Best Practices for Improving CEQ Response Rates
Memorial University of Newfoundland

Instructors play an important role in encouraging student participation in the online Course Evaluation Questionnaire (CEQ). It is possible to achieve a high response rate to the CEQ, and Memorial instructors are doing so in the following ways.

**Talk to students about the CEQ**
Discuss the importance of the CEQ and how to provide constructive feedback, share examples of how CEQ results are used, or play the instructor testimonial video.

**Provide class time**
Allow dedicated time for students to complete the CEQ in the classroom using the MUNmobile app on their phones or tablets, or via Memorial Self-Service on laptops or laboratory computers.

**Remind students of CEQ availability**
Notify students of the CEQ start and end dates, and provide notices and reminders in-class, through D2L postings, or by email.

**Demo the CEQ**
Show students how to download the app, where to find the link to the CEQ in Memorial Self-Service, or play the CEQ instructional video in class.

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Response rates in the range of 70% to 100% have been achieved by Memorial instructors utilizing one or more of these practices to encourage student participation in the CEQ.

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**Can the CEQ be administered in class?**
Yes. The addition of the CEQ to MUNmobile allows the CEQ to be accessed on a mobile device in addition to a laptop/computer, making it possible to complete the CEQ in class. This will work best in areas with strong WiFi connectivity. For more information on this option visit: www.mun.ca/ceq.

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If you have a best practice you would like to share, email ceq@mun.ca.