**ADMINISTRATOR FORM LETTER TO FACULTY**

**BEST USE: When Implementing Watermark’s Course Evaluation & Surveys**

From: Provost, President, VP, Chief Academic Officers, or Dean

To: Faculty Members

Re: Using Watermark’s Course Evaluation & Surveys Solution

Dear Faculty Members:

As we prepare for a new term at [INSTITUTION NAME], we’re excited to further enhance the educational experience we provide students. Being able to do that effectively and comprehensively means ensuring that students have an opportunity to evaluate their courses and provide us feedback.

[Beginning this term], we will be using Watermark Course Evaluation & Surveys (formerly EvaluationKIT) to collect [end-of-the term] instructor and course feedback. Evaluations will open \_\_\_\_ and close \_\_\_\_. All students in our courses will have access to the evaluation tool through [Insert LMS].

**How it works**

Watermark Course Evaluation & Surveys is an easy-to-use course evaluation system that integrates directly with our learning management system. Students will receive an email when the evaluation survey is available. The email will provide information regarding the evaluation as well as a link and instructions on how to access the evaluation. Student submissions are completely anonymous, and you will not be able to access results until after final grades are submitted.

**Expectations**

To motivate students to complete their evaluations and to provide useful, constructive feedback through those evaluations, we’ve included some suggestions and tips for how to discuss these evaluations with your students.

* **Designate time in class for students to complete evaluations**, and let your students know why and when.
* **Let students know that you value their honest and constructive feedback**, and that you use their feedback to make improvements to your courses. Consider sharing some examples of how you have changed your courses as a result of student feedback.
* **Share that you’re interested in both positive and negative feedback on the course**. What aspects of the course and/or instruction helped them learn? What aspects might be changed to help future students learn more effectively?
* **Describe the kind of feedback you find most useful**. In most cases, specific feedback with examples is more useful than general statements.
* **Remind students that evaluations are completely anonymous** and instructors do not see this feedback until after final grades have been submitted. This is important, as many students don’t realize these facts.
* **Share that you are the primary audience for their feedback, but that others may read their evaluations**, including department and school administrators.
* **Consider including language in your syllabus that addresses student evaluations.**This alerts students to the fact that they should also pay attention to their learning experiences throughout the semester and makes them more mindful of their responses in the course evaluations.

We appreciate your support as we continue our efforts to improve outcomes and collect the kind of data needed to help us refine the design and delivery of our student offerings. Over the course of the term, you will receive more information on how to check your course evaluations and receive the data.

Sincerely,  
  
FirstName LastName  
Title