

Stacking the Deck Honestly:
Improving Online Faculty
Evaluations

Donald P. Orso, Ph.D.
Anne Arundel Community College
Arnold, Maryland 21012
ITC 2019 Conference – 2/11/19

Stacking the Deck Honestly

1. Outstanding Online Teaching:
Student Perceptions
2. Impact:
 - a. Student Academic Success
 - b. Faculty Student Evaluations

Not Too Long Ago

The “Sage on the Stage”

Professor – All Knowledgeable

Student – Passive Classroom Consumer

Think: Blackboards and caulk

The Quick Thinker - Insert video here

Why “Online Instruction” Research?

1. Growth in colleges
 - a. Student taking online courses:
 - 2004: 2.3 million students
 - 2018: 7.5 million students
 - b. All college courses: 30% taken online
 - c. Colleges offering online degrees:
 - 2002: 34%
 - 2017: 75%
 - d. Annual increase since 2010: 7%/year
 - e. Online enrollments increased every year since 2003

Ethnic Enrollments

Online enrollments by ethnic group:

1. African American – 35%
2. Asian – 26%
3. Caucasian – 30%
4. Hispanic – 28%
5. Native American – 33%

College Changes

Students: Where

“Less concerned with college experience than getting a degree” Last five years, -7% on campus (1.2 million students)

Age: Under 25

2012 – 16, 13% to 25% taking online courses

Gender:

Female – 57% vs Male – 43%

Summary Quotes

“The growth of distance learning enrollments has been relentless.”

Julia Seaman: Director, Babson Survey Research

The growth “... reflects the commitment to quality by those designing & delivering distance programs.”

Kathleen Ives, CEO, Online Learning Consortium

Simple Question for Online Students

“Name at least three characteristics of an **Outstanding Online Instructor**. For each characteristic, write briefly why you selected that characteristic.”

Data – Four Colleges

1. **4,000 student responses**
2. Four college partnership:
 - a. AACC
 - b. Seminole SC, Sanford, Florida
 - c. North Dakota State, Fargo, ND
 - d. Laurier, Ottawa
3. Comparable student demographics (size, student population, social-economic status)

Qualitative Responses

1. “Outstanding online instructor characteristics are different than in class” (Danielle)
2. “An online instructor has to work harder.” (Mary)
3. “Online courses are more difficult than classroom ones.” (Scott)
4. Online classes bring more obstacles to overcome than a regular classroom.” (Jill)

Quantitative Responses

1. Clear expectations in well organized syllabus
2. Sensitive to student's needs
3. Course content easy to follow
4. Prompt, meaningful, substantial feedback on assignments, emails, questions
5. Multiple contact means (text, email)

Ideal Online Instructor

A compassionate person with OCD!

Online Faculty Perception

Question: What is the typical amount of time between a student's email and your response?:

Results: 85 faculty said "about 48 hours"

Another Simple Question

If instructor meets students' perceptions of Outstanding Online Instruction, any impact on Academic Success?

A critical issue!



“Outstanding Online Instruction”

Ten designated faculty who:

1. Responded at least three times daily to all course material.
2. Graded all papers within 48 hours of submission
3. Offered specific feedback on all written work
4. Were compassionate to student's needs

Impact: Student Academic Success

Traditional courses: 66% (n = 25,306)

Online courses: 59% (n = 9,957)

Outstanding online: 85% (n = 1,540)

Student Opinion Forms (SOF)

1. 12 semesters (fall 2015 – summer 2018)
2. 79 sections, 1,346 students, 65% response

Three most critical SOF questions:

1. Overall instructor rating: 4.78 out of 5.00
2. Recommend instructor: 99%
3. Recommend this course: 98%

Millennial ?

Add Video here

Millennial Job interview

What Does It Mean?

1. Meeting online students' needs significantly impacts academic success and student's opinions.
2. Dealing with "instant access culture" requires quick response, ie, texts, emails, tweets, assignments.

Institution Issues

1. Students: Are "quick" responses a disservice?
2. Faculty:
 - a. Academic freedom
 - b. Deserve a life untethered from online
3. College:
 - a. Faculty guidelines
 - b. Promotions, hiring, firing

References

Babson Research Surveys
Inside Higher Education
Online Schools Center
U.S. News