At its last meeting, the SITE Review Committee evaluated commercially available student rating forms. Based on this evaluation, the committee recommends that WKU adopt the Student Instructional Report II (SIR II) system that was developed by the Educational Testing Service (ETS). In this report, we present the results of our comparison of the SIR II with the current WKU SITE system.

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<thead>
<tr>
<th></th>
<th>Validity</th>
<th>Reliability</th>
<th>National Comparative Data</th>
<th>Local Comparative Data</th>
<th>Comprehensive &amp; Timely Reports</th>
<th>Variability of Delivery Methods</th>
<th>Custom Questions</th>
<th>Written Comments</th>
<th>Cost/ Semester</th>
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<tbody>
<tr>
<td>SIR II</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td>Yes</td>
<td>Yes</td>
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<tr>
<td>SITE</td>
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<td>$14,546</td>
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**Preparation & Delivery via Institutional Research**, **Confidentiality**, **Scheduling Outside Normal Window**, and **Coefficient Alpha**:

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<td>SITE</td>
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</table>

**Validity and Reliability:**

The SIR II has undergone extensive testing for validity and reliability. This is not the case for the WKU SITE (see previous SITE Review Committee report). The SIR II was originally developed in 1972 and then revised in 1995. The revision includes five dimensions of teaching effectiveness from the original SIR (with some items removed and some added) as well as three new dimensions reflecting more recent emphases in higher education. The specific dimensions measured include course organization and planning, communication, faculty/student interaction, assignments, exams, and grading, supplementary instructional methods, course outcomes, student effort and involvement, course difficulty and pace. There are 3 or more items for each of these dimensions. There is also an item reflecting the overall evaluation of the course. The WKU SITE has fewer dimensions of teaching effectiveness and for those that are included, there is only one item representing the dimension. Pretesting of the SIR II revision involved administration of
two forms of the survey with different response formats at 10 two and four year institutions. Item and scale analyses of these data were conducted to determine the final version of the form, which was then piloted at a variety of colleges over the period of a year. Pilot data were used to determine content validity and reliability (internal consistency, number of students needed for consistency, stability of responses over brief periods of time). Technical reports with further details on the development and validation of this instrument are available from ETS.

National and Local Comparative Data, Comprehensive & Timely Reports: ETS will process SIR II reports within 15 days of receipt of completed surveys. Three copies of the report are provided for each class evaluated, provided there are at least 5 students responding to the survey. (Reliability cannot be guaranteed with fewer than 5 students responding). These reports include average scores for each survey item as well as an overall mean and a comparative mean for each dimension of teaching effectiveness. The comparative mean for each dimension is based on means from similar courses (i.e., same level, type, and subject) in similar institutions that use the SIR II. In addition, items within each dimension are flagged with a + if they are reliably at or above the 90th percentile and with a – if they are reliably at or below the 10th percentile of comparative data. Local comparative data (e.g., institutional, departmental, program) are also available eliminating the need for calculating independent confidence intervals for within department, college, and university comparisons. Combined reports for class, department, or institution as well as data diskette/CDs with item level responses for all classes can be requested from ETS. The WKU SITE report provides statistical information for each item, but because the instrument is used only at WKU, the report cannot provide national comparative data. Moreover, the reliability of the data is not considered -- reports are provided and are used for promotion and tenure decisions even when there are few students responding.

In the SIR II, information on factors that might impact learning (e.g., student effort and involvement; required vs. elective course), principal type of student in the course (e.g., lower or upper division, majors/non-majors, graduate) is also collected and reported. These data are not collected or reported for the WKU SITE. In addition, a narrative explaining how to interpret the SIR II data is provided in the report and there are published guidelines for the use of the data. No guidance is provided for interpretation of the WKU SITE data and there are no formal guidelines for how the data should be used.

Delivery Methods: The SIR II system offers a variety of electronic survey methods (e.g., Blackboard, eCollege, email with unique URL, unique course URL posted on course web page) and a special version of the survey is available for distance learning courses. It is likely that one or more of these methods would interface with Banner.
**Custom Questions, SGA Questions, Written Comments:** Institution, college, department, or instructor can add up to 10 questions to the SIR II. SGA questions could be administered on the same form and at the same time as the primary SITE. Item level responses for all classes are available on data diskette/CD for the SIR II, which would allow Institutional Research to prepare separate reports for SGA questions. The SIR II also has space for written comments, and ETS provides transcription and incorporation of the comments into the instructor’s report.

**Cost:** With a few exceptions, all instructors are currently evaluated with the SITE in each class they teach in both Fall and Spring semesters. Institutional Research prepares and processes approximately 3,058 SITE course evaluation packets per semester (~85,000 paper and pencil forms) for a total cost of approximately $14,546. If the same number of SIR II paper and pencil surveys were administered and processed, the total cost would be approximately $38,760. The additional cost of this survey could be offset by developing an alternative administration procedure whereby a subset of an instructor’s courses is selected for evaluation each semester and the courses of pre-tenure faculty are evaluated more often than those of post-tenure faculty. This would also ensure that students do not have to complete the same evaluation form multiple times during the SITE period, which would improve both completion rates and the reliability of the data.

**Preparation, Delivery, and Administration:** The preparation and delivery of course packets and instructor reports for the WKU SITE is coordinated through Institutional Research. There would be no change in this procedure with the SIR II system because ETS requires an on-campus coordinator for distribution of the survey and the instructor reports. Department heads could continue to edit the list of courses/sections that are scheduled to receive SITE materials. Likewise, administration procedures would change very little though, as noted above, the SIR II offers greater flexibility in the method of delivery. The SIR II, like the WKU SITE takes about 15 minutes to complete.

**Confidentiality:** With the present SITE, the task of ensuring confidentiality resides with Institutional Research. There would be little change in this task with adoption of the SIR II as Institutional Research would maintain control over the evaluation process as described above.

**Scheduling:** Scheduling outside the normal administration window is possible with the SIR II as the preparation and delivery of the evaluation packets would be determined jointly by Institutional Research and the various departments.

**Coefficient Alpha:** If necessary, coefficient alpha reliability estimates using matched pairs of instructor courses could be computed by Institutional Research from the data provided in the SIR II data diskette/CDs. Of course, these estimates would not be available until
an instructor had been evaluated with the SIR II at least twice for the same course. However, given that the reliability of the SIR II has been established empirically, it is not critical that these estimates be calculated for the SIR II.

Sources:


B. Cobb (personal communication, 2/26/08).

SITE Review Committee:

Dr. Mel Borland       Gordon Ford College of Business  
Dr. Marilyn Gardner   College of Health and Human Services  
Dr. Steve Haggblom    Council of Department Heads  
Skyler Jordan         SGA  
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Dr. Sharon Mutter     University Senate  
Dr. Les Pesterfield   Ogden College of Science and Engineering  
Dr. John Faine        Potter College of Arts and Letters  
Dr. Steve Wininger    College of Education and Behavioral Science