chairs of the Curriculum and Assessment Committee and Graduate Education Committee, the Division Chairs (copy EAs), and the Divisional Directors of Graduate Studies. Post de-identified summary reports on the OSPA website.</li> <li>• Provide the Chairs of the Curriculum and Assessment Committee and Graduate Education Committee with draft letters for Instructor(s) or Course Director(s) identified as “warranting further review”), as requested.</li> <li>• Review course evaluation instruments and revise this policy document, as needed.</li> </ul>

## Addendum

**Table 2: Course Evaluation Review Criteria**

The Office of Strategic Planning and Assessment reviews all professional and graduate course evaluation results (including electives) using the below criteria:

### Course

#### A. Courses Warranting Further Review

1. Median rating of  $<3$  on 3 or more questions; **OR**,
2. Median rating of  $<3$  for "overall rating of course" question

#### B. Courses Worthy of Recognition

1. Median rating  $\geq 4.5$  on 4 or more questions; **AND**,
2. Median rating  $\geq 4.5$  for "overall rating of course" question

### Instructor

#### C. Instructors Warranting Further Review

1. Median rating of  $<3$  for "Overall, the instructor was an effective teacher." question

#### D. Instructors Worthy of Recognition

1. Median rating  $\geq 4.5$  for "Overall, the instructor was an effective teacher." question

### Evaluation Instrument Details:

- *Likert scale:* 1 = Strongly Disagree, 2=Disagree, 3=Neither Disagree nor Agree, 4=Agree, 5=Strongly Agree, or 1 = Poor, 2=Fair, 3=Good, 4=Very Good, 5=Excellent
- *Number of Likert Scale Questions:* 8 Course-Level Questions and 2 Instructor-Level Questions

**Custom Questions:** Custom questions will not be included in OSPA's review of course evaluation results.

### Graduate Program:

- In order for graduate courses/instructors to be identified as "warranting further review" or "worthy of recognition", student response rates on course evaluations must be approximately 80% for courses with 10 or fewer students, and approximately 60% for courses with 11 or more students.