



I CAN SETs AND SO CAN YOU:
THE CASE AND PROCESS FOR IN-CLASS ADMINISTRATION OF SETs



Created by Pallavi Kumar
Updated Spring 2024 - OIRA





WHY ARE HIGH RESPONSE RATES IMPORTANT?

The most important, fundamental reason high response rates are desirable is the security of knowing the resulting statistics have high validity and reliability, while gathering insight into the perspective of a true cross-section of students.

SET metrics are used for

- student selection of courses and professors.
- adjusting a course or instruction pedagogy.
- department scheduling for courses and faculty.
- salary, promotion, and retention decisions.

SET results are used and applied by many different stakeholders for decision-making that effects the entire AU community.



BEST PRACTICE SUGGESTIONS: OIRA AND CTRL

- Allow students to respond to SETs during class time. Those who do have the highest response rates.
- Inform students in advance that time will be allotted during class, and students should be encouraged to bring laptops, tablets, or other Internet-enabled devices.
- Explain to students their feedback is important and it helps you improve your teaching and the course. Share an example of when feedback was used for an adjustment.



MORE BEST PRACTICES

- Open the SET survey for the designated class session; keep it open for three days.
- Instructors **must** leave the room while students are responding to the surveys in class.
- Watch the response rate on your device!
- If you did not receive an adequate response rate, continue encouraging your students to complete the survey. Navigate to Subject Management to send a reminder with one click.





WHAT DO STUDENTS RECEIVE?



- Students receive automated e-mails with direct links to their surveys. They may also access SETs from their Canvas dashboard or directly at this link: set.american.edu.
- Students can complete the SETs on any web-enabled device (including phones), but should consider the need to leave narrative comments, which not all devices accommodate for equally well.
- Students can save and close without submitting the survey. So long as they have not submitted, they can go back in and edit. They **must** submit for their responses to count.
- Students will receive two reminder e-mails about incomplete surveys.





STUDENT COMMUNICATION


Invitation email

SET survey(s) open for Spring and T1 2024

 Student Evaluation of Teaching <STUDENT_SET@ar
To 

Reply Reply All Forward  

Wed 3/27/2024 8:00 AM

Dear 

As part of our focus on improving the student experience at American University, we are seeking your feedback about your course(s). AU values your honest assessment of learning in these courses and encourages you to add comments where possible.

[Start the evaluation now.](#)

Your responses are confidential and will not be connected to your name or any other personally identifiable information in any reports. Answers in comment fields are reported verbatim and will only include personally identifiable information if you have volunteered it. Survey results for open-ended questions and instructor personalized questions are only made available to the instructor. Results for all other closed-ended questions are made available to the instructor, administrators, and the university community.

If your survey expired, please contact your instructor directly.

SET reports are made available after final grades are submitted.

[Click here to visit the updated SET web pages for more details about SET surveys, confidentiality, and reports.](#)

[If you have further questions, contact the SET team at Student SET@american.edu.](#)

Kind regards,
Karen Frosliid Jones
Assistant Provost
Office of Institutional Research and Assessment

Survey cover page

Evaluation for

Dear student,

Your response to the **Student Evaluation of Teaching (SET)** survey is very important to your instructor and to the University. This information contributes to improvements in instruction and annual decisions made on behalf of faculty. As part of our focus on improving the student experience at American University, we are seeking your feedback on the courses in which you are currently enrolled.

Important information

- On the next page(s) please select the response which best reflects your experiences with the class and the instructor.
- If you have no experience with a particular question, please select the 'Not Applicable' option.
- To save your answers and move to the next section, click **NEXT**.
- Click **SUBMIT** after you complete the survey.
- Click the **SAVE** button to return and complete later. However, it must be submitted by the deadline.

Thank you,
Karen Frosliid Jones
Assistant Provost, Office of Institutional Research and Assessment

[Start Now](#)

SUGGESTED GUIDANCE TO STUDENTS

- ✓ Tell students their voice and feedback make a difference. Student evaluations are a critical component in AU's assessment of faculty members and courses.
- ✓ They affect salaries, promotions and retention. They help with many things including the scheduling of courses and the selection of faculty to teach them. Your course evaluations are reviewed by the Dean, Academic Deans, department chairs, and faculty committees.
- ✓ The evaluations are NOT made available to professors until final grades are submitted. They are confidential and there is no way faculty or administrators can identify anyone taking it.

Please note that a rating of “5” is positive and “1” is negative. All ratings, including the highest and lowest, are included in reports – none are discarded.



Faculty manage SETs at set.american.edu

The screenshot shows the Explorance interface for American University Washington D.C. The top navigation bar includes the Explorance logo, the university name, a language dropdown set to 'English', and a 'Sign Out' button. A left sidebar contains navigation links for 'Home', 'Response Rate', and 'Dashboards'. The main content area is titled 'My Home' and includes a 'Subject Management' button. A message states: 'For help with SET task navigation, click [here](#).' Below this is a 'Tasks' section with a search bar, a filter dropdown set to 'All', and a 'Reset' button. The tasks are sorted by 'End Date'. A red arrow points from the 'Dashboards' link in the sidebar to the task list. A red box labeled 'SET action status indicator' has two arrows pointing to the status buttons of the first and third tasks in the list.

Task Description	Due Date	Status
Choose the personalized questions for COMM-441-001 Crisis Communication (Christie Par... Teaching Fall and T4 2021	Sat, Dec 4, 2021 11:59 PM	Open
Choose the personalized questions for COMM-639-002 Political Communication (Christie P... of Teaching Fall and T4 2021	Mon, Dec 13, 2021 11:59 PM	Open
View response rates and confirm evaluation timing for COMM-441-001 Crisis Communication in the AU Student Evaluation of Teaching Fall and T4 2021	Mon, Dec 20, 2021 11:59 PM	In Progress
View response rates and confirm evaluation timing for COMM-639-002 Political Communication in the AU Student Evaluation of Teaching Fall and T4 2021	Tue, Dec 21, 2021 11:59 PM	Open




MANAGE SURVEY AVAILABILITY

Subject Management

Search... Filters ▾

● Ready



AU Student Evaluation of Teaching Fall and T4 2...




You're almost done!

- ▲ 1 tasks remain.
- ✓ Evaluation is set to start on 2021-12-01.

Manage Settings to change evaluation conditions.

 Manage Settings 



AU Student Evaluation of Teaching Fall and T4 2... Cancel



Manage by: 2021-12-20

Choose your questions for



To do - Due by 2021-12-04

Choose timing

Scheduled

Start Date

2021 - 12 - 01 12 : 00



End Date

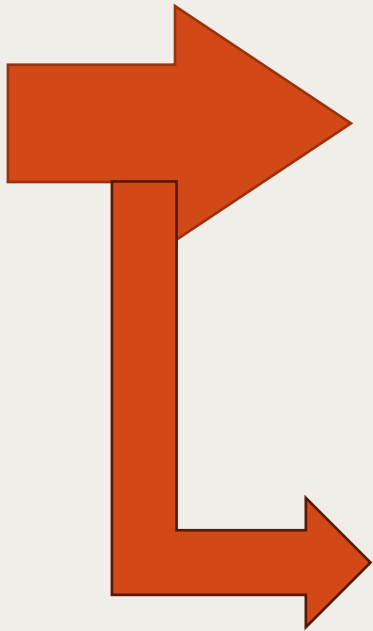
2021 - 12 - 02 23 : 59



I have finished all my tasks, please stop sending me reminders

Update

MANAGE SURVEY AVAILABILITY



CHECKING RESPONSE RATES

Blue: navigate to your course card (real time updates – must refresh)

Live

AU Student Evaluation of Teaching Spring and T1 2024

10	Invited
0	Started
1	Responded
0	Opted Out

Evaluation ends on: 2024-04-08

10% Response Rate

Changes allowed until 2024-04-01

MyAU: Academics > Student Evaluation of Teaching (overnight updates)

HOME ACADEMICS FINANCES LIFE @ AU SERVICES

Academics - Student Evaluation of Teaching

2023 At-Large Faculty and Hearing Committee Elections

Academic Advising

AU Abroad Course Equivalencies

Academic Integrity

Academic Support

Career Center

Dean of Faculty

Grades

Graduation

Registration

Retention Dashboards

Student Evaluation of Teaching

University College and AU Cornerstone Reservation Form

Response Rate Reports

For access to Response Rate Reports, listed by individual section and instructor, please select from one of the terms below.

Access SET response rate reports

Spring and T1 2024



BOTTOM LINE

The student evaluation system is imperfect, but there are things
YOU CAN DO
to improve your results!





SETS AND STUDENTS

How do students access their surveys? How do they know when their surveys are available? +

For additional in-class SET administration resources, including a short video and script suggestions, visit the SET Faculty & Staff Resource web page.

anonymous? How do I know who has completed a survey? +

How do I reopen a survey? +

How do I know if my students are completing the SET survey? How can I view my response rate? +

My students aren't completing their surveys, what can I do? -

The greater number of responses, the more effective the feedback. As a learning



QUESTIONS, PROBLEMS?

Email: Faculty_SET@american.edu



Don't rely on the autopsy alone.



WHAT OTHER WAYS CAN WE EVALUATE TEACHING?

- Midcourse evaluations
 - Paper or online via Survey Monkey or Qualtrics to ensure anonymity
- Peer faculty sit-ins
- Customize questions on SETs
- Suggestions?



MID-COURSE EVALUATION

If you have learned anything in this class thus far, you know about the importance of research to assess public opinion. Since we are at the half-way point of the semester, I want to find out what you think of the class so far and if there is anything you would like to see in the second half of the semester. This is an anonymous exercise although feel free to discuss your suggestions in person. You will also have a chance to do the regular University course evaluation at the end of the course. Thank you in advance for your valued feedback.

1. The workload for this class has been: ____ too heavy ____ about right ____ too light

2. Please rate the following class activities using the scale below.

(1) Very helpful (2) Helpful (3) Undecided (4) Not helpful (5) Not helpful at all

- Class lecture and discussion _____
- Class exercises _____
- Guest speakers _____
- Blackboard Web site _____
- Public relations plan written assignment _____
- Textbooks _____

3. Overall, are your expectations for this class being met? What do you like most about the class? What do you like least about the class?

MID-COURSE EVALUATION

If you have learned anything in this class thus far, you know about the importance of research to assess public opinion. Since we are at the half-way point of the semester, I want to find out what you think of the class so far and if there is anything you would like to see in the second half of the semester. This is an anonymous exercise although feel free to discuss your suggestions in person. You will also have a chance to do the regular University course evaluation at the end of the course. Thank you in advance for your valued feedback.

1. The workload for this class has been: ____ too heavy ____ about right ____ too light

2. Overall, are your expectations for this class being met? Are there any suggested improvements for the second half of the semester or any topic areas you would like to see covered?

MID-COURSE EVALUATION

If you have learned anything in this class thus far, you know about the importance of research to assess public opinion. Since we are at the half-way point of the semester, I want to find out what you think of the class so far and if there is anything you would like to see in the second half of the semester. This is an anonymous exercise although feel free to discuss your suggestions in person. You will also have a chance to do the regular University course evaluation at the end of the course. Thank you in advance for your valued feedback.

1. The workload for this class has been: ____ too heavy ____ about right ____ too light

2. I spend _____ hours per week on average preparing for class (including reading, writing, research)

3. Please rate the following class activities using the scale below.

(1) Very helpful (2) Helpful (3) Undecided (4) Not helpful (5) Not helpful at all

- Class lecture and discussion _____
- Textbook _____
- Guest speaker _____
- Blackboard Web site _____
- Ted Talk peer review and workshops _____
- Gender and race in everyday language exercise _____
- Dark Net, Black Mirror viewing & discussion on media in society _____
- Ted Talk "best ever" post and discussion _____

4. Overall, are your expectations for this class being met? What do you like most about the class? What do you like least about the class?

