

Embedding the eVALUate culture: communicating to Curtin stakeholders

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eVALUate is Curtin's online system for students to give feedback about their units and teachers. **eVALUate** comprises a unit survey and a teaching survey. Teaching survey results are confidential to teachers while unit survey results are available in various formats to provide relevant information to staff, students and the general public. The unit survey comprises eleven quantitative items and 2 qualitative items. This survey asks students for their perceptions of what helps their achievement of unit learning outcomes (items 1 to 7), their engagement and motivation (items 8 to 10) and overall satisfaction (item 11). For each quantitative item, students rate their level of agreement (strongly agree, agree, disagree strongly disagree) or select 'unable to judge.' Since its implementation in 2005, student response rates have continued to increase and each year, more teachers are requesting teaching evaluations. The mechanisms for communicating with key stakeholders are central to embedding the evaluation culture at Curtin.

This paper will, firstly, report on Curtin's response rates for the unit survey and the number of teaching survey requests. Strategies for driving response rates and communicating with all staff and students will be described. Key strategies include: 1) a dynamic marketing strategy through Curtin's portal for staff and students (called OASIS) and regular emails, 2) web logos for staff and students, 3) posters, 4) a customised webpage for staff with response rate tracking of survey submissions during an event and 5) weekly response rate tracking for Heads of Schools and senior executives and Deans of Teaching and Learning.

Secondly, this paper will describe the strategies Curtin Teaching and Learning use to communicate and report on the outcomes of each event to students and staff, in addition to the automated reports accessed through the system. **eVALUate** measures are key performance indicators for strategies identified in Curtin's Strategic and Teaching and Learning Plans. Performance indicators are communicated via specialised reports provided to senior executives (called the **eVALUate** Aggregated University Report and **eVALUate** Aggregated Faculty Report). Additional data is also provided to senior executives and the Curtin community for the purposes of quality assurance including 1) the distribution of reports (hard copy and electronic) to key senior and executive staff, 2) submission of reports to key university committees, 3) the Vice-Chancellor's annual report, webpage and biannual addresses to staff, and 4) Academic Board Monitoring Meetings on Teaching and Learning.

Curtin Teaching and Learning provide professional development in relation to **eVALUate** for staff in all programs to educate staff and communicate roles and responsibilities including: Sessional Induction, Foundations of Learning and Teaching, Academic Leadership for Unit

Coordinators, Academic Leadership for Course Coordinators, and Head of School Development Program. **eVALUate** is now embedded in Curtin's review processes (School Reviews, Annual and Comprehensive Course Review), in reward programs for staff (including Curtin's Teaching Performance Index, Academic promotion processes, teaching awards and grants) and in Curtin's Work Planning and Performance Review.