Vendors and Price Estimates:

EvaluationKIT: $29,000
Online Course Eval: $35,000-45,000
Blue/Evaluation: $40,000
Digital Measures: $25,000
What Do You Think: $25,000
SIR II/eSIR: $150,000
IDEA: $45,000

All of the above-listed vendors offer the following features:
- Student access through BlackBoard, TopNet, and email links
- Capability of single login for all courses
- Ability to accommodate overlapping evaluation periods (bi-terms)
- Easy accommodation of cross-listed and team-taught courses
- Opt-out option for identified courses
- Reminder emails to students who haven't yet completed evaluations (without emailing students who have already completed all evaluations)
- Identification of respondents for incentive purposes (i.e., early access to grades)
- Ability to designate who can view results (instructors, department heads)
- Ability to customize with WKU logo
- Ability to block results when too few students respond
- Comments field option

With the exception of SIR II/eSIR, all vendors offer the following:
- Optional addition of an unlimited number of items by instructors/units, which can be saved by course from semester to semester

With the exception of IDEA/Student Ratings of Instruction, all vendors offer the following:
- Online report delivery, much sooner than with current SITE process

Recommendation:

IR recommends EvaluationKIT as vendor for online course evaluations. EvaluationKIT offers many user-friendly features that would be an improvement over our current process. For example, EvaluationKIT allows for immediate web access to results once the survey period has ended; the current SITE process requires several weeks from the end of the evaluation period to the distribution of reports. Reporting features allow instructors to view results in reports and bar charts, and to view summary reports for all courses taught. Instructors can even download results as raw data files.

Some other features that put EvaluationKIT above the others include user-friendly setup tools. Institutional hierarchies can be built that allow administrators to be easily added to view the appropriate results. A visual editor allows for easy setup of surveys with a variety of different question types. WKU would have complete control over dates and notifications within the system.

EvaluationKIT allows for a variety of different integration options. It can be used as a stand-alone, or integrated into Blackboard or Topnet. Students, instructors, and administrators would be able to seamlessly pass from one authenticated environment into EvaluationKIT with a single login.

While EvaluationKIT does not offer normative comparisons or a research-based group of items, those that do are limited relative to the benefits that EvaluationKIT offers. For example, while SIR II offers comparative data, the data come from a limited pool of schools using SIR II, which may not be a relevant comparison group. In addition, SIR II has rigid reporting features and limited customizability. For example, reports show how an instructor compares to others in the comparison group, but only for those items where the instructor is beyond the 90th or 10th percentile. In addition, departmental items cannot be added, and only 10 university items can be added.

In terms of cost, EvaluationKIT would provide expanded functionality and reach at equivalent (or slightly lower) cost than the current SITE process.

Vendor Details:

EvaluationKIT: http://www.evaluationkit.com/
- Pros:
  - Get results immediately
  - Free pilot available
  - Quoted $28,800 cost estimate
  - Some nice features on our end – set up system so that evaluations automatically go out a certain number of days before course ends (bi-terms, summer courses, etc)
  - Variety of access options, including email and blackboard integration; can be single login
  - We can upload a file with course/student information, or integrate with blackboard (someone from IT would have to connect SIS and EvaluationKIT)
  - Reports: Can have comparisons in reports (department or university), descriptive statistics, mean, standard deviation, %, bar charts, raw data, separate reports can be made for department, university, courses

What Do You Think, College Net: http://corp.collegenet.com/products/wdyt_what.html
- Pros:
  - About $24,000
  - Can create link on portal and have single log in
  - Implementation involves pilot
  - We submit a file containing course/instructor/student information
  - Reports: Can have department/university comparisons, can break down by demographic characteristics, can filter by "strengths" and "weaknesses"
- Cons:
  - Fewer integration options
  - Less user-friendly interface for building projects and hierarchies

IDEA, Student Ratings of Instruction: http://www.theideacenter.org/
- Pros:
  - Reported validity and reliability
- Cons:
  - Pay per student enrollment + per class + charge for reports (approximately $44,000/year)
  - Instructor must fill out a form (invited by email) of their course objectives
  - Reports are sent as PDF on CD and 2 hard copies (possibly slower than current SITE process)

BLUE/Evaluation: http://www.explorance.com/prod_evaluation.asp
- Pros:
    - Connects directly to our servers for course/instructor/student information and user authentication
    - Can conduct analysis by any variable in our system
    - Reports: Customizable, various metrics reported, trend analysis
- Cons:
    - Wouldn't give a cost estimate, UofL is paying $200,000 this year, after that $40-50k
    - Complicated, not very user-friendly

Online Course Evaluations: http://service.onlinecourseevaluations.com/

- Pros:
    - Provide us with portfolio of best practices for response rate
    - Can track response rate in real time, even instructors can see response rate and go in and tell their students
- Cons:
    - $35k-$45k per year with 4 year commitment (includes set-up price which is about $35k)
    - Out-dated interface
    - Complicated features that we would not want or need (tenure helper, etc)
    - Not user-friendly

Course Response, Digital Measures: http://www.digitalmeasures.com/CourseResponse/
- Pros:
    - WKU is already a DM client (Activity Insight)
    - Cost is about $25,000 per year (including discounts for multiple colleges)
    - Access through email, portal, or blackboard; can be single login
    - We submit a file containing course/instructor/student information
    - Review response rates in real time
    - Reports: Can create custom reports with things like department/univ comparisons, and more
- Cons:
    - Fewer integration options
    - Less user-friendly interface for building projects and hierarchies
    - Offer customizable reports but likely would take weeks to receive

ETS—SIR II Online and eSIR: http://www.ets.org/sir_ii/administration/online_delivery

- Pros:
    - Research based, comparative data
    - Different version developed specifically for web courses
    - Online report delivery
- Cons:
    - $150,000 per year
    - Rigid reporting features
    - Normative groups not extensive nor likely relevant