1. Last term, I administered evaluations for 16 departments. Response rates varied from 29% to 64%, average of 39% overall. Again, I use unique links distributed through PSU email to reach students and prevent ballot stuffing/data skew.

2. This is what I send out:

   Dear student,

   Course evaluations are one avenue that allow you to voice your opinions and feedback anonymously. The university and its departments and instructors value and appreciate your input. Sharing your thoughts will help to improve the quality of your academic experience. Your identity is strictly confidential and will not be shared with any staff or faculty.

   This evaluation will close March 26, 2013. Please complete your evaluation before this time.

   The evaluation is linked below. Please keep in mind that you will receive a similar email with a unique link for each course you have enrolled in that participates in the online course evaluation option. The course that corresponds to the evaluation is identified in the email subject line.

   ${l://SurveyLink}$

   Any problems can be reported to scanning@pdx.edu.

   Thank you for your patience and participation,

   Scanning Services

Although Qualtrics allows personalization, I avoid using names in the mass correspondence to mitigate doubt concerning anonymity. The initial mailing goes out Monday of week 10; reminders are sent the following Monday and the Monday before the survey closes (always at 11:59pm the night before grades are released).

-Alan