# Roberts, Cyndy

BA241 A & B Prin of Marketing M & W 900 & 1245 Fall 2008

Local code: 1800

ART INSTITUTE OF PORTLAND



**IDEA Diagnostic Form Report** 

To learn more, see the Interpretive Guide: www.theideacenter.org/diagnosticguide.pdf

There were <u>40</u> students enrolled in the course and <u>30</u> students responded. Your results are considered <u>reliable</u>. The <u>75</u>% response rate indicates that results are **representative** of the class as a whole.

## **Summary Evaluation of Teaching Effectiveness**

Teaching effectiveness is assessed in two ways: A. Progress on Relevant Objectives, a weighted average of student ratings of the progress they reported on objectives selected as "Important" or "Essential" (double weighted) and B. Overall Ratings, the average student agreement with statements that the teacher and the course were excellent. The SUMMARY EVALUATION is the average of these two measures. Individual institutions may prefer to combine these measures in some other manner to arrive at a summary judgment.

Converted Averages are standardized scores that take into account the fact that the average ratings for items on the IDEA form are not equal; students report more progress on some objectives than on others. Converted scores all have the same average (50) and the same variability (a standard deviation of 10); about 40% of them will be between 45 and 55. Because measures are not perfectly reliable, it is best to regard the "true score" as lying within plus or minus 3 of the reported score.

For comparative purposes, use converted averages. Your converted averages are compared with those from all classes in the IDEA database. If enough classes are available, comparisons are also made with classes in the same broad discipline as this class and/or with all classes that used IDEA at your institution. The Interpretive Guide offers some suggestions for using comparative results; some institutions may prefer to establish their own "standards" based on raw or adjusted scores rather than on comparative standing.

Both unadjusted (raw) and adjusted averages are reported. The latter makes classes more comparable by considering factors that influence student ratings, yet are beyond the instructor's control. Scores are adjusted to take into account student desire to take the course regardless of who taught it (item 39), student work habits (item 43), instructor reported class size, and two multiple item measures (student effort not attributable to the instructor and course difficulty not attributable to the instructor).

### **Your Average Scores**

	Your A (5–poin	_
	Raw	Adj.
A. Progress on Relevant Objectives <sup>1</sup>		
Four objectives were selected as relevant (Important or Essential –see page 2)	4.2	4.2

Overall Ratings		
B. Excellent Teacher	4.8	4.8
C. Excellent Course	4.4	4.6
D. Average of B & C	4.6	4.7

(Average of A & D) 1 4.4 4.5	Summary Evaluation (Average of A & D) <sup>1</sup>	4.4	4.5
------------------------------	---	-----	-----

<sup>&</sup>lt;sup>1</sup> If you are comparing Progress on Relevant Objectives from one instructor to another, use the converted average.

# Your Converted Average When Compared to All Classes in the IDEA Database

	A. Progress on Relevant Objectives		Overall Ratings						Summary	
Comparison Category			B. Excellent Teacher		C. Excellent Course		D. Average of B & C		Evaluation (Average of A & D)	
	Raw	Adj.	Raw	Adj.	Raw	Adj.	Raw	Adj.	Raw	Adj.
Much Higher Highest 10% (63 or higher)										
Higher Next 20% (56–62)	56	57	60	60	58	61	59	61	58	59
Similar Middle 40% (45–55)										
Lower Next 20% (38–44)										
Much Lower Lowest 10% (37 or lower)										

Your Converted Average When Compared to Your:2

Discipline (IDEA Data)	54	56	60	61	58	61	59	61	57	59
Institution	53	57	59	62	56	62	58	62	56	60

### IDEA Discipline used for comparison:

**Business Management & Administrative Services** 

<sup>&</sup>lt;sup>2</sup> The process for computing Progress on Relevant Objectives for the Discipline and Institution was modified on May 1, 2006. Do not compare these results with reports generated prior to this date.

# Student Ratings of Learning on Relevant (Important and Essential) Objectives

Average unadjusted (raw) and adjusted progress ratings are shown below for those objectives you identified as "Important" or "Essential." **Progress on Relevant Objectives** (also shown on page 1) is a weighted average of student ratings of the progress they reported on objectives selected as "Important" or "Essential" (double weighted). The percent of students rating each as "1" or "2" (either "no" or "slight" progress) and as "4" or "5" ("substantial" or "exceptional" progress) is also reported. These results should help you identify objectives where improvement efforts might best be focused. Page 3 contains suggestions about the types of changes you might consider to obtain more satisfactory results. Also, refer to the **POD-IDEA Center Learning Notes** (www.theideacenter.org/podidea/PODNotesLearning.html).

	Importance Rating		Average nt scale)	Percent of Students Rating		
	Rating	Raw	Adj.	1 or 2	4 or 5	
21. Gaining factual knowledge (terminology, classifications, methods, trends)	Important	4.3	4.3	0%	93%	
22. Learning fundamental principles, generalizations, or theories	Essential	4.3	4.3	3%	90%	
23. Learning to <i>apply</i> course material (to improve thinking, problem solving, and decisions)	Essential	4.3	4.3	0%	86%	
24. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course	Minor/None					
25. Acquiring skills in working with others as a member of a team	Minor/None					
Developing creative capacities (writing, inventing, designing, performing in art, music, drama, etc.)	Minor/None					
27. Gaining a broader understanding and appreciation of intellectual/cultural activity (music, science, literature, etc.)	Minor/None					
28. Developing skill in expressing myself orally or in writing	Minor/None					
29. Learning how to find and use resources for answering questions or solving problems	Essential	4.1	4.1	3%	73%	
30. Developing a clearer understanding of, and commitment to, personal values	Minor/None					
31. Learning to <i>analyze</i> and <i>critically evaluate</i> ideas, arguments, and points of view	Minor/None					
32. Acquiring an interest in learning more by asking my own questions and seeking answers	Minor/None					
Progress on Relevant Objectives		4.2	4.2			

<sup>1</sup> The process for computing Progress on Relevant Objectives for the Discipline and Institution was modified or
May 1, 2006. Do not compare these results with reports generated prior to this date.

Your Converted Average When								
Compared to Group Averages								
	atabase	IDEA Dis			titution <sup>1</sup>			
Raw	Adjusted	Raw	Adjusted	Raw	Adjusted			
56	57	54	56	52	57			
Higher	Higher	Similar	Higher	Similar	Higher			
57	58	54	57	53	57			
Higher	Higher	Similar	Higher	Similar	Higher			
56	56	54	55	53	57			
Higher	Higher	Similar	Similar	Similar	Higher			
56	56	54	55	53	56			
Higher	Higher	Similar	Similar	Similar	Higher			
56	57	54	<b>56</b>	53	57			

Much Higher = Highest 10% of classes (63 or higher)

Higher = Next 20% (56–62)
Similar = Middle 40% (45–55)
Lower = Next 20% (38–44)
Much Lower = Lowest 10% (37 or lower)

# **Description of Course and Students**

Students described the course by rating three items related to "level of academic challenge." Results cannot be interpreted as "good" or "bad"; in general, these ratings have a slight positive relationship with measures of academic achievement. The three items describing your students relate to their academic motivation and work habits and are key factors in developing adjusted ratings.

Course Description	Your Average (5-point scale)
33. Amount of reading	3.4
34. Amount of work in other (non-reading) assignments	3.6
35. Difficulty of subject matter	3.2

#### **Student Description**

37. I worked harder on this course than on most courses I have taken.	3.6
39. I really wanted to take this course regardless of who taught it.	3.1
43. As a rule, I put forth more effort than other students on academic work.	3.8

Your Converted Average When Compared to Group Averages							
IDEA Database IDEA Discipline Your Institution							
53	Similar	51	Similar	56	Higher		
54	Similar	52	Similar	50	Similar		
47	Similar	44	Lower	46	Similar		

51	Similar	49	Similar	48	Similar
46	Similar	45	Similar	41	Lower
55	Similar	50	Similar	48	Similar

Much Higher = Highest 10% of classes (63 or higher)

Higher = Next 20% (56–62)
Similar = Middle 40% (45–55)
Lower = Next 20% (38–44)
Much Lower = Lowest 10% (37 or lower)

## **Improving Teaching Effectiveness**

One way to improve teaching effectiveness is to make more use of the teaching methods closely related to learning on specific objectives.

- Review page 2 to identify the objective(s) where improvements are most desirable.
- > Use the first column to answer the question, "Which of the 20 teaching methods are most related to learning on these objective(s)?"
- Review the next two columns to answer the question, "How did students rate my use of these important methods?"
- Read the last column to answer the question, "What changes should I consider in my teaching methods?"
- > Beyond specific methods, do the results suggest a general area (e.g., Stimulating Student Interest) where improvement efforts should be focused?

Suggested Actions are based on comparisons with ratings for classes of similar size and level of student motivation. **Consider increasing use** means you employed the method less frequently than those teaching similar classes. **Retain current use or consider increasing** means you employed the method with typical frequency. **Strength to retain** means you employed the method more frequently than those teaching similar classes. More detailed suggestions are in the **Interpretive Guide** (www.theideacenter.org/diagnosticguide.pdf), POD-IDEA Center Notes (www.theideacenter.org/podidea), and POD-IDEA Center Learning Notes (www.theideacenter.org/podidea/PODNotesLearning.html).

Teaching Methods and Styles			
Stimulating Student Interest	Relevant to Objectives: (see page 2)	Your Average (5-point scale)	Percent Students R 4 or 5
Stimulated students to intellectual effort beyond that required by most courses	All selected objectives	4.0	69%
15. Inspired students to set and achieve goals which really challenged them	All selected objectives	4.1	79%
4. Demonstrated the importance and significance of the subject matter	21, 22, 23	4.6	87%
13. Introduced stimulating ideas about the subject	21, 22, 23	4.5	93%
Fostering Student Collaboration			
18. Asked students to help each other understand ideas or concepts	29	4.2	73%
5. Formed "teams" or "discussion groups" to facilitate learning	Not relevant to objectives selected	4.5	83%
16. Asked students to share ideas and experiences with others whose backgrounds and viewpoints differ from their own	Not relevant to objectives selected	4.2	83%
Establishing Rapport			
Found ways to help students answer their own questions	All selected objectives	4.3	83%
7. Explained the reasons for criticisms of students' academic performance	23, 29	4.1	73%
<ol> <li>Encouraged student-faculty interaction outside of class (office visits, phone calls, e-mails, etc.)</li> </ol>	29	4.3	80%
Displayed a personal interest in students and their learning	Not relevant to objectives selected	4.7	97%
Encouraging Student Involvement			
Encouraged students to use multiple resources (e.g. data banks, library holdings, outside experts) to improve understanding	29	4.8	100%
14. Involved students in "hands on" projects such as research, case studies, or "real life" activities	29	4.7	97%
19. Gave projects, tests, or assignments that required original or creative thinking	29	4.5	93%
11. Related course material to real life situations	Not relevant to objectives selected	4.7	100%
Structuring Classroom Experiences			
6. Made it clear how each topic fit into the course	21, 22, 23	4.6	90%
10. Explained course material clearly and concisely	21, 22, 23	4.7	93%
12. Gave tests, projects, etc. that covered the most important points of the course	21, 22	4.8	100%
3 Scheduled course work (class activities tests projects) in wave which	Not relevant to objectives		

Not relevant to objectives

selected

Not relevant to objectives

selected

4.5

4.7

90%

97%

3. Scheduled course work (class activities, tests, projects) in ways which

17. Provided timely and frequent feedback on tests, reports, projects, etc. to help

encouraged students to stay up-to-date in their work

students improve

Statistical Detail	Number Responding							
	1	2	3	4	5	Omit	Avg.	s.d.
Displayed a personal interest in students and their learning	0	0	1	8	21	0	4.7	0.5
2. Found ways to help students answer their own questions	0	2	3	9	16	0	4.3	0.9
3. Scheduled course work (class activities, tests, projects) in ways	0	1	2	7	20	0	4.5	0.8
4. Demonstrated the importance and significance of the subject matter	0	0	4	5	21	0	4.6	0.7
5. Formed "teams" or "discussion groups" to facilitate learning	0	0	5	5	20	0	4.5	0.8
6. Made it clear how each topic fit into the course	0	0	3	6	21	0	4.6	0.7
7. Explained the reasons for criticisms of students' academic	0	0	8	11	11	0	4.1	0.8
8. Stimulated students to intellectual effort beyond that required by	0	1	8	9	11	1	4.0	0.9
9. Encouraged students to use multiple resources (e.g. data banks,	0	0	0	5	25	0	4.8	0.4
10. Explained course material clearly and concisely	0	0	2	6	22	0	4.7	0.6
11. Related course material to real life situations	0	0	0	10	20	0	4.7	0.5
12. Gave tests, projects, etc. that covered the most important points	0	0	0	5	25	0	4.8	0.4
13. Introduced stimulating ideas about the subject	0	0	2	11	17	0	4.5	0.6
14. Involved students in "hands on" projects such as research, case	0	0	1	7	22	0	4.7	0.5
15. Inspired students to set and achieve goals which really		1	5	12	11	1	4.1	0.8
16. Asked students to share ideas and experiences with others		1	4	13	12	0	4.2	0.8
17. Provided timely and frequent feedback on tests, reports,		0	1	6	23	0	4.7	0.5
18. Asked students to help each other understand ideas or concepts		1	7	7	15	0	4.2	0.9
19. Gave projects, tests, or assignments that required original or	0	1	1	9	19	0	4.5	0.7
20. Encouraged student–faculty interaction outside of class (office	0	2	4	8	16	0	4.3	0.9
Key: 1 = Hardly Ever 2 = Occasionally 3 = Sometimes 4 = Freque	ently	5 = AI	most A					

The details on this page are of interest primarily to those who want to confirm scores reported on pages 1–3 or who want to determine if responses to some items were distributed in an unusual manner.

Converted Averages are reported only for relevant learning objectives (Important or Essential –see page 2) and other items for which comparisons were provided.

#### Notes:

Dept code selected on FIF: 5200

Dept code used for discipline comparison: 5200

									Conver	ed Avg.	Comparison Group Average		
									Raw	Adj.	IDEA	Discipline	Institution
21. Gaining factual knowledge (terminology,	0	0	2	17	10	1	4.3	0.6	56	57	4.0	4.1	4.2
22. Learning fundamental principles, generalizations, or	0	1	2	14	12	1	4.3	0.8	57	58	3.9	4.1	4.1
23. Learning to <i>apply</i> course material (to improve thinking,	0	0	4	13	12	1	4.3	0.7	56	56	4.0	4.1	4.2
24. Developing specific skills, competencies, and points of view	0	1	7	10	11	1	4.1	0.9	NA	NA	4.0	4.1	4.2
25. Acquiring skills in working with others as a member of a team	2	3	8	9	7	1	3.6	1.2	NA	NA	3.9	4.1	4.0
26. Developing creative capacities (writing, inventing, designing,	0	4	8	11	6	1	3.7	1.0	NA	NA	3.9	3.7	4.0
27. Gaining a broader understanding and appreciation of	4	3	9	8	6	0	3.3	1.3	NA	NA	3.7	3.5	3.9
28. Developing skill in expressing myself orally or in writing	1	6	5	9	9	0	3.6	1.2	NA	NA	3.8	3.8	3.9
29. Learning how to find and use resources for answering	0	1	7	11	11	0	4.1	0.9	56	56	3.7	3.9	3.9
30. Developing a clearer understanding of, and commitment to,	3	2	8	9	8	0	3.6	1.3	NA	NA	3.8	3.8	3.9
31. Learning to analyze and critically evaluate ideas, arguments,	1	3	5	12	9	0	3.8	1.1	NA	NA	3.8	3.9	4.0
32. Acquiring an interest in learning more by asking my own	0	5	4	10	11	0	3.9	1.1	NA	NA	3.8	3.9	4.1
Key: 1 = No apparent progress 2 = Slight progress 3 = Moderate progre	ess 4	= Subs	tantial	progres	ss 5 =	Excep	tional pro	gress	Bold = S	elected as I	Important or	Essential	
											1		
33. Amount of reading	0	1	16	13	0	0	3.4	0.6	53	NA	3.2	3.4	2.9
34. Amount of work in other (non-reading) assignments	0	1	10	18	1	0	3.6	0.6	54	NA	3.4	3.5	3.7
35. Difficulty of subject matter	0	1	21	8	0	0	3.2	0.5	47	NA	3.4	3.5	3.4
Key: 1 = Much Less than Most 2 = Less than Most 3 = About Avera	ige 4	= Mor	e than	Most	5 = M	uch Mc	re than M	lost					
			_	_	_								
36. I had a strong desire to take this course.	1	8	7	7	7	0	3.4	1.2	NA - 1	NA	3.7	3.7	3.8
37. I worked harder on this course than on most courses I have taken.		2	8	11	7	0	3.6	1.1	51	NA	3.6	3.7	3.7
38. I really wanted to take a course from this instructor.	1	2	13	6	8	0	3.6	1.1	NA	NA	3.4	3.5	3.6
39. I really wanted to take this course regardless of who taught it.	4	6	7	8	5	0	3.1	1.3	46	NA	3.3	3.4	3.7
40. As a result of taking this course, I have more positive feelings	0	1	5	7	17	0	4.3	0.9	58	60	3.9	3.9	4.1
41. Overall, I rate this instructor an excellent teacher.	0	0	1	3	26	0	4.8	0.5	60	60	4.2	4.2	4.3
42. Overall, I rate this course as excellent.	0	1	4	6	19	0	4.4	0.9	58	61	3.9	4.0	4.1
43. As a rule, I put forth more effort than other students on	0	0	11	14	5	0	3.8	0.7	55	NA	3.6	3.8	3.9
Key: 1 = Definitely False 2 = More False than True 3 = In Between	4 =	More T	rue tha	n False	5 =	Defini	ely True						

No Additional Questions.

January 12, 2009 1422