



Boosting Response Rates

Tips and tricks for successful course evaluations

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About SmartEvals

With more than 20 years in the field, SmartEvals is an online course evaluation software company that believes in bringing out the best in people. We do this by understanding our customers' decision-making needs and offering them tools that enhance their data analysis. At SmartEvals, we go beyond software – we create environments that empower and educate. Our systems not only elevate teaching standards but also help individuals achieve their goals.



PART 1: Student Communication

'Marketing' Course Evaluations

'Marketing' Course Evaluations

- Integrate with LMS
- Pop-up reminders
- LMS w/ Google/Amazon
- Voice call reminders
- Text message reminders



'Marketing' Course Evaluations

- Posters, banners, & flyers
- TV / radio commercials
- “Giveaway” events
- User-friendly & accessible
- Best design / development



'Marketing' Course Evaluations

- System is reliable
- “To-do” list
- Reduce number of questions
- Add follow-up questions
- Release survey results



PART 2: Get Faculty to 'Buy In'

Faculty Buy In

- Train instructors
 - Real-time analysis of surveys
 - Advice for survey questions
 - Specialized email templates
 - Ability to give feedback



Faculty Buy In

- Prepare to answer questions
- Inform instructors always
- Email reminder templates
- “Thank You” templates



Faculty Buy In

- Utilize QR codes
- Ability to give feedback
- Ability to add questions
- Include data analysis



PART 3: Manage Automating Emails

Manage Emails

- Mobile-ready emails
- Email automation schedule
- Customize / personalize



Manage Emails

- Use what works!!
- Google calendar reminders
- Magic number 9



Thank you



request more info