FAQs for Faculty Participating in IDEA Online Surveying

1. Q: Do I still need to complete a Faculty Information Form (FIF)?
   A: Yes. Your office assistant will email you a link that will take you to the IDEA online site to complete the FIF for your course. The deadline to complete the FIF and other relevant information will be included in the email from your office assistant.

2. Q: Can I add additional questions to the survey?
   A: Yes. You can add up to 20 additional questions to the online survey (short form and long form). The questions can be open-ended or fill-in-the-bubble type questions. When you go to the IDEA online site to complete your Faculty Information Form (FIF), simply click on the “Manage Additional Questions” link (lower left), select the type of questions you wish to add, and start typing. N.B. Once student surveying begins, additional questions can no longer be added or modified in any way.

3. Q: How will the students know that they should take the survey?
   A: The instructor should tell the students that online surveying will be used and that they have two weeks to complete the survey. The students will also receive email reminders (to their Ben U email account) from the IDEA Center several times a week (until they have completed the survey). Additionally, an instructor can post a link on a course management system, like D2L, and instruct the students to click on the link to complete the survey.

4. Q: Can I give students extra credit for completing the IDEA online survey?
   A: Since you will not know which students have completed the online survey, there is no way to give extra credit to individual students. You can, however, give extra credit to the entire class if a certain overall response rate is reached. If you do this, the recommended threshold is an 85% response rate.

5. Q: How will I know what percentage of my class has completed the online surveys?
   A: The office assistant in your area will track the response rates as the students complete the surveys and will tell the instructor what the class response rate is so the students can be reminded to complete the surveys (if needed).

6. Q: Is there anything I can do to increase the student response rate for my class?
   A: Yes! The number one thing that instructors can do to increase the response rate is to communicate to their students that their input matters and urge them to complete the online survey (by going to their Ben U email account and looking for an email from the IDEA Center or going to D2L and clicking the IDEA link).

7. Q: If my students are completing online surveys for several classes, how will they know they are completing the survey for MY class?
   A: When students receive the email reminder, the course name and other course information is in the email. Additionally, once the student logs in to the IDEA online site to complete the survey, the course information is displayed prominently, in a bright red banner that is about 2 inches tall, at the top of the screen. The instructor’s name is also displayed in this banner.

8. Q: Will my IDEA scores be different due to using IDEA online surveys?
   A: No. In December of 2009 the IDEA Center issued a report summarizing their analysis of paper vs online surveying. There were 650,000 classes using paper surveys and 53,000 classes using online surveys in this study that was done using classes from the years 2002 – 2008. The study found there was no meaningful difference in instructors’ ratings between the two delivery methods. The only difference between the two methods was that students in classes using IDEA online surveys reported their instructors used educational technology (internet, email, computer exercises, multi-media presentations, etc) to promote learning more than did students using paper forms.