

# Transforming Education with AI-Driven Insights and Student Feedback

 University of New South Wales | Sydney, Australia

 May 13-14, 2024

Co-hosted

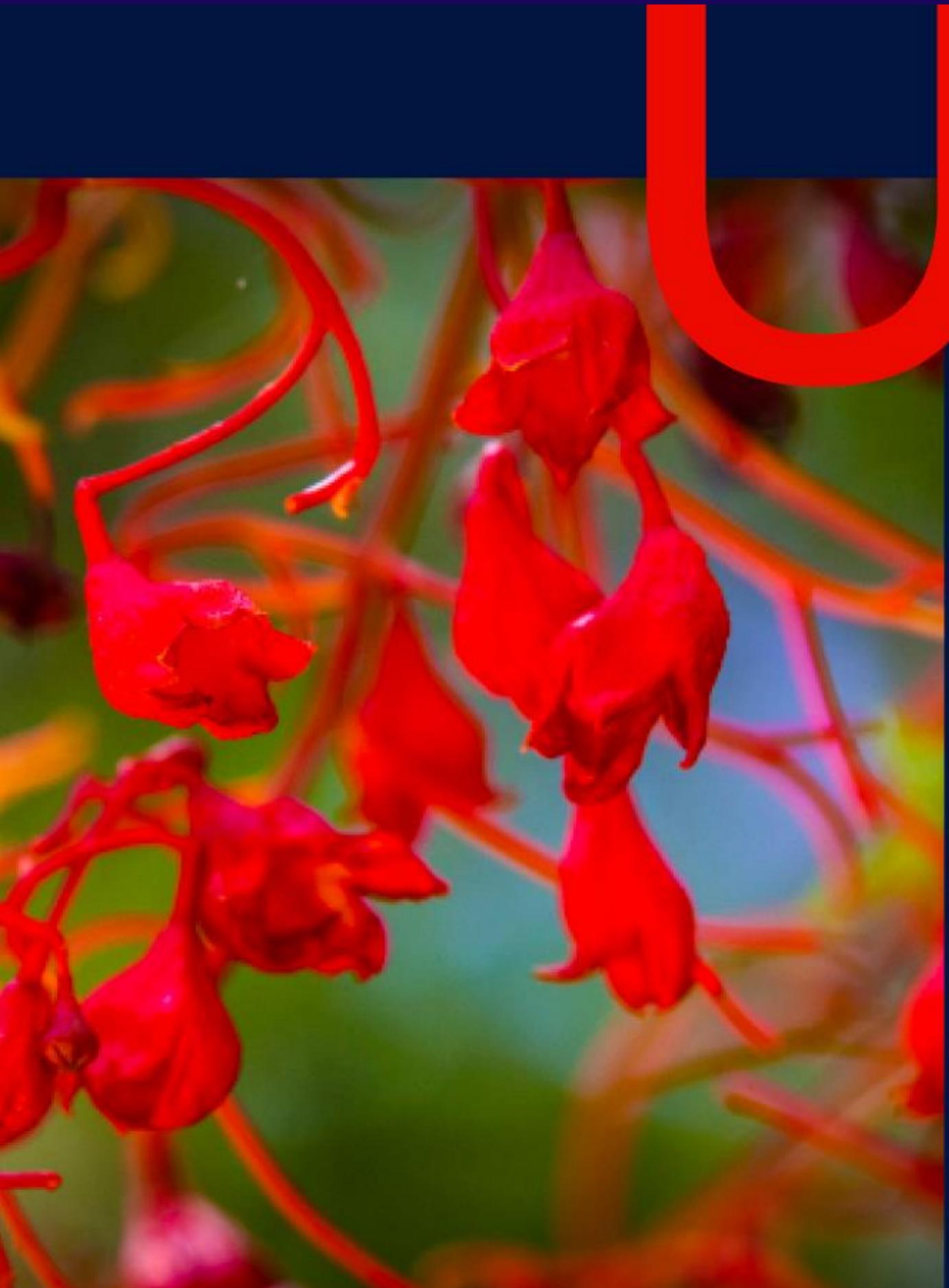




# UOW Subject and Teacher Evaluations

Rising from the Ashes





# Acknowledgement of Country

We acknowledge that Country for Aboriginal peoples is an interconnected set of ancient and sophisticated relationships.

The University of Wollongong, like UNSW, spreads across many interrelated Aboriginal Countries that are bound by this sacred landscape, and intimate relationship with that landscape since creation. From fresh water to bitter water to salt. From City to Urban to Rural.

We acknowledges the devastating impact of colonisation on our campuses' footprint and commit ourselves to truth-telling, healing and education.





## What will I be covering?

- 01** A little about UOW
- 02** The crash and lessons learnt
- 03** Rising from the ashes
- 04** What's next for UOW
- 05** Benchmarking survey results

# University of Wollongong

## IN NUMBERS

**31,000+**

Total student  
enrolment

**182,000+**

Alumni

**12,000+**

International  
students

**331**

Degrees  
on offer

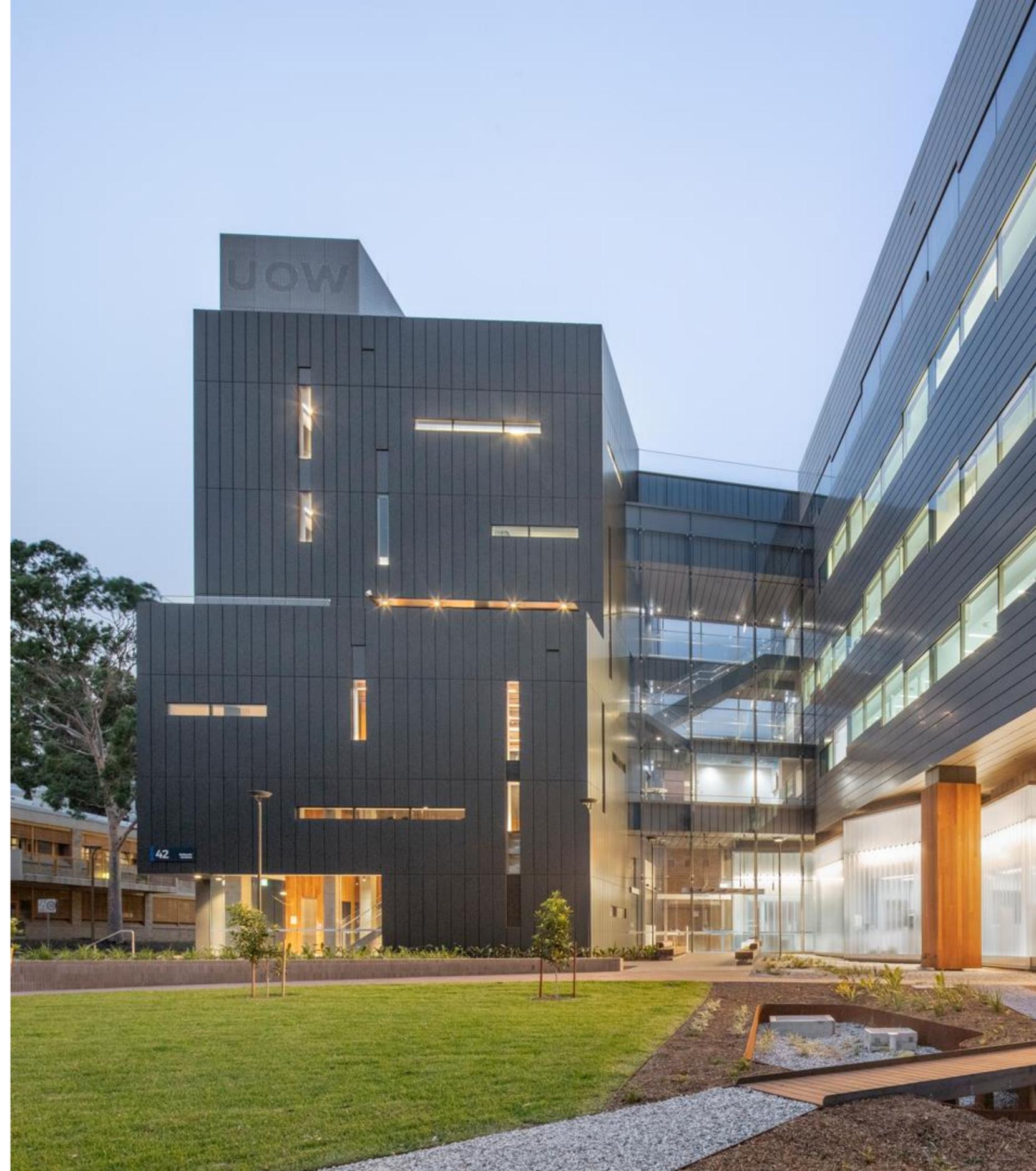
**9**

Australian  
campuses

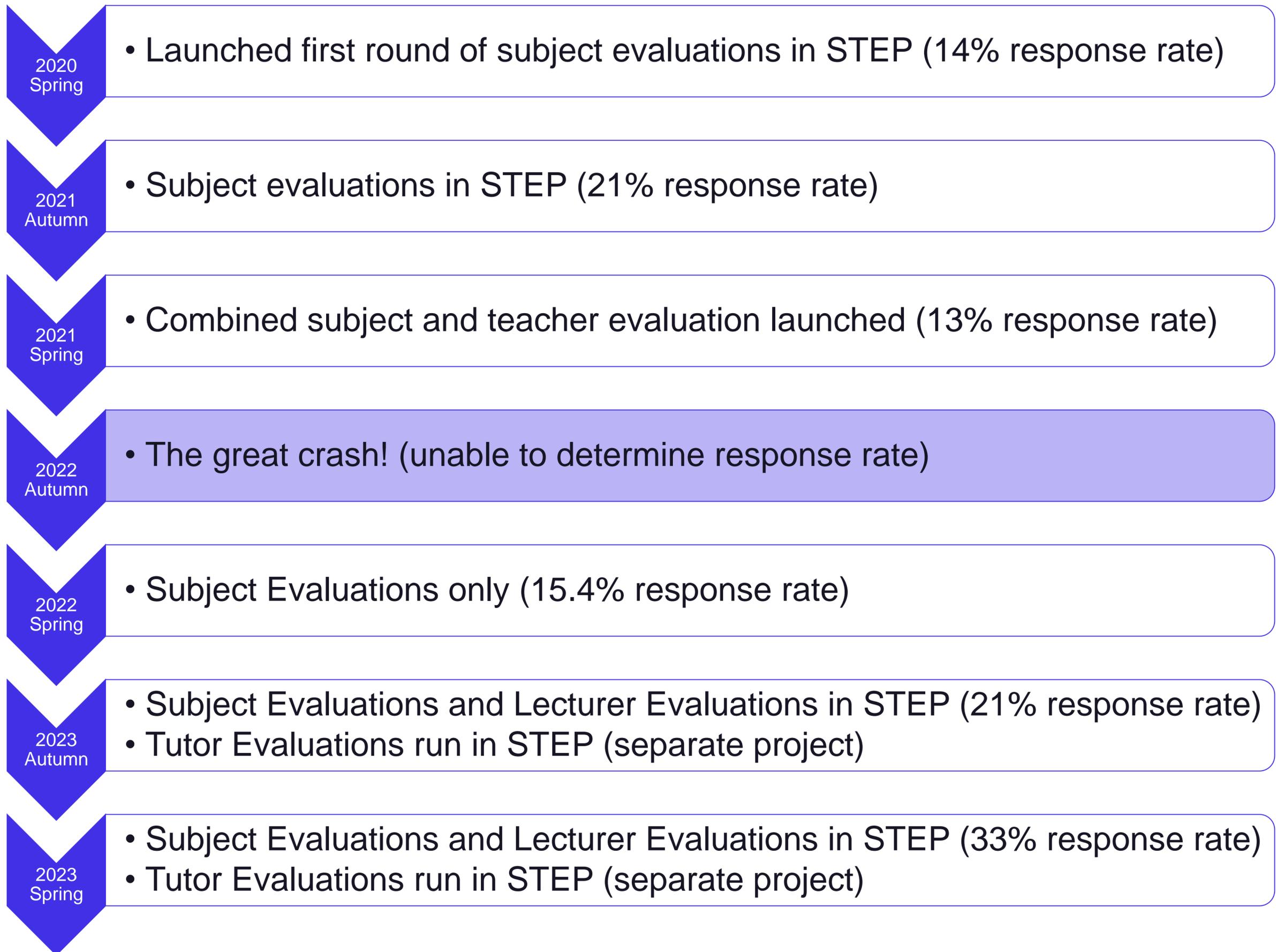
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International  
UOW campuses

Figures current March 2024



# UOW Timeline



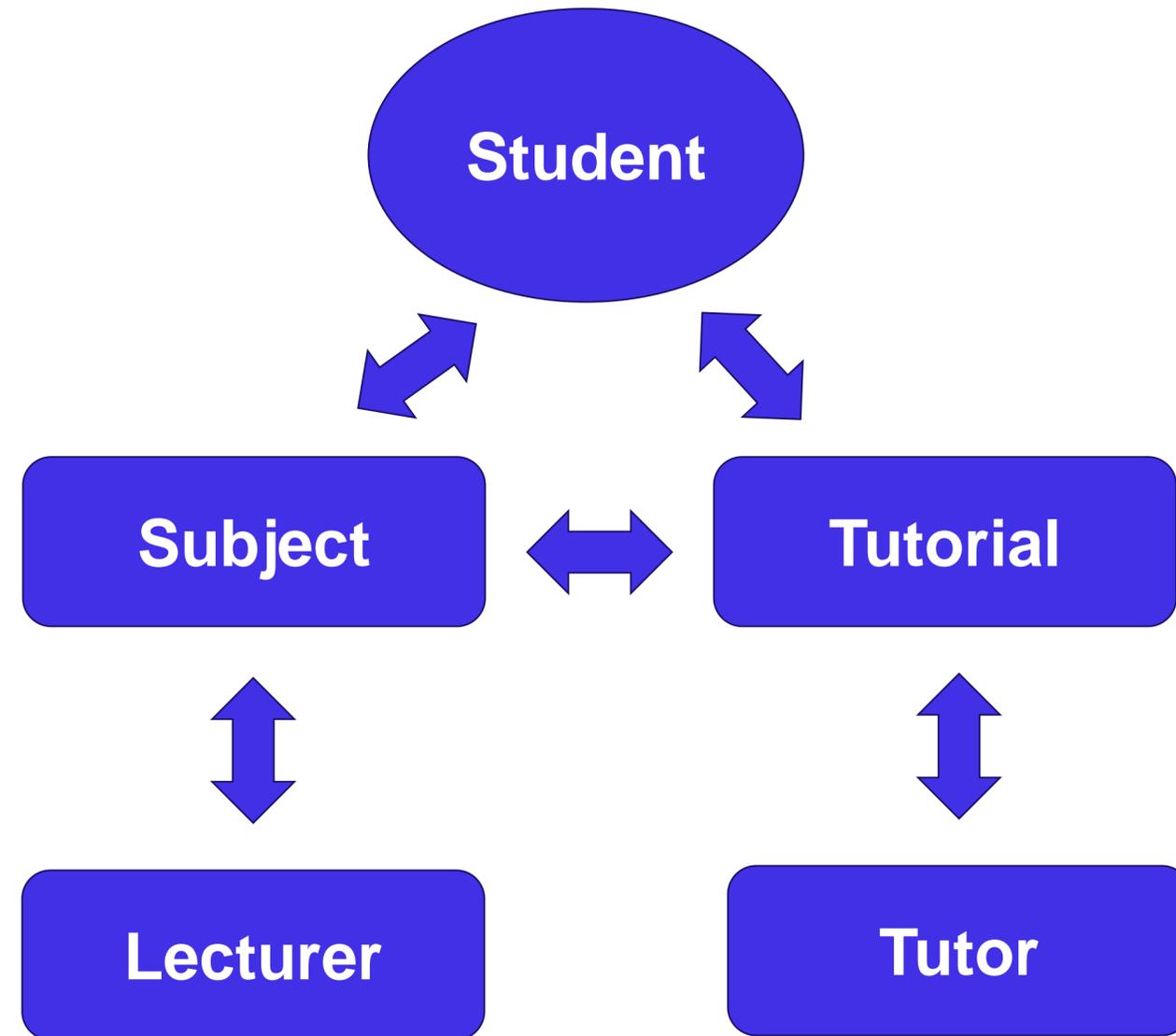


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# The crash and lessons learnt

02

# So, what happened in the crash?



## The trifecta

- Staffing changes
- Our data into 3-level broke
- Accidental data overwrite



# Key Lessons

- 01** Understand your University's data/systems limitations
- 02** Evaluate your approach – is the old way really the best way?
- 03** Don't forget about business continuity planning
- 04** Ensure you bring your stakeholder on the journey
- 05** Remember change is hard! Give it time





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# Rising from the ashes

03

# 2023 Rebuild

- 21% response rate Autumn and
- 33% response rate for Spring

## How?

- Rolled-Out QR Codes
- Introduced Moodle pop-ups
- Lecturers opting in via STEP
- Tutor and Demonstrator surveys in a separate project
- Evaluations rolled out for UOWD (Subject and Teaching)
- Start dates of surveys were modifiable
- Increased school engagement



# Communication with Academic Staff

To Ensure...

## **A Quality Learning Experience**

Subject and teacher feedback should be used to enhance the quality of subject design and delivery, and for professional development of teaching academics.

## **A Collaborative Approach**

Asking students for feedback and responding to student feedback is an important way to engage students as partners.

## **We Have Quality Processes**

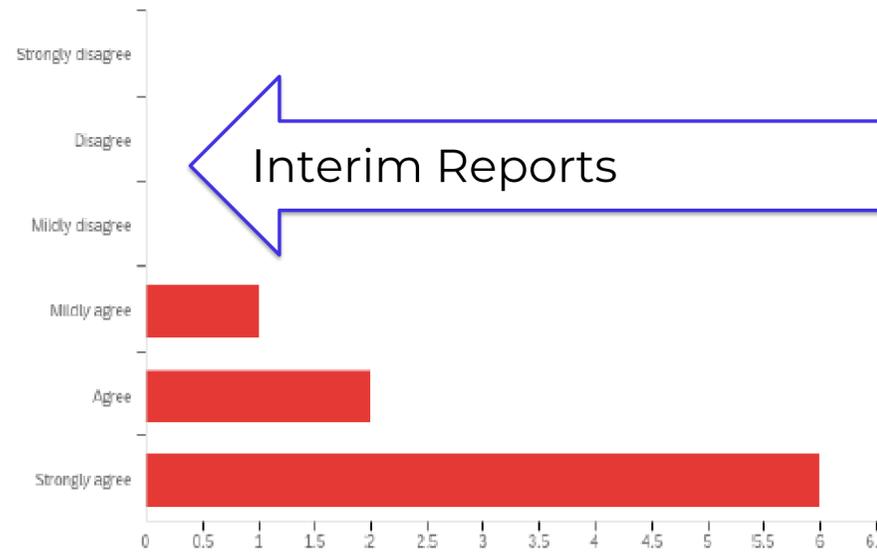
Higher Education Standards Framework obligation to ensure “all students have opportunities to provide feedback on their educational experiences and student feedback informs institutional monitoring, review and improvement activities.”



# Acknowledging the confusion



Q2 - My Tutor was knowledgeable about the subject.



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	My Tutor was knowledgeable about the subject.	4.00	6.00	5.56	0.68	0.47	9

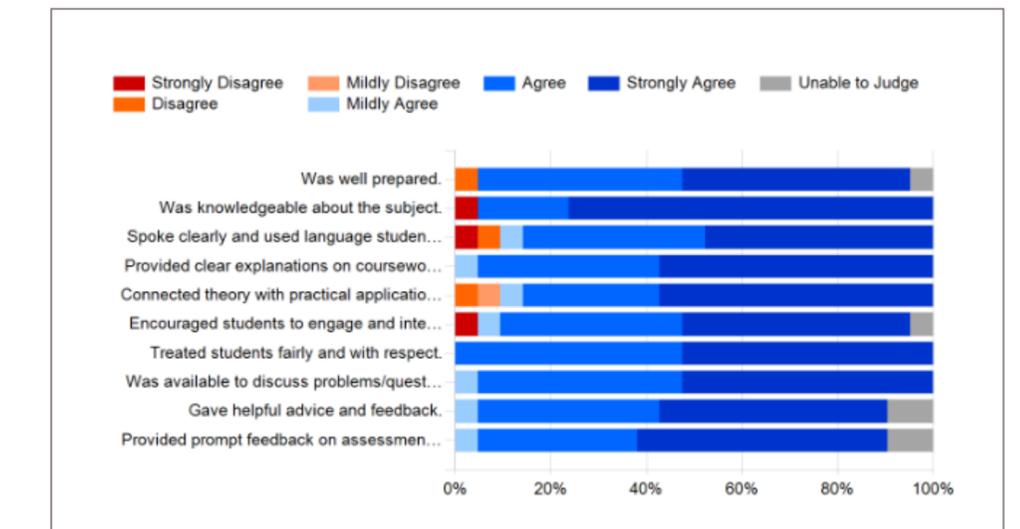
#	Answer	%	Count
1	Strongly disagree	0.00%	0
2	Disagree	0.00%	0
3	Mildly disagree	0.00%	0
4	Mildly agree	11.11%	1
5	Agree	22.22%	2
6	Strongly agree	66.67%	6
	Total	100%	9



Overall Results for [Lecturer's Name]

	%(Strongly Disagree)	%(Disagree)	%(Mildly Disagree)	%(Mildly Agree)	%(Agree)	%(Strongly Agree)	%(N/A)	Resp	Mean
Was well prepared.	0.00%	4.76%	0.00%	0.00%	42.86%	47.62%	4.76%	21	5.35
Was knowledgeable about the subject.	4.76%	0.00%	0.00%	0.00%	19.05%	76.19%	0.00%	21	5.57
Spoke clearly and used language students understood.	4.76%	4.76%	0.00%	4.76%	38.10%	47.62%	0.00%	21	5.10
Provided clear explanations on coursework and assessments.	0.00%	0.00%	0.00%	4.76%	38.10%	57.14%	0.00%	21	5.52
Connected theory with practical applications.	0.00%	4.76%	4.76%	4.76%	28.57%	57.14%	0.00%	21	5.29
Encouraged students to engage and interact.	4.76%	0.00%	0.00%	4.76%	38.10%	47.62%	4.76%	21	5.25
Treated students fairly and with respect.	0.00%	0.00%	0.00%	0.00%	47.62%	52.38%	0.00%	21	5.52
Was available to discuss problems/questions.	0.00%	0.00%	0.00%	4.76%	42.86%	52.38%	0.00%	21	5.48
Gave helpful advice and feedback.	0.00%	0.00%	0.00%	4.76%	38.10%	47.62%	9.52%	21	5.47
Provided prompt feedback on assessments.	0.00%	0.00%	0.00%	4.76%	33.33%	52.38%	9.52%	21	5.53

Overall Statistics	Value
Mean	5.41



TEACHER EVALUATION SUMMARY REPORT Lecture/Tutorial Classes

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Teacher	[Redacted]	Survey Date	[Redacted]
Faculty	[Redacted]	Session	[Redacted]
Subject Code	[Redacted]	Enrolled	[Redacted]
Class Type	[Redacted]	Respondents	[Redacted]
Location	[Redacted]		

Scale values used:

	6	5	4	3	2	1				Mean Rating
	SA	A	MA	MD	D	SD	N/A	Invid		
Q1 This teacher is well prepared for the subject.	79	13	8	0	0	0	0	0	0	5.72
Q2 This teacher communicates the subject matter clearly.	46	36	10	8	0	0	0	0	0	5.21
Q3 This teacher organises the subject matter well.	64	23	13	0	0	0	0	0	0	5.51
Q4 This teacher presents an appropriate amount of material for the time available.	56	23	13	3	5	0	0	0	0	5.23
Q5 This teacher stimulates me to think about the subject.	69	21	3	5	0	3	0	0	0	5.46
Q6 This teacher appears to be interested in assisting me to learn.	62	31	3	3	3	0	0	0	0	5.46
Q7 This teacher is helpful in responding to questions or problems.	54	28	13	3	3	0	0	0	0	5.28
Q8 Because of this teacher I have felt enthusiastic about studying this subject.	56	28	8	5	0	3	0	0	0	5.28
Q9 This teacher encouraged me to interact with other students.	51	28	13	3	0	0	0	0	5	5.35
Q10 This teacher organised learning activities for effective and efficient use of time.	38	23	23	10	0	0	0	0	5	4.95
Q11 This teacher encouraged participation in discussion and collaborative activities.	54	38	0	3	0	0	0	0	5	5.51
Q12 Assignments marked by this teacher have been returned within a reasonable time frame.	49	26	15	8	3	0	0	0	0	5.10
Q13 Feedback on assignments marked by this teacher has been helpful.	62	26	10	3	0	0	0	0	0	5.46
Q14 This teacher has been available to discuss problems and questions relating to my assignments or examinations.	54	46	0	0	0	0	0	0	0	5.54

The mean for Q1 to Q8 is 5.39

# It's really quick and easy

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**Subject Management**

Hi Emma Purdy, you have been invited to manage the following subjects.

Search... Filters 5

**Final - UAT - Trimester 1** Ready

**Accounting and Financial Management**

**You're all done!**

- ✓ All tasks are completed.
- ✓ Evaluation is set to start on 2023-03-17.

Manage Settings to change evaluation conditions.

Changes allowed until 2023-03-16

**Manage Settings**

**Final - UAT - Trimester 1** Cancel

**Accounting and Financial Management**

Changes allowed until 2023-03-16

**Select Lecturers**

**Select Lecturers**

**Accounting and Financial Management**

Anura De Zoysa	<input type="radio"/> No
Gayithri Kuruppu	<input type="radio"/> No
Michael Birrell	<input checked="" type="radio"/> Yes

**You are about to change the evaluation for the following Lecturers**

Gayithri Kuruppu will be evaluated.

Are you sure you want to continue?

**No, Cancel** **Yes, I'm Sure**

**Step 1**

**Step 2**

**Step 3**

Note: You need to do this for each instance that you want a lecturer evaluation

# What happens if the results aren't what you hoped for?

## DO's

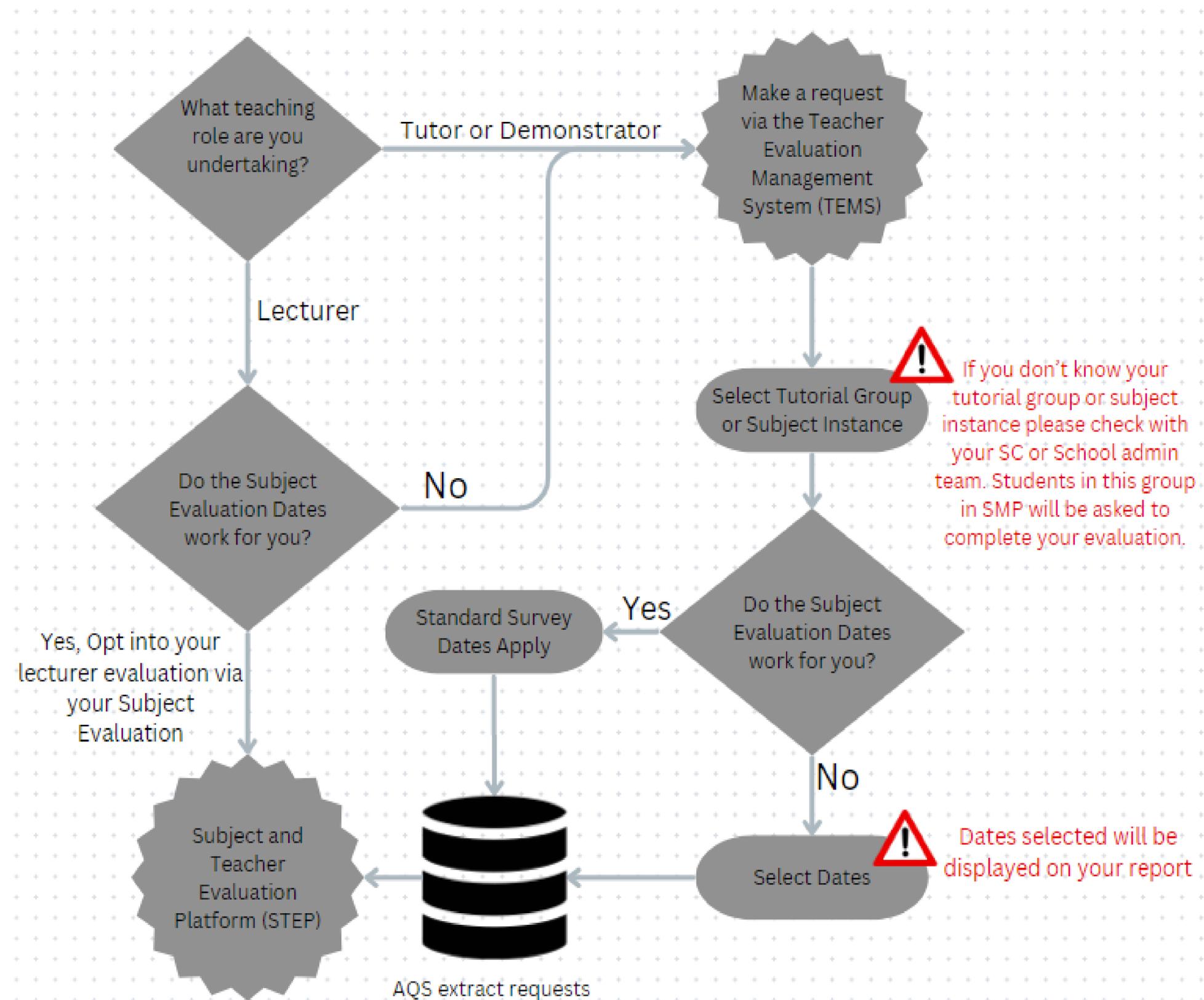
- Remember student feedback is just one data point
- If inappropriate comments are made contact AQS
- Explain the results (if required) – core accreditation subject, etc.
- Only you (and your supervisor if requested) get access to teacher evaluations
- Get more datapoints - Contact LTC for a Peer Review
- See this as an opportunity to grow

## DONT's

- Panic!
- Think one score defines you
- Request certain feedback from select students be removed

# 2024 Approach

- No changes to the academic process
- Optional additional questions introduced
- Works for the majority of staff
- Works for different styles of delivery
- Rollout to other offshore locations
- Clear/published schedule





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04

# What's next for UOW?



# 2024 Priorities

- Intranet Information Refresh
- Closing the loop
- Data issue rectification
- WIL trigger questions
- Vetting student responses
- Qualitative Data Analysis
- Building into data warehouse and reviewing reporting





## **Future Developments**

- Other evaluation types
- Photos for academics
- Bring tutor/demonstrators back into a single evaluation
- Removing our internal system



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# Benchmarking Survey

05

# Survey Set-Up

## 01 What types of surveys are you running?

- Subject surveys only
- Teaching evaluations only
- Subject and Teaching evaluations
- Student Experience Surveys

## 02 How often are you surveying students

- Subjects – every session, once a year, on a periodic cycle longer than 1 year
- Teachers – every subject every session, every teacher once a session, every teacher once a year, on a period cycle longer than 1 year; when they opt-in

## 03 How many teacher evaluations do you allow per subject?

- We are not doing teacher evaluations
- We evaluate teaching rather than a single teacher
- We have a limit of ...
- The limit does not exist

# Closing the Loop

**01**

What level of information do you share with students?

- Aggregated results (Faculty/School/ Department)
- Subject scores (subject mean only)
- Individual question results at a subject level
- Free text summary

**02**

How are results shared?

- Published on the University website
- Published so only students can see
- Shared with students who completed the evaluation

**03**

How do tell students what you do with their feedback?

- Individual subject response to all students in a subject
- Individual subject response to students who opted-in to receiving a response
- Consolidated Response – at a School/Faculty level on key themes / areas of focus / some specific examples.
- Other:....

# AI-Driven Insights

## 01 How well are you currently utilising free text responses?

- What? Can we use those?
- We aren't, but wish we were
- We are manually reading and theming comments
- We have harnessed the power of AI to discover themes and areas for improvement

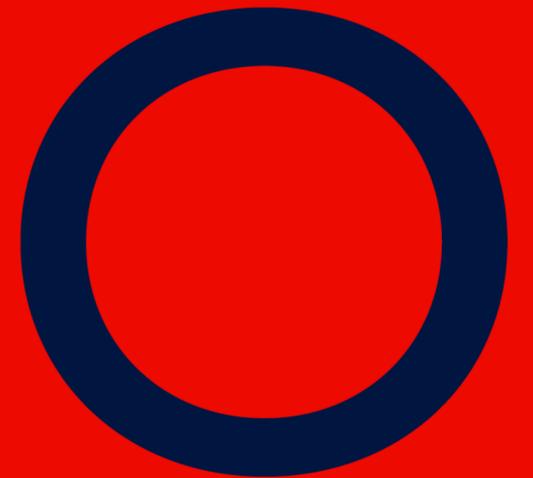
## 02 How do you currently tackle negative student comments?

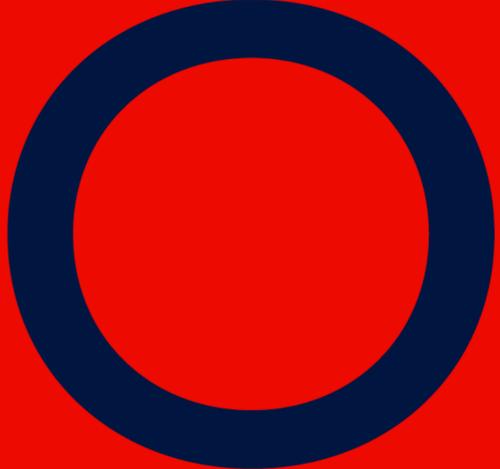
- we don't have free text questions
- we have free text questions, but don't share these in reports
- we share free text comments, without redacting anything
- we manually read all comments and redact negative comments
- we harness the power of AI to identify negative comments, so they can be redacted

**Any Questions?**



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# Thanks

More information on UOW approach at: <https://www.uow.edu.au/about/learning-teaching/quality/evaluation-of-learning-and-teaching/student-feedback-surveys/>

Any further questions please contact me, Emma Purdy at [epurdy@uow.edu.au](mailto:epurdy@uow.edu.au)



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