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1. Introduction

The current module evaluation system has been operating since 2011/12. The system is based on software produced by Evasys which generates personalised module evaluation surveys for modules/lecturers based on data owned by City. Completed surveys are scanned and the software generates individual reports for each module, together with data on scores for each question.

The process is managed by Student and Academic Services and each School has a designated module evaluation contact person who coordinates the activity within the School.

The production and processing of module evaluation surveys involves multiple people and stages. Due to the scale and timescales of the activity, successful production of survey results depends on each stage being carefully and accurately managed.

Module evaluation survey packs are produced for undergraduate and postgraduate taught modules, and some other activities, based on data held in SITS. A module evaluation survey form is produced for each student on each module being surveyed. The results are calculated based on individual student responses and overall response rates for each module.

It is essential to ensure the SITS data is correct prior to the surveys being generated so that they reflect the correct codes, module/lecturer names and student numbers as these affect the final results and statistics. We have therefore included a process for checking the data prior to the survey production - these guidance notes explain the process in greater detail. A flowchart is included at Appendix 1 and the 2016/17 schedule at Appendix 2.

2. Prior to the Module Evaluation Period

The Draft Module List (prior to the start of term)

- To ensure that surveys are accurately produced and available for the standard distribution weeks (usually Week 9), SITS data needs to be checked and updated at an early stage. Updates are made via bespoke e:Vision screens.

- Before the beginning of each term, Student and Academic Services will circulate an Excel spreadsheet list (generated from a BI Query) of all modules registered on SITS for initial checking by Schools. Schools are asked to check the details and will have four weeks to make any necessary updates to SITS prior to the release of the confirmed list.

- The draft list is sent to the School module evaluation contact who may delegate elements of the checking process to Course Officers or other staff. For 2016/17 the initial draft lists will be produced on:

  5 September - Term 1
  9 January 2016 - Term 2 / Term 3

- All core and elective modules should be included - the module names, module codes, periods and lecturer names should be checked. If there are multiple lecturers teaching on a module, their names will need to be added via the relevant e:Vision screen. At this stage final student numbers will not be known; these will be updated at a later stage.
• All updates should be made directly into SITS via e:Vision, not to the Excel spreadsheet list. Each element is crucial and any errors will affect the accuracy of the module evaluations and the end results. Several e:Vision screens will need to be checked and updated and training is available to ensure users are fully briefed. All updates will need to be made by:

7 October – Term 1
3 February – Term 2 / Term 3

The Definitive Module List (produced at the beginning of the Term)

• Student and Academic Services will then re-run the SITS BI Query to produce the ‘definitive’ list of modules for the year. For 2016/17 the definitive lists will be produced on:

10 October – Term 1
6 February – Term 2 / Term 3

• At this stage final student numbers can be checked. School staff will then inform Student and Academic Services of the number of surveys required for each module by updating the Excel spreadsheet where relevant.

• For modules with multiple lecturers, information needs to be provided on the student numbers for each lecturer teaching on that module, as students may be split into groups. This item is crucial to ensure that the correct numbers of surveys are produced for each group so the response rate data is accurate when the results analysis is completed.

• City’s policy is based on paper-based module evaluation surveys. However it is possible to produce online module evaluation surveys in some circumstances. If Schools would like to run an online survey for any module(s) this should be indicated on the Excel spreadsheet at an early stage. There have been instances where the online survey requirement was not highlighted until later and hard copy surveys were generated, printed and wasted.

• For modules running throughout the whole year, surveys are normally created in Term 1 and the survey is carried out by the School at the appropriate time. From 2016/17 the process has been revised so that that the surveys are requested and produced in Term 2.

• The updated SITS data is also used to inform other functions, such as examination timetabling and graduation.

3. Survey creation, printing & distribution

• The School module evaluation contact will then return the final version of the Excel Spreadsheet to Student and Academic Services. Once the final definitive list of modules required for evaluation has been received production of the surveys begins. The deadlines for return of the definitive list this year are:

14 October – Term 1
10 February – Term 2 / Term 3
• During the weeks commencing 19 October (Term 1) and 9 February (Term 2) the updated module data will be transferred into EvaSys via an Excel upload. This upload will act as the core data for the creation of a single pdf survey for each module. Any errors in the data used for this upload will mean there will be errors on the generated surveys.

• Following the creation of the pdf surveys, the forms are all downloaded individually by Student and Academic Services and have to be manually renamed. Once the renaming of the individual pdfs are complete, the pdf along with a checklist will be emailed to the external printers.

• Printing of the surveys normally takes about a week. The printers produce the required number of survey forms (according to the student numbers noted in the list we receive from Schools), insert the forms in pre-printed envelopes with guidance notes on completing the survey, and stick on the labels which will include the tutor name, module code and the number of registered students.

Survey distribution

• When the printed survey packs are received by the Student and Academic Services team, each pack is checked against the master spreadsheet to ensure they are accurate and identify anomalies.

• The survey packs are then dispatched to the module evaluation contacts from each School for distribution and completion.

• If additional survey sheets are needed for a class, do not use photocopies as the scanner will not be able to read them. Additional copies can be printed from the original pdf version – the School module evaluation contact person will have access to the pdfs. If additional copies are printed Student and Academic Services must be told how many so the student number can be updated in Evasys (as this impacts on response rate data).

• To ensure that the surveys are conducted anonymously, module evaluation survey forms should be distributed within the class and collected back in by a Student Rep. Clear instructions should be given to the student regarding the circulation, collection and return of the completed survey packs to School office.

• The Course Officer removes any blank forms from the packs. The packs are sealed ready to be sent on to be scanned.

• The completed survey packs should be checked off against the School’s master list and returned to Student and Academic Services for scanning. Preferably all packs will be returned together by the agreed deadline date.

• Prompt return of completed surveys for scanning will enable the School and individual staff to receive the results earlier and provide feedback to students on the outcome of the module evaluation.

• If a cohort has not been able to complete their surveys at the set time, the module evaluation contact can request an online survey.
4. Scanning and data analysis

- We use an external company, Electric Paper Ltd, to carry out all our scanning services for module evaluations. Once they have completed the scanning process, Student and Academic Services will receive the results plus a list of any issues.

- The vast majority of surveys completed will be scanned successfully. In the small number of cases for those that do not, the most common reasons are that:
  - the surveys have been damaged in some way
  - the barcodes cannot be read (e.g. if they have been crossed out or altered, or are photocopies that do not align with the scanning equipment)
  - students have not completed them properly or the box for completion has been altered
  - all the surveys were returned uncompleted

- Student and Academic Services troubleshoot as many issues as possible but where a solution is not possible, the packs are returned to the School. The Schools will decide how they wish to proceed with the problematic batches; there are normally a number of options, however most solutions involve manual work.

- Once the raw results data is available it is extracted from Evasys and transformed into usable tables via the Excel pivot function. The data is analysed and summary spreadsheets of results are created for each School.

- The individual reports and the summary data are then passed onto the relevant School contacts for use within the Schools in accordance with the Senate approved policy.

- An institutional level overview report is produced for Senate each term by Student and Academic Services.

5. Student engagement and survey completion

- Students should be advised about module evaluations during their induction or re-induction so they understand the purpose and the value of the process.

- To make sure the completed surveys can be read by the scanner, students should be encouraged to fill out the form according to instructions on the survey pack envelope and the guidance provided by the Student and Academic Services.

- Actions taken in response to the students’ feedback should be shared with them so they have confidence in the module evaluation process. This will can take place for instance in class, in handbooks, in Staff Student Liaison meetings and on Moodle.

6. Further information

For further information, contact Student & Academic Services:

Abdullah Rahman  Quality and Standards Officer
Helen Fitch  Assistant Registrar (Quality)
Module Evaluation Process – City University London

**Electric Paper/Printers**
- Surveys are printed and returned to S&AS
- Scanning completed and any issues sent to S&AS

**Student & Academic Services**
- Module data extracted from SITS
- Data prepared to be sent to schools
- Data extracted from SITS a second time
- Data checked with first extract to verify updates and sent to schools for a final check
- Surveys Generated, downloaded, and sent to printers
- Data uploaded to EvaSys
- Packs are checked to ensure accuracy and then sent to the schools for distribution and completion
- S&AS review the packs, note any outstanding batches and send for scanning
- Once all issues raised have been dealt with, data analysis commences.
- The data analysis along with individual reports are circulated to schools
- S&AS prepare a report for Senate on outcomes

**Schools**
- Schools receive the Data
- Course Officers begin checking data
- Module details are checked and updated on SITS
- Tutor details are checked and updated on SITS
- Student number details are checked and updated on SITS
- Student & Academic Services informed that updates are complete
- Data extracted from SITS a second time
- Data checked with first extract to verify updates and sent to schools for a final check
- Final check carried out. Any updates will be confirmed with S&AS
- Data uploaded to EvaSys
- Surveys are printed and returned to S&AS
- Packs are checked to ensure accuracy and then sent to the schools for distribution and completion
- S&AS review the packs, note any outstanding batches and send for scanning
- When all surveys or most of them have returned, they are sent to S&AS within the agreed deadline
- The data analysis along with individual reports are circulated to schools
- S&AS prepare a report for Senate on outcomes
- Schools review the results by responding to issues and building on commendations
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<tr>
<th>Term</th>
<th>Week</th>
<th>Week Commencing</th>
<th>General</th>
<th>Student &amp; Academic Services</th>
<th>Schools</th>
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<tr>
<td>Autumn</td>
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<td>Pre-Module Evaluation Data to Schools (1)</td>
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<td>Welcome Week</td>
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<td>Teaching Week 1</td>
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<td>Update envelope text and provide indication of approximate number of questionnaires required for printers (4/5 working days required for ordering envelopes)</td>
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<td>October 3, 2016</td>
<td>Teaching Week 2</td>
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<td>Deadline for checking/updating SITS</td>
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<td>October 10, 2016</td>
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<td>April 3, 2017</td>
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