

## 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 Curriculum and Assessment Committees, 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 **CourseResponse**.
- All required and elective School course offerings in the PY1 - PY3 years of the professional program will be evaluated.
- All required and elective School course offerings in the graduate program will be evaluated.
- All UNC Eshelman School of Pharmacy instructors teaching within a course should be evaluated unless otherwise specified by the Course Director. *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, individual instructor expectations to be evaluated, course improvement needs). Therefore, Course Directors are encouraged to be selective, yet thoughtful in their approach to indicating those instructors to be evaluated in the course.* Course Directors will be sent an electronic questionnaire at the start of the semester asking that they indicate the instructors to be evaluated.
- All pharmacy residents serving as teaching assistants in Pharmaceutical Care Lab courses will be evaluated.
- PharmD course evaluations, unless otherwise requested, will be released to students during the last 3 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 2 weeks of the semester (i.e., evaluation period will open at the beginning of the last week of classes and close three days following the end of the final exam period).
- Students will receive two emails from Digital Measures 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 Assessment Committee will encourage student participation via email and in-class 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.

- Instructors are encouraged to emphasize to students the importance of the evaluations.
- Course Directors are encouraged to set aside 30 minutes in class at the end of the semester, providing students with time to complete the online evaluation in class 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 evaluations, it is recommended that Course Directors 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.
- An 18-item evaluation form, assessing both course and instructor effectiveness, will be used in all required and elective course offerings in the professional program.
- A 20-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.
- Course-specific custom questions may be added to any instrument. The OSPA will assist Course Directors in developing or selecting custom questions, where needed, providing Course Directors with access to question banks.
- After final grades are submitted to the School Registrar and within 1 day of the course evaluation period closing, instructors will receive an automatically-generated email providing overall evaluation results for the course in which they taught as well as their individual instructor 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 notify Course Directors when access is available and provide 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, Division Chairs will receive a comprehensive course evaluation report (for the overall course and all instructors) for any course offered through their Division. This report is not automatically generated; it will be provided to Division Chairs by the OSPA.
- The OSPA, using established criteria (*see Table 2*), will review all course evaluation results for all professional and graduate courses within 8 weeks of the close of the evaluation period, to identify outliers on either end of the spectrum (i.e., courses and instructors warranting further review and monitoring; outstanding courses and instructors worthy of recognition).
  - Findings will be presented to the Assessment Committee for review.
  - Findings will be presented to the Executive Associate Dean and Assistant Dean for Professional Education (professional program) and the Assistant Dean for Graduate Studies (graduate program) for review and discussion to reach consensus on plans for courses or instructors identified as outliers. These plans will be shared with appropriate parties (i.e., Curriculum or Graduate Education Committees; Course Director; Instructor; Division Chair; 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: [amy\\_sloane@unc.edu](mailto:amy_sloane@unc.edu) or Phone: 919-843-2801.

**Table 1: Shared Responsibilities**

<p><b>Course Director</b></p>	<ul style="list-style-type: none"> <li>• Respond to request from the OSPA: 1) indicating the instructors to be evaluated in the course, and 2) stating the intent to decline or use custom questions</li> <li>• Emphasize importance of student completion of the evaluations and use of data for continued quality improvement</li> </ul>
<p><b>Faculty / Instructor</b></p>	<ul style="list-style-type: none"> <li>• Thoughtfully consider student feedback and recommendations received on behalf of the Professional or Graduate Program in an effort to continually enhance course offerings and teaching effectiveness</li> </ul>
<p><b>Division Chair</b></p>	<ul style="list-style-type: none"> <li>• Ensure faculty are attentive to and responsive to feedback provided by the students, and Professional or Graduate Program leadership, and that faculty remain effective in their role as educators</li> </ul>
<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>Registrar</b></p>	<ul style="list-style-type: none"> <li>• Provide the OSPA with a list of all required and elective courses each semester, including Course Director name and email</li> </ul>
<p><b>Office of Strategic Planning and Assessment (OSPA)</b></p>	<ul style="list-style-type: none"> <li>• Obtain course, instructor, and enrolled student information from UNC Office of Institutional Research and Assessment within one week following the last day to drop a course each semester</li> <li>• Request that Course Directors indicate which instructors are to be evaluated within a course as well as their intent to use custom questions</li> <li>• Work with Course Directors to develop custom questions, when requested</li> <li>• Provide <b>DigitalMeasures</b> with the necessary information and documents to launch the course evaluations each semester</li> <li>• Email complete evaluation results to Division Chairs within 2 weeks after the evaluation period closes each semester</li> <li>• Review evaluations within 8 weeks of the close of the evaluation period; share findings with appropriate committees and individuals</li> <li>• Monitor courses or instructors identified as outliers</li> <li>• Ensure that data regarding student evaluation of course and instructor effectiveness are incorporated into the overall course and instructor assessment process (to be described elsewhere)</li> <li>• Maintain and revise, as needed, this policy document, seeking input and approval from the Curriculum and Assessment Committees, faculty at large, and the Executive Committee</li> </ul>
<p><b>Assessment Committee</b></p>	<ul style="list-style-type: none"> <li>• Review course evaluation instruments and this policy document, as needed</li> <li>• Consider course evaluation results in overall course and curricular quality improvement efforts</li> <li>• Review select course evaluation results and course-level concerns, as requested by the OSPA</li> <li>• Student members provide general information to their classes and peers about the online course evaluation system, and encourage participation</li> <li>• Student and staff members will solicit feedback from students on the course evaluation process after the evaluation period closes</li> </ul>
<p>Executive Associate Dean and Assistant Dean for Professional Education (professional program); Assistant Dean for Graduate Studies (graduate program)</p>	<ul style="list-style-type: none"> <li>• Review findings from the OSPA and reach consensus on plans for courses or instructors identified as outliers</li> <li>• Share plans with appropriate parties (i.e., Curriculum or Graduate Education Committees; Course Director; Instructor; Division Chair; OSPA)</li> </ul>

**Table 2: Course Evaluation Review Process and Criteria**

The Office of Strategic Planning and Assessment reviews all PharmD and Graduate course evaluation results using below criteria.

*Evaluation Instrument Details:* Likert scale: 1 = Strongly Disagree, 2=Disagree, 3=Neither Disagree nor Agree, 4=Agree, 5=Strongly Agree; Number of Likert Scale Questions: 7 Course-Level Questions and 7 Instructor-Level Questions.

- **Courses/instructors warranting further review**

1.  $\geq 25\%$  of respondents "Disagree" or "Strongly Disagree" or "Fair" or "Poor" to at least 3 questions (for instructor, teaching award question is not included); **OR**,
2. Median of  $<3$  on at least 3 questions; **OR**,
3. Median rating of  $<3$  for "overall effective teacher" or "overall rating of course"

- **Courses/instructors worthy of recognition**

1.  $\geq 75\%$  of respondents "Agree" or "Strongly Agree" or "Very Good" or "Excellent" to at least 4 questions; **AND**,
2. Median score  $\geq 4.5$  on at least 4 questions; **AND**,
3. Median overall rating  $\geq 4.5$ ; **OR**,
4. Median rating of  $\geq 4.5$  for "overall course rating", overall effective teacher rating, or instructor is "fully deserving of a teaching award"

- **Selected comments** from students are compiled for courses/instructors that met above criteria.

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