

AACRAO

Class Climate®



SCANTRON®

Seminar Evaluation Solution

At the American Association of Collegiate Registrars and Admissions Officers (AACRAO) Annual Meeting, higher education professionals from around the world gather to attend more than 250 workshops, sessions and roundtables. Using the Class Climate course evaluation feedback system, AACRAO performs fast, effective course evaluations and provides program coordinators with the data they need to inform decisions for future conferences.

Challenge

- The need to process 40,000 conference evaluations in a limited time frame
- 3,000 registered attendees and 400 individual sessions
- Needed to capture handwritten comments

AACRAO is a nonprofit professional association of 10,000 higher education admissions and registration professionals who represent approximately 2,500 institutions in more than 30 countries. To enhance the professional development of its members, AACRAO offers several workshops and meetings including the popular annual meeting.

“We faced two main challenges at our annual meeting,” said Melinda Roelfs, director of admissions for Pittsburgh State University and the AACRAO Annual Meeting evaluations chairperson. “First, we wanted to find a better way to provide course evaluation results to the conference presenters. Second, we needed a more efficient way to communicate the handwritten comments from the evaluations to the folks planning the conferences for upcoming years as well as the conference presenters.”

Each year AACRAO solicits feedback from participants by including course evaluation forms in tote bags distributed at conference registration. In the past, the evaluation forms were collected after each session, placed in an envelope and provided to the appropriate program coordinator. The coordinator would then review the forms to determine how the session went and if it should be offered again.

Frequently, the coordinators found there was not enough time to review all the forms and handwritten comments before the final program committee meeting on the conference’s last day. In addition, because it might take several days or weeks to review the forms, the committee found it difficult to provide timely feedback to the conference presenters.



Solution

- Scantron printed 42,000 evaluation forms
- On-site same day turnaround for survey processing
- Allowed opportunity for future trend analysis
- Captured handwritten comments automatically
- Instant access to results

AACRAO implemented Scantron's Class Climate system to enable fast and accurate processing of the paper evaluation forms at its annual meeting. Scantron printed 42,000 evaluation forms to ensure accurate processing.

More than 380 presenter names and information for 400 unique sessions were imported into Class Climate to create the evaluation forms.

After each session, the forms were gathered and sent to one of two Class Climate capture stations. Using Scantron's Clarity™ 280 imaging scanner, the questionnaires were sorted, digitized and processed into the corresponding course, along with an image of any handwritten comments. The raw data was then statistically analyzed and graphically prepared in PDF evaluation reports.

Results

More than 7,100 evaluation forms were collected and scanned during the conference. On the conference's last day, the program committee received a copy of the evaluation summaries for each session for discussion at their final meeting.

"Before Class Climate, the program coordinators would have to look at each evaluation sheet to get a feel for how a session went," said Roelfs.

Now the evaluation sheets, including written comments, are all summarized in one report, making it easier to review the results and identify sessions that would be good to consider again for the following year.

What does this mean for future meetings? "I think we'll find that the annual meeting will continue to be highly rated - and the evaluation process plays a role in that," said Roelfs. "Many decisions are made about which sessions to accept for future conferences based on the previous year's evaluations. Before we began using Class Climate, evaluations were shoved in an envelope and maybe never even looked at again. Class Climate provides a more efficient process and much better information for both our program coordinators and the session presenters."

During the week following the annual meeting, AACRAO sent the individual session evaluations to the presenters via e-mail. "The presenters are very excited about getting that information and find it very helpful. It's great we're able to offer that service to the presenters," said Roelfs.

"To have a successful course evaluation program, it's very important to work closely with your vendor," she said. "I have found that Scantron is easy to work with, flexible and eager to meet the needs of their customers."



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MELINDA ROELFS
ANNUAL MEETING EVALUATIONS CHAIRPERSON
AACRAO

Please visit us at www.scantron.com for a complete overview of Class Climate's system requirements or call us at (800) 722-6876 for more information.