

# SERB Presentation to the Academic Senate

---

Monday, September 25, 2006

Steven Lee

Andrea Whittaker

Steve Aquino

## Context: SS-S05-6

---

- “... SERB to continue exploring how to test the online system for effectiveness, maintain participation rates, ensure the secure administration along with identifying any changes in the SOTE form needed for administration online...”
  - “... that SERB monitor the development of the online system by the Institutional Research Office...”
-

# Review of SERB progress -- Highlights for AY 2005-06

---

- Reviewed research on online faculty evaluation systems
    - reviewed the literature (web-based and text sources)
    - consulted with Drs. Nira Hativa, Trav Johnson and Lynn Sorenson, national and international experts on faculty evaluation and online systems
    - participated in web-cast conferences on faculty evaluation
-

# Review of SERB progress -- Highlights for AY 2005-06

---

- Conducted Survey of SJSU faculty
    - 436 surveys completed (21% return rate)
    - 60% of faculty FAVOR online administration
    - Positive Open-ended comments (13%)
      - Time: saves class time, reports ready quickly
      - Availability of mid semester “formative” feedback
      - General positive: “should have done this a long time ago”
-

# Review of SERB progress -- Survey Results

---

87% of qualitative comments were negative

- Validity: response rates, peer influences, representativeness of ratings (32.2%)
  - Criticism of SOTE and RTP processes (17.2%)
  - Security: hacking, multiple responses, privacy (15.4%)
  - Distrust of Students or Administration (10.5%)
  - Time (5.9%)
  - General negative comments (2.7%)
  - Technical: MySJSU problems (2.6%)
  - Access: availability of computers (< 1%)
-

# Review of SERB progress -- Highlights for AY 2005-06

---

- Outreach to SJSU Faculty, Administration and Faculty Governance and Support
    - Town Meeting for all faculty held on April 12, 2006
    - Presentations to University Council of Deans, Council of Chairs and Directors, and Professional Standards
    - Meetings with CFA Executive Council and Center for Faculty Development following the Arbitration ruling
    - Reps from Professional Standards, CFA, Faculty Affairs and Center for Faculty Development attend SERB meeting
-

# Review of SERB progress -- Highlights for AY 2005-06

---

- Initiated and monitored development of online version of SOTE
    - Consulted with Dana Linder and Michael Ridgeway of Administrative Applications
    - Provided feedback on initial format and interface
    - Determined more time is needed for pilot (Institutional Research and Admin. Applications to work together)
-

# Implications for Senate (and Campus at Large)

---

- SERB is one small committee and essential tasks are beyond our charge...
    - Climate change regarding faculty evaluation
    - Need for multiple measures of faculty effectiveness
    - Collaboration across Center for Faculty Development, Professional Standards, Academic Senate, Faculty Affairs and CFA
-

## Next Steps I:

---

- ❑ Monitor progress of the on-line SOTE with Administrative Applications and Institutional Research – Provide further input from SERB and students
  - ❑ SERB members to test drive – 10/06.  
Student beta test and feedback
  - ❑ New target: Spring 2007 pilot
-

# Next Steps II

---

- Develop and implement a PR Campaign – Maintaining/enhancing Response Rate
    - SOTE interpretation guidelines to RTP committees (<http://www.sjsu.edu/senate/2004Interguide.pdf>)
    - Joint publication or presentation on SOTE interpretation guidelines with CFA and CFD
    - Co-host meeting for faculty to learn more on SOTE administration and interpretation guidelines
    - Develop incentives based on student feedback
    - **Recruit new members:** Students (ASUC), AS, CFA, CFD, peer partners, lecturer – Seeking AS assistance – Need assistance from Committee on Committees for our own membership
-

# Next Steps III

---

- ❑ Refine analysis of faculty survey data
- ❑ Develop and implement a survey on online SOTE for SJSU students
- ❑ Update and enhance the SERB website:  
[www.sjsu.edu/SERB](http://www.sjsu.edu/SERB)  
Post presentations, town meeting video, and research links
- ❑ Invitation to our SERB meetings – October 24<sup>th</sup>, November 20<sup>th</sup>, Dec 12<sup>th</sup>

Steven Lee- [steven.lee@sjsu.edu](mailto:steven.lee@sjsu.edu)- 4-2948

---

Please contact us with your interest in serving/  
students/ nominations

# SERB Current Members

---

- ❑ Augus Maretno Harjoto, College of Business
  - ❑ Stuart Ho, ex officio, Institutional Research
  - ❑ Deborah Karpuk, College of Applied Sciences and Arts
  - ❑ Kenneth Kellum, College of Science
  - ❑ James Lee, College of Social Sciences
  - ❑ Steven Lee, Chair, College of Applied Sciences and Arts
  - ❑ Jennifer Madigan, College of Education
  - ❑ Sutee Sujitparapitaya, ex officio, Institutional Research
  - ❑ College of Engineering (Vacant)
  - ❑ College of Humanities & the Arts (Vacant)
  - ❑ Student Representative (Vacant)
-

# Thank you

---

- Thank you to our immediate past Chair, Dr. Andrea Whittaker, and Steve Aquino for their outstanding service to the committee and University
-