

Academic Professional Development

In 2011 the Office of Learning and Teaching is offering a series of activities based around a number of 'themes' to provide a focus on particular aspects of Learning and Teaching. The theme run in April was on "Evaluation", with a focus on the learning experience of the student. This newsletter provides information relating to the theme.

Evaluation

Student evaluations form one of the Vice-Chancellor's priorities for Engaged Learning and Teaching within the [2011 Corporate Plan](#). This was also identified as a priority item in feedback from several Deans of School at the end of 2010. The activities within this theme aimed to provide support for academic and professional staff across the University as part of our collaboration to enhance our practice.

Distinguished visitor Prof. Sid Nair, Professor in Higher Education Development, Centre for Advancement of Teaching and Learning at the University of Western Australia facilitated a number of workshops and seminars on the overall theme of "Evaluations".

A number of follow-up activities across Schools and Faculties were also offered. Feedback from staff who attended the various workshops, presentations and activities was very positive.

"Student feedback is the life blood of the University"
Professor Rob Reed Pro Vice-Chancellor (L&T).

Key Learnings

The objective of the 'evaluation' theme was to help participants gain a fundamental understanding of evaluation and reporting. Key areas covered were:

- the rationale and process of evaluation;
- using feedback to enhance learning and teaching practices;
- strategies to enhance response rates;
- strategies for closing the loop.

Australian Graduate Survey

The Australian Graduate Survey (AGS) is a national census of newly qualified higher education graduates. The AGS comprises the Graduate Destination Survey (GDS) and, depending on the graduate, either the Course Experience Questionnaire (CEQ) or Postgraduate Research Experience Questionnaire (PREQ). The significance and value of the AGS, and specifically the Course Experience Questionnaire (CEQ) component, is now being fully realised at CQUniversity, as part of our quality processes.

The CEQ is a fundamental benchmarking tool for program and course enhancement and it is an important measure designed to hear the voice of our graduates, providing us with invaluable information on their learning experience. Through the Vice-Chancellor's initiatives for 2011, in relation to improving the quality of the student learning experience, the University has made a significant investment in the process of survey collection and reporting.

The Graduate Careers Australia (GCA) methodology of data collection and reporting is very prescriptive, impacting on our approach to the surveys and, therefore, interaction with our graduates. The AGS runs over two rounds, April and October; we are encouraging graduates to complete the AGS using the online survey. The strategy for promoting the online survey is through an email campaign run over several weeks. A telephone campaign immediately follows, targeting those graduates who have not yet responded to the survey online and the survey is then conducted over the phone.

There is a minimum 50% response rate required for this survey, in order that the results are statistically valid and can be reported externally. The response rates from the first round of the current AGS are very positive with a response rate of 52% being achieved. We are currently in the second round and striving to achieve another great result for CQUniversity and its programs.

Resources

Resources from the presentations and a range of related information about “**Closing the Loop in Evaluations: The Need, Implications and Practice**”

To access these resources, please go to <http://content.cqu.edu.au/FCWViewer/view.do?page=14678>

Dashboard data

The information held in the Dashboards is produced from the University's Data Warehouse. Management reports on the Australian Graduate Survey (AGS) and the Course Evaluations are currently available on the dashboard for staff to utilise. The My Program Experience Questionnaire (MyPEQ) will also be made available in the future.

For more information regarding dashboard data please contact Barbara Tom on (07) 4923 2655.

Videos about Winning Strategies

A number of coordinators whose courses received Top 10 awards for Course Evaluations in Term 2 and 3, 2010 have spoken of the strategies they have taken to help maximise either response rates or overall satisfaction. These 3 minute videos provide useful tips and practices on eliciting student feedback.

To view the videos please go to [The Office and Learning and Teaching](#) website.

MyPEQ

As part of the on-going improvement of CQUniversity, the online student survey My Program Evaluation Questionnaire (MyPEQ) was initiated in December 2010. Based on the national Course Experience Questionnaire (CEQ), it was administered to undergraduate students first enrolled at CQUniversity during terms 1 and 2, 2010. All students in this category were invited by email to complete the anonymous questionnaire.

As with the CEQ, the students were asked to respond to 13 statements using a 5 point scale. In addition, there were two open questions inviting comment on the best aspects of, and improvements within, a program. The answers captured quantitative and qualitative data from students regarding good teaching skills, core generic skills, and overall satisfaction.

The purpose of extending the CEQ to students first enrolled in 2010 was to build a more complete understanding of students' initial impressions of the University. These insights complement the findings of the course evaluations, and will underpin program enhancement and monitoring.

Reports were delivered to each of the Pro Vice-Chancellor and Executive Deans for dissemination, and to create action plans to address any issues raised. We plan to run this survey again later in 2011 and we are also working with the Information Technology Directorate to create a *MyPEQ Dashboard* to provide academic staff with useful data to assist with program enhancements and reviews.



Top 10s - Course Evaluations Term 3 2010

Course evaluations provide evidence of how well the learning needs of students are being achieved and they are a fundamental component of self-review and enhancement.

CQUniversity is continuing to map student satisfaction. Staff whose courses were in the 'Top 10' highest scores for Overall Satisfaction and Response Rates in Course Evaluations for Term 3, 2010 were recently recognised. The coordinators of each of the successful courses were presented with a Certificate of High Achievement and Letter of Congratulations. A broad range of courses were represented.

Rebecca Shields and Helen Gamage with their 'Top 10' certificates.