

Embry-Riddle Simplifies Collecting Indirect Measures of Assessment with Targeted Surveys

The Challenge

Since 2009, Kimberly Brantley, Senior Research Analyst at Embry-Riddle Aeronautical University, has focused on improving the course evaluation, promotion and tenure, national surveys, faculty engagement, program assessment, and accreditation processes for the school. Before Brantley joined the team, Embry-Riddle conducted course evaluations using paper and pencil, and used the data primarily for promotion and tenure. "The other data was so hard to get to and it took too long to be useful," Brantley said.

The Solution

Embry-Riddle adopted Watermark Course Evaluations & Surveys (formerly EvaluationKIT) with the goal of using the gathered feedback to support program review and accreditation in addition to faculty review. The team uses the solution to create targeted assessment surveys and gathers program and learning outcome direct measures from more than 100 programs, of which about 66 use a targeted survey for their course evaluation. The background information is attached to projects to use as data for project reports.

Brantley targets surveys at a course level and assigns an administrator to review the data from each. "It's important to have that course detail because of our worldwide locations," Brantley said. "We can also break out the data by location and whether or not it's an online course. So for all these course codes, we have to have the report map working.... If the hierarchy level is the backbone, the report mapper is the brain. It tells the reporting for targeted surveys where to go."

When assessment coordinators identify an indirect measure, they are able to link it to the program outcomes for that course. They take this information and send Brantley a request to create a survey. Brantley extracts the information from Course Evaluations & Surveys to create a survey based on their program outcome, which are used during the year-long assessment cycle.

The Wins

Outcome data is readily accessible to assessment coordinators: The team can request specific surveys once, and after they're set up, all the information is collected and waiting online.

Surveys attached at the hierarchy level save time later: Projects can be easily copied and reused, saving significant time for the administrative team.

System stores hundreds of easily accessible surveys: There are about 1500 surveys in Embry-Riddle's system, and the team can easily add more or replicate existing projects to meet their evolving needs.

Institution snapshot

Embry-Riddle Aeronautical University
Daytona Beach, FL

Institution Type:
Private Master's College / University

Total full-time students:
32,708

Total full-time faculty:
606

Number of campuses:
2

"We're able to target surveys by programs, disciplines, and then at a course level. You can select all your projects at one time and update the questions, and then do the same thing to pull the reports. Before, it was paper and pencil, and took way too long to get anything useful."

Kimberly Brantley

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