



THE UNIVERSITY *of* NEW MEXICO

New Mexico's Flagship University

Evaluation and Possible Replacement of Individual Development and Educational Assessment (IDEA)

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Presentation copies available online

<http://averia.unm.edu>

Context

- In summer 2012, Associate Provost (Greg Heileman) charged the Academic Technology Liaison (Stephen Burd) to identify and evaluate alternative tools for student assessment of courses and instructors
- Rationale:
 - Administrative complexity of current system
 - Difficulty in gathering/using survey responses/results for further analysis (e.g., data analytics and text mining)
 - Concerns about usefulness of results in promotion and tenure evaluation
 - Faculty dissatisfaction with current system
- An ad hoc committee was formed with most faculty members drawn from faculty senate teaching enhancement and IT use committees

Committee Members

Faculty

- Stephen Burd (ASM)
- Robert Busch (Chemical & Nuclear Engineering)
- Kevin Comerford (Library)
- Nick Flor (ASM)
- Kristopher Goodrich (Counselor Education)
- Chris Holden (Honors)
- Amy Neel (Speech & Hearing)
- Caleb Richardson (History)
- Mary Margaret Rogers (ASM)
- Julie Sykes (Spanish & Portuguese)

Other

- Moira Gerety (Deputy Chief Information Officer)
- Greg Heileman (Associate Provost for Curriculum)
- Grace Liu (ASUNM)
- Kris Miranda (GPSA)

Progress To Date

- Defined scope and goals of the system
 - Primary goals/scope
 - Gather **student perceptions** of instructor performance and course design/content once or twice per semester
 - Provide summative assessment inputs to merit, promotion, and tenure evaluation
 - Secondary goals/scope
 - Integrate with other assessment systems and levels (e.g., UNM Learn and programmatic assessment)
 - Provide formative assessment for instructor/course improvement
 - Provide feedback to students ??

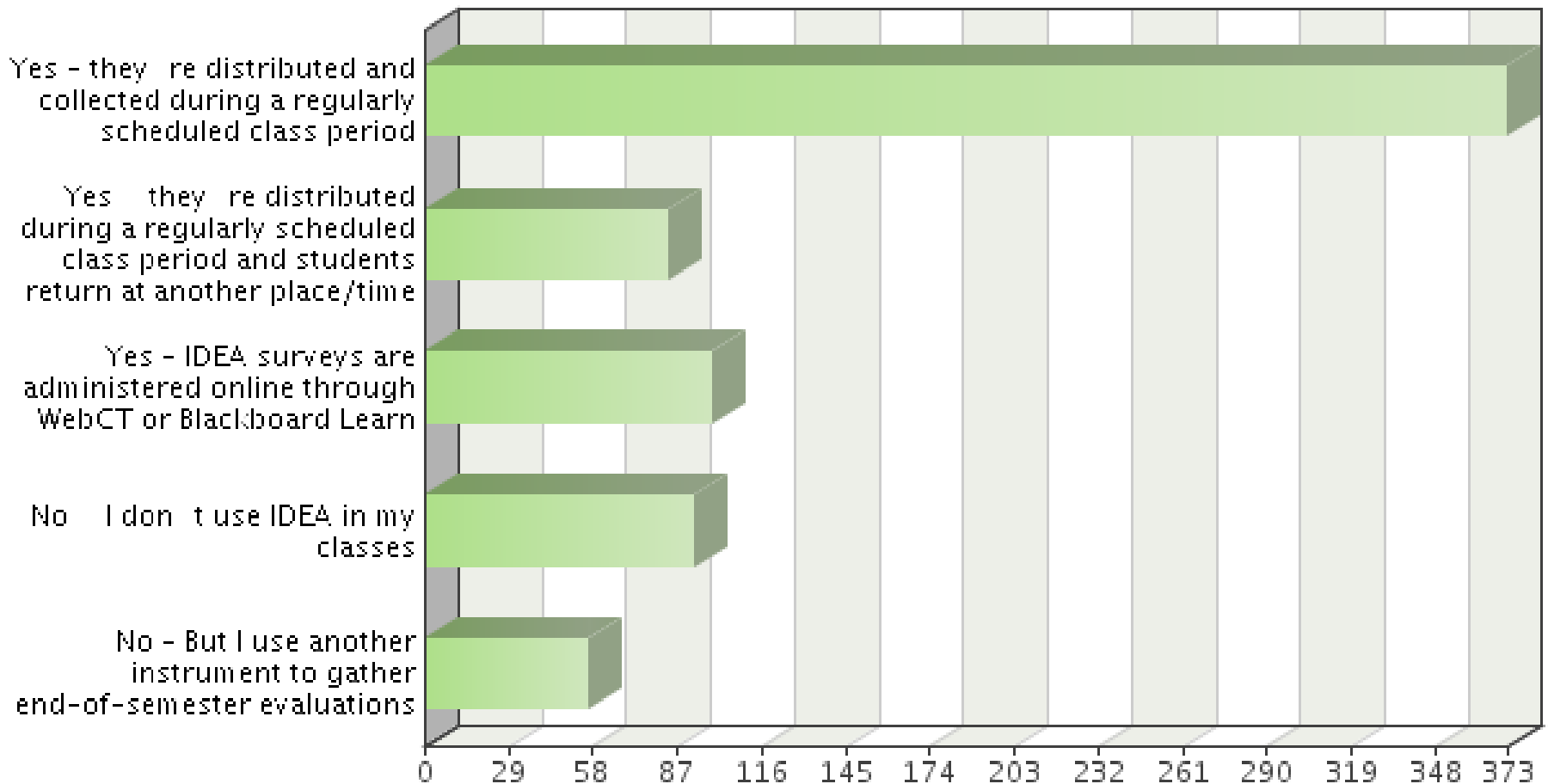
Progress To Date

- Investigated legal and policy issues (privacy, HIPAA, data ownership, release of results)
- Scanned environment for available alternatives
- Reviewed requests for proposals (RFPs) for similar systems from other universities
- Began the process of codifying requirements
- Developed questions for faculty technology survey

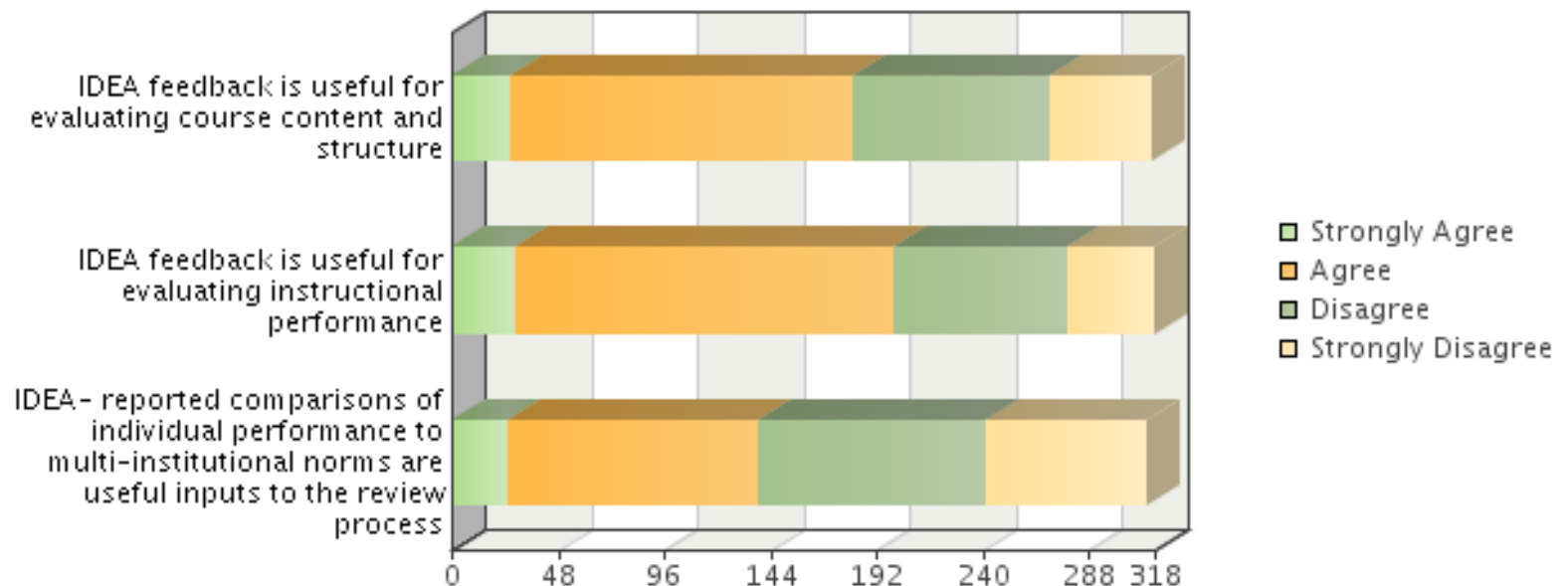
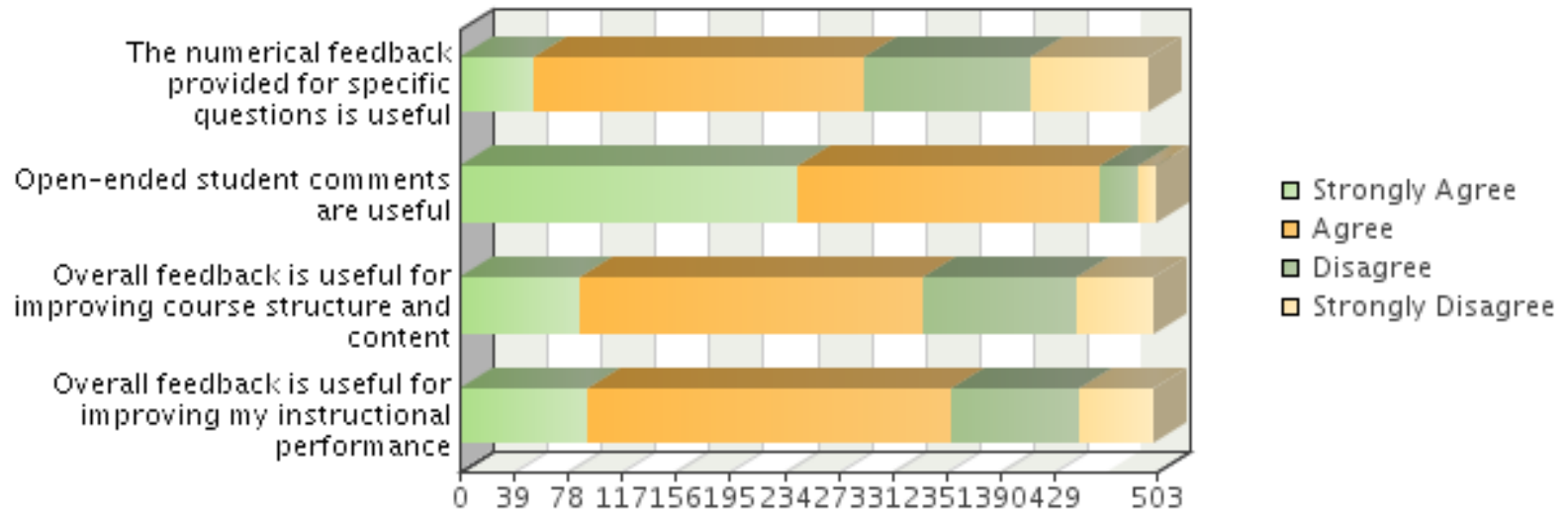
Faculty Technology Survey Questions

- Questions related to assessment in general and IDEA in particular were incorporated into the current faculty technology survey:
 11. Do you use end-of-semester IDEA student surveys in your courses?
 12. If you use IDEA survey results for improving your own courses and instructional performance, do you agree with the statements below?
 13. If you participate in merit, mid-probationary, promotion, tenure, or post-tenure reviews of other faculty members, do you agree with the statements below?
 14. UNM is considering an upgrade or replacement for IDEA to be implemented in the next academic year. Below are possible characteristics and features of an upgraded/new system. Please indicate which you think are necessary and which are most important.

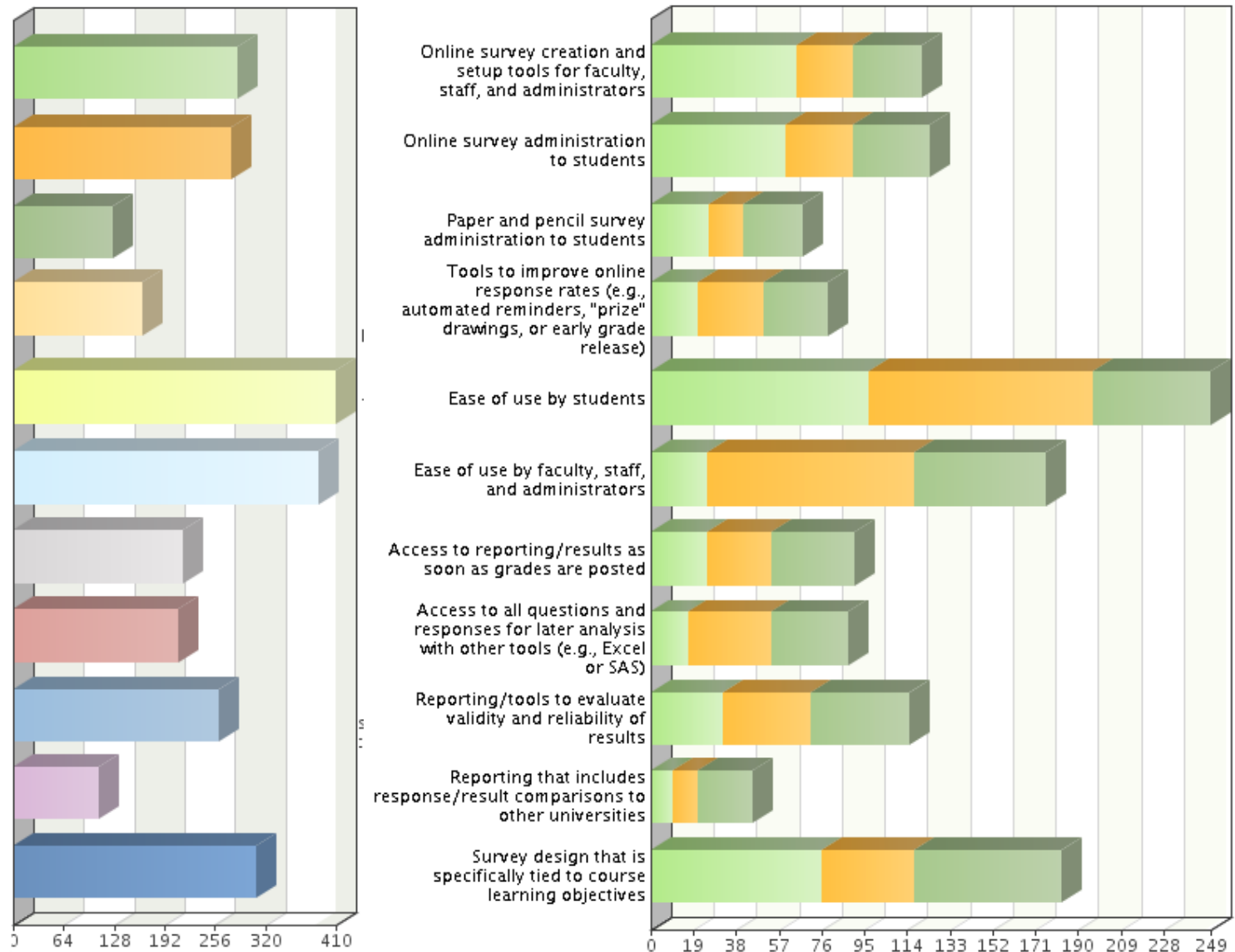
Responses To Date - Question 11



Responses To Date - Questions 12 & 13



Responses To Date – Question 14



Related Comments – Format and Administration

- Placing the survey online will only DECREASE response rate. That is not a good thing. Please research the impact of switching to an online evaluation system before doing such a switch.
- There is no excuse for students to fill out bubble sheets for this.
- I think both pencil and paper and online should be available - different courses have different cultures with respect to online use.
- Instructors and students should not waste precious class time. Students should do evaluations completely online, and tied to the overall reporting system (i.e., students will not be able to see what grade they have received until they have submitted their evaluations). This will also ensure 100% response rate.
- The use of paper and pencil evaluations is a complete waste of time and energy when we have electronic versions already available and in use for online courses.
- The university should replace online survey for paper based survey. It will save lots of money and it is green.

Related Comments – Content and Validity

- Given we are a university replete with individuals trained in psychometric development of assessment and evaluation instruments, the fact that we use an instrument that is so inefficient at measuring teaching is an embarrassment.
- IDEA forms are so difficult to interpret that they are meaningless.
- There are only 6-10 learning objectives for thousands of very different classes.
- IDEA is a popularity contest. I don't know what "student satisfaction" means because it differs with each student. Some students are most satisfied if there is no homework and they get an A+ simply by paying tuition. Where is the room for academic standards in that?
- Much worse than ICES because of the convoluted ranking of objectives etc. required each semester; the weighting never made sense; I don't want to have to devote so much time to figuring out what is supposed to be a tool.
- IDEA, and ICES before them are nothing more than instant gratification - students can complain and we can think we're wonderful.
- IDEA questions are confusing for students in studio art because none of the questions are discipline specific and because they don't understand the "rate all but the goals for this class low." This means that responses are not very useful for instructors. Also, evaluations tied only to broad course objectives may be useful for administrators but aren't specific enough to be helpful in the classroom.

Related Comments - Reporting and Timeliness

- It takes a very long to get IDEA results back. This is March 2013, and I still have not got my Summer 2012 IDEA results or my Fall 2012 results. How can I improve my teaching when it takes so long to get students comments back????
- Absolutely incomprehensible - gives no useful feedback.
- IDEA ratings should be paired with course average GPA.
- The options for setting up the IDEA surveys are much too limited to provide information I would find valuable. Numerical feedback is difficult to understand. The IDEA program, which I strongly support, could be designed to be much more valuable to individual instructors than it is without losing its utility as a means of evaluating those instructors by their departments.
- Any system would be better than IDEA. Even the ICES. They take 3 months to arrive, they are too long- and students end up not providing written comments. Not to mention the "adjustment"- which always lower the evaluation without explanation of comparison.

To Where From Here?

- Analyze final faculty technology survey results
- Define if/how the system will integrate with other assessments systems and processes
- Complete a draft of system requirements
- Circulate the draft broadly for comment
- Prepare and disseminate an RFP
- Evaluate RFP responses
- Choose a system
- Deploy the system for mid-semester evaluations in Fall 2013 or Spring 2014