



Evaluation Technology Has Evolved: Evaluation Solutions

*Continuously Measures Program
and Course Effectiveness,
Monitors Faculty and Course Quality,
and Provides Direction for
Ongoing Program Improvement*

Evaluations On-Demand

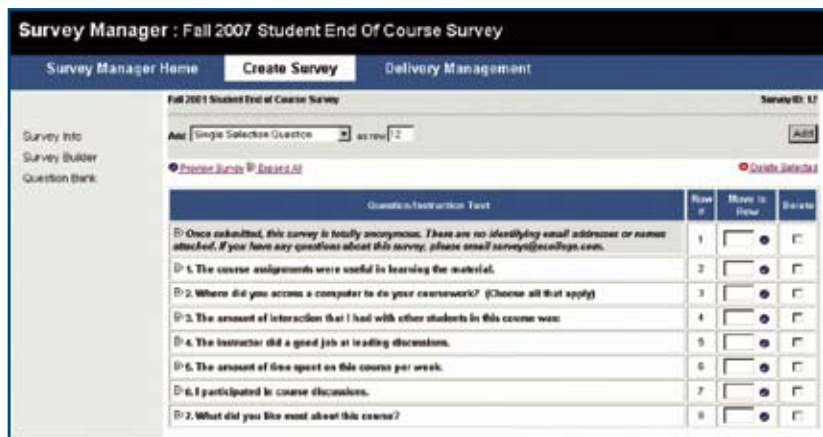
With Pearson eCollege's course survey tool, Evaluation Solutions, institutions are empowered by the utility and flexibility of an industry-leading evaluation program. Instead of using scannable forms and No. 2 pencils, students log into a secure Web site to complete questionnaires. Once the survey period has ended, instructors and administrators access reports and raw data from the evaluations through a secure login. Moreover, student feedback is archived and easily available in multiple formats that allow for timely follow-up. Evaluation Solutions provides the following benefits to users.

- 24/7 access to and control of an online campus' course and instructor evaluation and survey activities.
- The ability for administrators to author and deploy an unlimited number of surveys and course evaluations.
- Several flexible question types for surveys.
- On-demand access to reports and data files.
- Robust reporting functionality.
- Seamless integration between the Pearson eCollege platform and the campus portal.

Develop Customized Surveys

With the survey authoring tools, users can easily develop their own customized, Web-based surveys. Using Evaluation Solutions, a powerful question building tool allows users to create and deliver high-quality surveys. Each of the seven question types outlined below has properties and attributes that can be customized for individual course needs. For example, students can be required to answer specific questions before completing the survey.

- Single Selection Radio Button
- Multiple Selection Check Box
- Long Answer
- Matrix Question
- Single Selection List Box
- Multiple Selection List
- Short Answer



Manage Survey Responses

The response management tool gives institutions the power to easily manage survey participation once they deploy a survey. This feature helps to achieve even higher return rates for surveys. With this tool, institutions can monitor real-time response rates, easily send e-mail reminder notices to non-respondents and even download a roster of non-respondents.

Generate Robust Reports

Pearson eCollege offers nine different types of evaluation reports, which include bar charts, descriptive statistics, frequency distributions and percentage distributions. Institutions can select detailed reports with all of the summary information, or specific reports with just means or frequency distributions—and raw data is available for real-time download. In addition to supporting HTML formats, the reports and data files are available in Microsoft Excel® format. Pearson eCollege also has included easy-to-use features that allow institutions to generate customized benchmarks for their reports and reports that summarize longitudinal feedback about instructors.

Survey Report Wizard eCollege

Email Report

Survey Summary Detailed Report : Spring 2007 End of Course Evaluation 04/05/2007

1. My expectations of this course were:

Exceeded	Met	Not met	n	Mean	SD
2 (50%)	2 (50%)	0 (0%)	4	2.5	0.58

2. I would recommend this course to others.

Strongly agree	Agree	Disagree	Strongly disagree	n	Mean	SD
3 (75%)	1 (25%)	0 (0%)	0 (0%)	4	3.75	0.5

3. What did you like best about this online course?

¹ I thought the professor was great. He was very quick to respond to my questions and was very involved in the class. You never felt like you were on your own in the course. He was always interacting with the students.

² It was great to be able to access the course whenever I wanted. I work long hours and was able to do my coursework during my breaks. It was very convenient. Even the exams were easy to fit into my schedule.

³ I am a stay at home mom and taking this course online was the easiest way to get my work done. I could log on at anytime in the day and do my assignments. The professor was also very helpful available to answer questions and concerns.

⁴ I liked that the lectures were given as audio and word documents, this way, you could watch the lecture and if you had any questions about it down the road, you could open up the word document and find what you needed. All courses should do this.

Distribute Secure Reports

Survey results are easily accessed online through a secure Web site. Additionally, Pearson eCollege built the ability to assign roles to different individuals into the system, allowing users to only access the specific functionality that institutions want them to use. For example, instructors can be restricted to viewing only feedback for the courses they have taught and department deans can be restricted to only view feedback for courses in their department. Whereas, administrative “super users” on a campus can have access to results from all evaluations and surveys. Finally, Pearson eCollege has “e-mail a report” functionality, which allows administrators to review a report and e-mail it to anyone along with comments.

Seamless System Integration

In addition to the data security described above, Evaluation Solutions offers seamless integration between the Pearson eCollege platform and the current campus portal. This complete integration creates a single sign on approach from any campus portal. Once a student or instructor has logged onto the Pearson eCollege campus, Evaluation Solutions can launch transparently and securely, creating a seamless user experience.

Support Large-Scale Surveys

Pearson eCollege is the leading application service provider (ASP) in online education. As an ASP, Pearson eCollege remotely hosts the entire survey infrastructure. Pearson eCollege has invested in the research, technology and expertise for online hosting, eliminating the need for institutions to purchase software licenses and use its network and human resources to support a large-scale online survey and reporting process. Pearson eCollege’s ASP infrastructure includes:

- *Reliable Hardware/Software Environment*
- *Site/System Monitoring*
- *Scalability-N-Tier Architecture*
- *24/7/365 Technical Support*
- *Experienced Operations Staff*