The OSU Student Survey of Instruction (course evaluations) is designed to help faculty improve teaching by collecting anonymous feedback from students. Completing surveys can be challenging, especially for instructors teaching online courses who lack a direct means to deliver surveys to students during class. Response rates can suffer if instructors neglect to communicate the importance of completing surveys. Instructors can maintain and even improve response rates by conveying to students the importance of completing the surveys. Here are some best practices to encourage survey completion:

1. **First and foremost**, instructors should communicate the **value, security, and importance** of the Student Survey of Instruction (SSI) to their students, whether verbally or through electronic communication (e.g., email, texts, Canvas posts). Instructors should convey:
   a. Student responses are **anonymous**, allowing for honest feedback (comments are typewritten, eliminating Identifying handwriting).
   b. The instructor will use survey results to improve the course and instructional methods.
   c. The instructor will respond appropriately to suggestions.

   Instructors should communicate this information **often** and in **multiple formats** to ensure students understand the survey's importance.

2. **Face-to-face instructors** should dedicate class time for students to complete the SSI and prepare students in advance. Reminders to bring Internet-connected devices are recommended. A study at UCLA suggests that biases do not appear even in smaller sample sizes. A link to a webinar discussing this study: "40 is the New 80: Reevaluating the Importance of Response Rates" is available on the SSI website:

3. **Many instructors** feel concern about online surveys, fearing only outliers (greatly liked/disliked) will respond. However, results from a study at UCLA suggest biases do not appear even in smaller sample sizes. A link to a webinar discussing this study: "40 is the New 80: Reevaluating the Importance of Response Rates" is available on the SSI website: [https://uat.okstate.edu/ssi](https://uat.okstate.edu/ssi)