

Instructor Full Term Summary Report Spring 2019 for Ryan Jessup IS 432.01 - Data Mining - 20882-201920, MKTG 341.01 - Marketing Research - 20879-201920, MKTG 342.02 - Consumer Behavior - 20880-201920, MKTG 432.01 - Data Mining - 20886-201920

Project Title: **Student Opinion of Instruction Spring 2019**

Courses Audience: **54**

Responses Received: **19**

Response Ratio: **35.19%**

Report Comments

Course evaluations are a good tool you can use to adapt your course and teaching styles and methods to be as effective as possible in future classes. They're also an important element of your annual evaluations and tenure and promotion processes. We encourage you to save each report each semester for your reference.

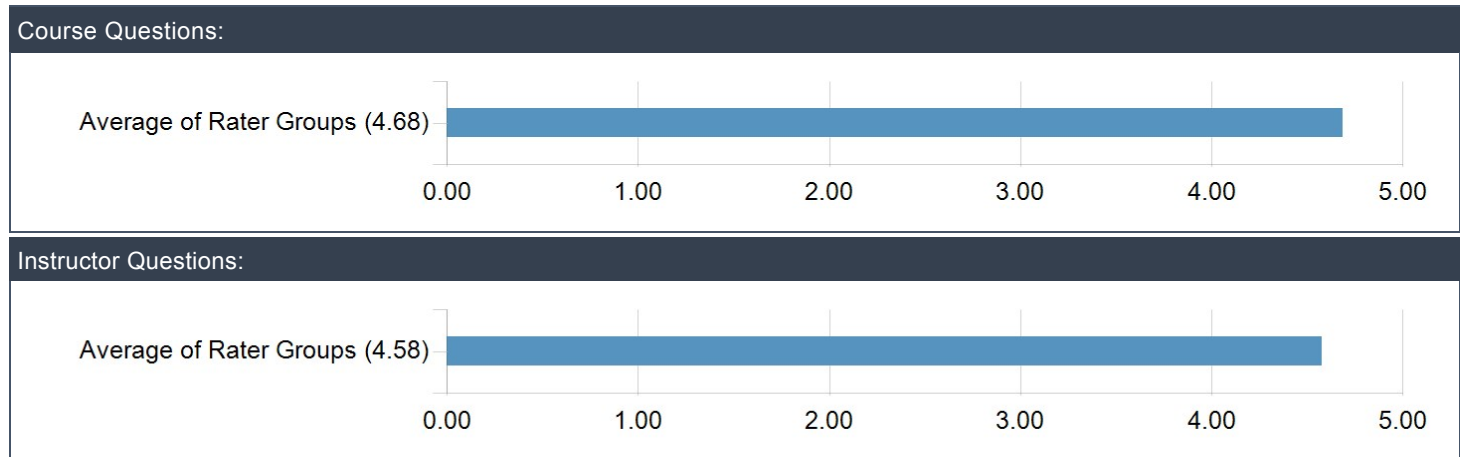
Uploading the reports in your Scheduled Teaching listings in Activity Insight can be a good place to keep track of them.

If you have technical problems accessing a report, please contact Educational Technology at courseeval@acu.edu. If you would like help interpreting your results or looking for teaching techniques to respond to this feedback, please contact Cliff Barbarick, the director of faculty development in the Adams Center, at cab11c@acu.edu.

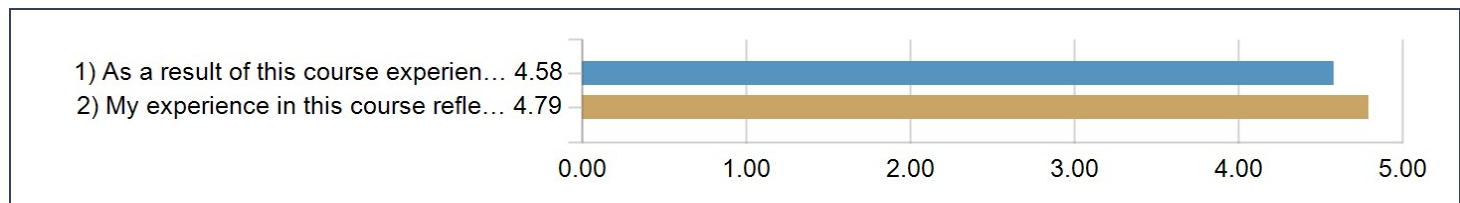
Creation Date: **Friday, August 23, 2019**

Summary

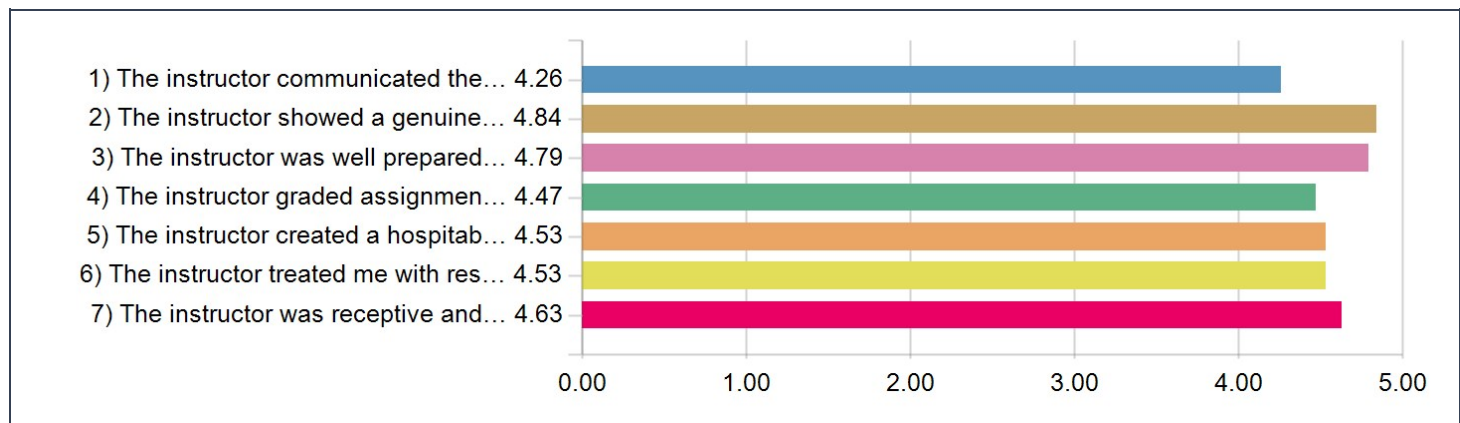
Course and Instructor Means



Course Questions:



Instructor Questions:



Instructor Strengths and Improvements

Instructor Strengths and Areas of Improvement

Top Questions			
1	The instructor showed a genuine interest in the subject and a desire to share it with the students.	Instructor Questions:	4.84
2	The instructor was well prepared for class.	Instructor Questions:	4.79
3	The instructor was receptive and responsive to my questions and concerns.	Instructor Questions:	4.63
Lowest Questions			
1	The instructor communicated the course material clearly.	Instructor Questions:	4.26
2	The instructor graded assignments and/or exams in a timely manner.	Instructor Questions:	4.47
3	The instructor created a hospitable environment for learning.	Instructor Questions:	4.53

Quantitative Analysis

Course Questions:

As a result of this course experience, I have a better understanding of the subject matter.											Dept Avg	College Avg	Univ Avg
Name	Invited	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely				
Overall	54	35.19%	4.73	0.61	0	0	1	6	12		4.34	4.42	4.46
IS 432.01 - Data Mining - 20882-201920	1	100.00%	5.00	N/A	0	0	0	0	1		4.34	4.42	4.46
MKTG 341.01 - Marketing Research - 20879-201920	27	29.63%	4.50	0.53	0	0	0	4	4		4.34	4.42	4.46
MKTG 342.02 - Consumer Behavior - 20880-201920	20	35.00%	4.43	0.79	0	0	1	2	4		4.34	4.42	4.46
MKTG 432.01 - Data Mining - 20886-201920	6	50.00%	5.00	0.00	0	0	0	0	3		4.34	4.42	4.46

My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.

Name	Invited	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely	Dept Avg	College Avg	Univ Avg
Overall	54	35.19%	4.87	0.42	0	0	0	4	15	4.39	4.44	4.44
IS 432.01 - Data Mining - 20882-201920	1	100.00%	5.00	N/A	0	0	0	0	1	4.39	4.44	4.44
MKTG 341.01 - Marketing Research - 20879-201920	27	29.63%	4.63	0.52	0	0	0	3	5	4.39	4.44	4.44
MKTG 342.02 - Consumer Behavior - 20880-201920	20	35.00%	4.86	0.38	0	0	0	1	6	4.39	4.44	4.44
MKTG 432.01 - Data Mining - 20886-201920	6	50.00%	5.00	0.00	0	0	0	0	3	4.39	4.44	4.44

Instructor Questions:

The instructor communicated the course material clearly.

Name	Invited #	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely	Dept Avg	College Avg	Univ Avg
Overall	54	35.19%	4.22	0.65	0	0	2	10	7	4.24	4.30	4.37
IS 432.01 - Data Mining - 20882-201920	1	100.00%	4.00	N/A	0	0	0	1	0	4.24	4.30	4.37
MKTG 341.01 - Marketing Research - 20879-201920	27	29.63%	4.13	0.83	0	0	2	3	3	4.24	4.30	4.37
MKTG 342.02 - Consumer Behavior - 20880-201920	20	35.00%	4.43	0.53	0	0	0	4	3	4.24	4.30	4.37
MKTG 432.01 - Data Mining - 20886-201920	6	50.00%	4.33	0.58	0	0	0	2	1	4.24	4.30	4.37

The instructor showed a genuine interest in the subject and a desire to share it with the students.

Name	Invited #	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely			
										Dept Avg	College Avg	Univ Avg
Overall	54	35.19%	4.90	0.37	0	0	0	3	16	4.70	4.72	4.70
IS 432.01 - Data Mining - 20882-201920	1	100.00%	5.00	N/A	0	0	0	0	1	4.70	4.72	4.70
MKTG 341.01 - Marketing Research - 20879-201920	27	29.63%	4.88	0.35	0	0	0	1	7	4.70	4.72	4.70
MKTG 342.02 - Consumer Behavior - 20880-201920	20	35.00%	4.71	0.49	0	0	0	2	5	4.70	4.72	4.70
MKTG 432.01 - Data Mining - 20886-201920	6	50.00%	5.00	0.00	0	0	0	0	3	4.70	4.72	4.70

The instructor was well prepared for class.

Name	Invited #	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely			
										Dept Avg	College Avg	Univ Avg
Overall	54	35.19%	4.65	0.42	0	0	0	4	15	4.62	4.62	4.57
IS 432.01 - Data Mining - 20882-201920	1	100.00%	4.00	N/A	0	0	0	1	0	4.62	4.62	4.57
MKTG 341.01 - Marketing Research - 20879-201920	27	29.63%	4.88	0.35	0	0	0	1	7	4.62	4.62	4.57
MKTG 342.02 - Consumer Behavior - 20880-201920	20	35.00%	4.71	0.49	0	0	0	2	5	4.62	4.62	4.57
MKTG 432.01 - Data Mining - 20886-201920	6	50.00%	5.00	0.00	0	0	0	0	3	4.62	4.62	4.57

The instructor graded assignments and/or exams in a timely manner.

Name	Invited #	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely	Dept Avg	College Avg	Univ Avg
Overall	54	35.19%	4.40	0.70	0	0	2	6	11	4.45	4.47	4.37
IS 432.01 - Data Mining - 20882-201920	1	100.00%	4.00	N/A	0	0	0	1	0	4.45	4.47	4.37
MKTG 341.01 - Marketing Research - 20879-201920	27	29.63%	4.50	0.93	0	0	2	0	6	4.45	4.47	4.37
MKTG 342.02 - Consumer Behavior - 20880-201920	20	35.00%	4.43	0.53	0	0	0	4	3	4.45	4.47	4.37
MKTG 432.01 - Data Mining - 20886-201920	6	50.00%	4.67	0.58	0	0	0	1	2	4.45	4.47	4.37

The instructor created a hospitable environment for learning.

Name	Invited #	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely			
										Dept Avg	College Avg	Univ Avg
Overall	54	35.19%	4.65	0.61	0	0	1	7	11	4.53	4.59	4.58
IS 432.01 - Data Mining - 20882-201920	1	100.00%	5.00	N/A	0	0	0	0	1	4.53	4.59	4.58
MKTG 341.01 - Marketing Research - 20879-201920	27	29.63%	4.50	0.76	0	0	1	2	5	4.53	4.59	4.58
MKTG 342.02 - Consumer Behavior - 20880-201920	20	35.00%	4.43	0.53	0	0	0	4	3	4.53	4.59	4.58
MKTG 432.01 - Data Mining - 20886-201920	6	50.00%	4.67	0.58	0	0	0	1	2	4.53	4.59	4.58

The instructor treated me with respect and fairness.

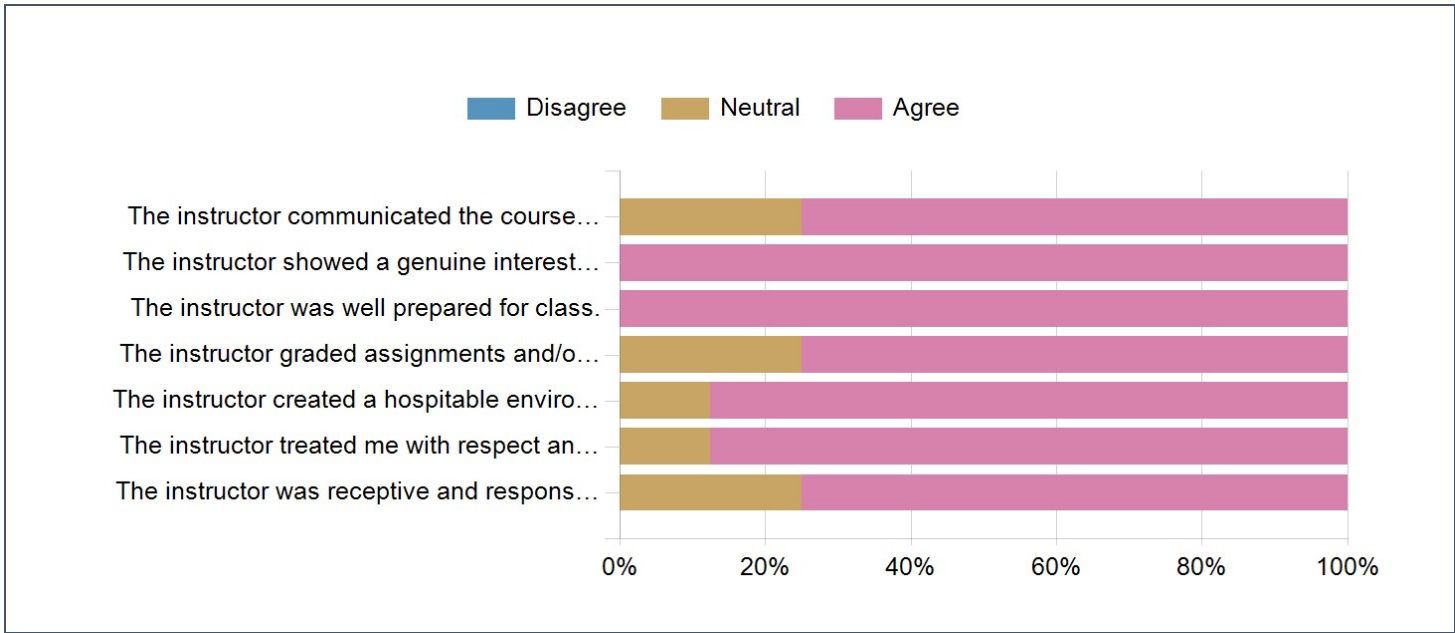
Name	Invited #	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely			
										Dept Avg	College Avg	Univ Avg
Overall	54	35.19%	4.64	0.70	0	0	2	5	12	4.69	4.73	4.69
IS 432.01 - Data Mining - 20882-201920	1	100.00%	5.00	N/A	0	0	0	0	1	4.69	4.73	4.69
MKTG 341.01 - Marketing Research - 20879-201920	27	29.63%	4.75	0.71	0	0	1	0	7	4.69	4.73	4.69
MKTG 342.02 - Consumer Behavior - 20880-201920	20	35.00%	4.14	0.69	0	0	1	4	2	4.69	4.73	4.69
MKTG 432.01 - Data Mining - 20886-201920	6	50.00%	4.67	0.58	0	0	0	1	2	4.69	4.73	4.69

The instructor was receptive and responsive to my questions and concerns.													
							Agree and Disagree in Equal Amounts						
Name	Invited #	Resp %	Mean	SD	Disagree Completely	Disagree Generally		Agree Generally	Agree Completely		Dept Avg	College Avg	Univ Avg
Overall	54	35.19%	4.77	0.68	0	0	2	3	14		4.61	4.66	4.63
IS 432.01 - Data Mining - 20882-201920	1	100.00%	5.00	N/A	0	0	0	0	1		4.61	4.66	4.63
MKTG 341.01 - Marketing Research - 20879-201920	27	29.63%	4.38	0.92	0	0	2	1	5		4.61	4.66	4.63
MKTG 342.02 - Consumer Behavior - 20880-201920	20	35.00%	4.71	0.49	0	0	0	2	5		4.61	4.66	4.63
MKTG 432.01 - Data Mining - 20886-201920	6	50.00%	5.00	0.00	0	0	0	0	3		4.61	4.66	4.63

Breakdown by Course

Details for the course MKTG 341.01 - Marketing Research - 20879-201920

Instructor Questions:



Instructor Questions:

	Invited	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely	Dept Avg	College Avg	Univ Avg
The instructor communicated the course material clearly.	27	29.63%	4.13	0.83	0	0	2	3	3	4.24	4.30	4.37
The instructor showed a genuine interest in the subject and a desire to share it with the students.	27	29.63%	4.88	0.35	0	0	0	1	7	4.70	4.72	4.70
The instructor was well prepared for class.	27	29.63%	4.88	0.35	0	0	0	1	7	4.62	4.62	4.57
The instructor graded assignments and/or exams in a timely manner.	27	29.63%	4.50	0.93	0	0	2	0	6	4.45	4.47	4.37
The instructor created a hospitable environment for learning.	27	29.63%	4.50	0.76	0	0	1	2	5	4.53	4.59	4.58
The instructor treated me with respect and fairness.	27	29.63%	4.75	0.71	0	0	1	0	7	4.69	4.73	4.69
The instructor was receptive and responsive to my questions and concerns.	27	29.63%	4.38	0.92	0	0	2	1	5	4.61	4.66	4.63

What did the instructor do that made the course effective? Be specific (for example: particular assignments, discussions, presentations, etc.).

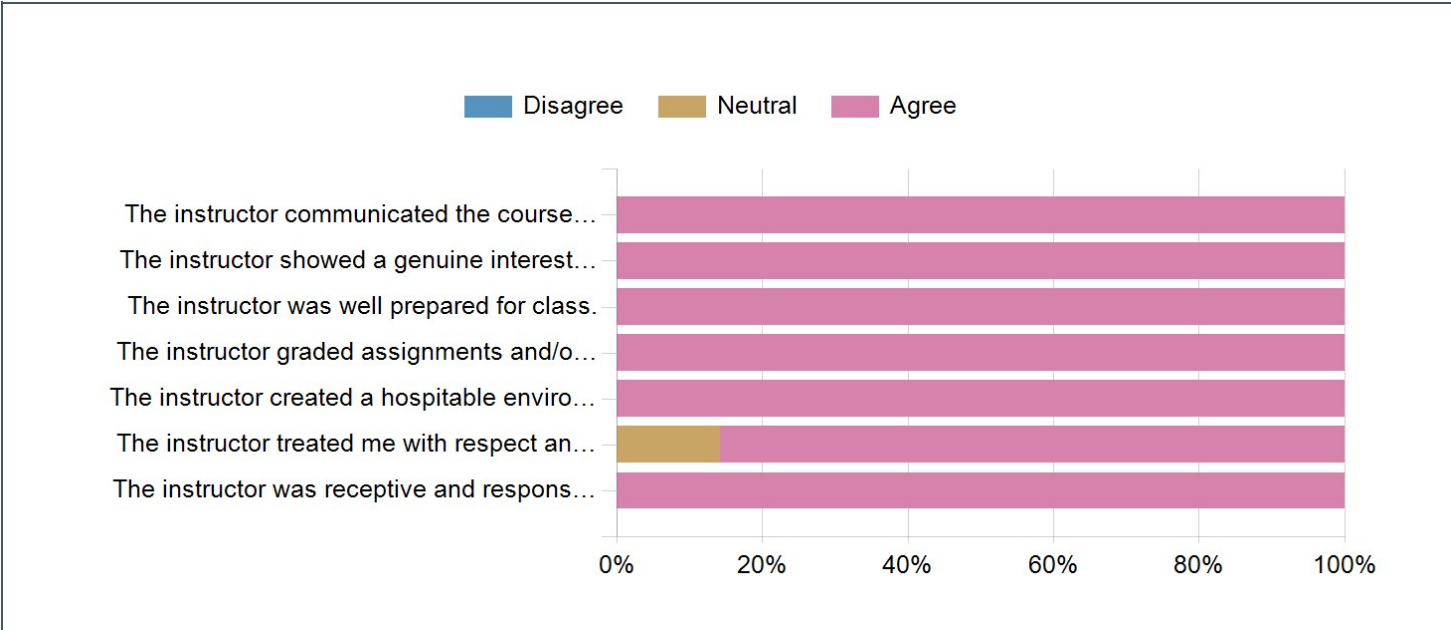
Comments
Grade the research projects more fairly and give more small assignments.
I really did enjoy the research project. Dr. Jessup constantly gave us feedback on how we could improve our work and that helped us to learn so much. He always explained stuff and helped us to understand everything. He made it a super comfortable environment so we were able to speak up and ask questions without being scared.c
made all learning materials interesting to learn about
Jessup prayed before every class. He also took the time to break down data mining as well as other difficult material from the class
The project initially seemed crazy and unreasonable to me, but the more I worked on it, the more I grew to appreciate the format of it, with the opportunity for revisions, and the structure of the class which is more focused on the hands on projects than any silly test. Tests were challenging but not impossible, and class was often engaging despite being at 8am. Dr. Jessup really grew on us as the semester went on.
I liked it that we were required meetings with the instructor so that our group was on top of what we were supposed to be doing
Brought what we were learning to life by the marketing research project.
He was clear and concise

What could the instructor do to improve the effectiveness of this course? Be specific.

Comments
More small assignments and be more clear with project instructions.
Spend more time getting ready for exams
not a bad thing to say, enjoyed this class very much.
Nothing.
If there was a better way to communicate homework assignments, such as through email or specific assignment documents on the google drive, that would be helpful because they were often forgotten in the craziness of life.
Be more clear about assignments
Be more precise on what he wants on the research proposal and report.
Nothing

Details for the course MKTG 342.02 - Consumer Behavior - 20880-201920

Instructor Questions:



Instructor Questions:

	Invited	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely	Dept Avg	College Avg	Univ Avg
The instructor communicated the course material clearly.	20	35.00%	4.43	0.53	0	0	0	4	3	4.24	4.30	4.37
The instructor showed a genuine interest in the subject and a desire to share it with the students.	20	35.00%	4.71	0.49	0	0	0	2	5	4.70	4.72	4.70
The instructor was well prepared for class.	20	35.00%	4.71	0.49	0	0	0	2	5	4.62	4.62	4.57
The instructor graded assignments and/or exams in a timely manner.	20	35.00%	4.43	0.53	0	0	0	4	3	4.45	4.47	4.37
The instructor created a hospitable environment for learning.	20	35.00%	4.43	0.53	0	0	0	4	3	4.53	4.59	4.58
The instructor treated me with respect and fairness.	20	35.00%	4.14	0.69	0	0	1	4	2	4.69	4.73	4.69
The instructor was receptive and responsive to my questions and concerns.	20	35.00%	4.71	0.49	0	0	0	2	5	4.61	4.66	4.63

What did the instructor do that made the course effective? Be specific (for example: particular assignments, discussions, presentations, etc.).

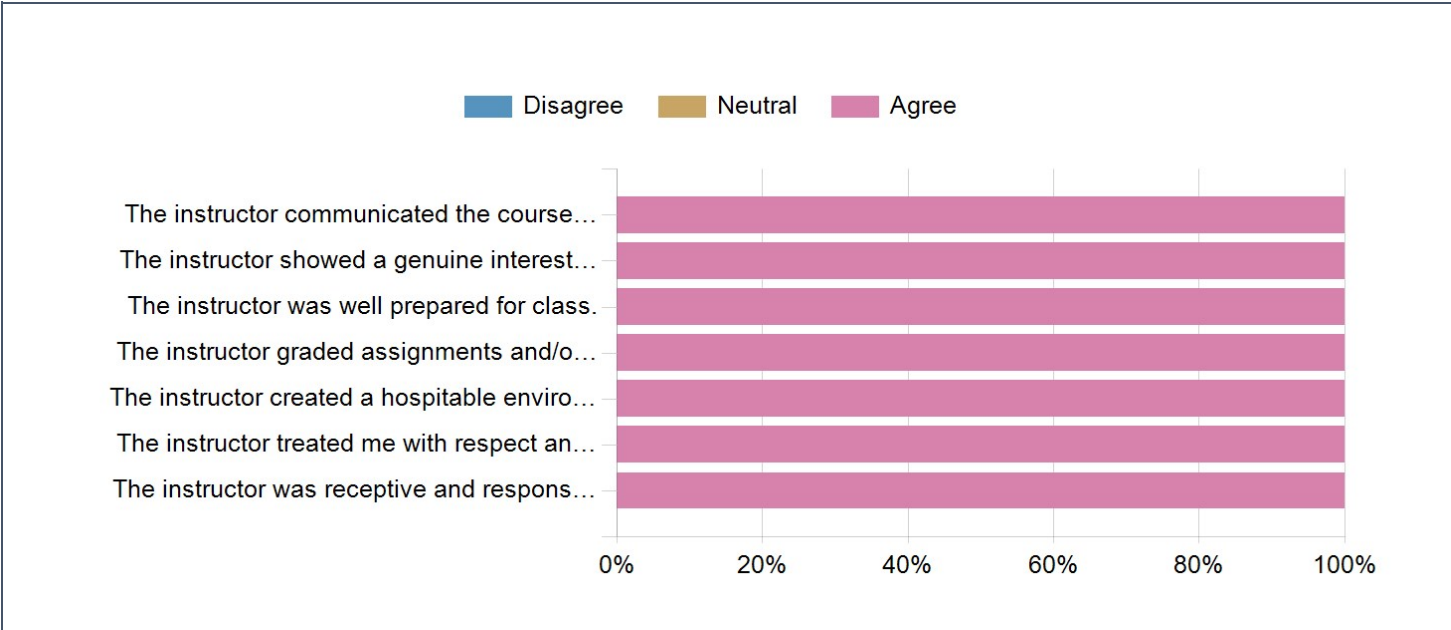
Comments
He was very prepared for class and had all assignments prepared for our class with good instruction.
Lots of class discussion.
I always think he slides help a lot to follow the class materials especially when i looke back at it before an exam
He encouraged us to improve all of our work throughout the semester, both in Marketing Research and Consumer Behavior.
Collaboration and self learning
RJ is a good teacher.
He created group settings to make us work independently.

What could the instructor do to improve the effectiveness of this course? Be specific.

Comments
I personally do not enjoy Dr. Jessup's lectures. I think that he is sarcastic but not in a respectful way and I am glad that it is my last class with him, I was continually confused with how he taught.
Use canvas!
I dont know, I enjoy the teaching style
Nothing, though the exams are quite difficult
N/a
I would say a little more guidance on the research paper would be nice
Be more clear on what will be on the test! Make the reviews relevant.

Details for the course IS 432.01 - Data Mining - 20882-201920

Instructor Questions:



Instructor Questions:

	Invited	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely	Dept Avg	College Avg	Univ Avg
The instructor communicated the course material clearly.	1	100.00%	4.00	N/A	0	0	0	1	0	4.24	4.30	4.37
The instructor showed a genuine interest in the subject and a desire to share it with the students.	1	100.00%	5.00	N/A	0	0	0	0	1	4.70	4.72	4.70
The instructor was well prepared for class.	1	100.00%	4.00	N/A	0	0	0	1	0	4.62	4.62	4.57
The instructor graded assignments and/or exams in a timely manner.	1	100.00%	4.00	N/A	0	0	0	1	0	4.45	4.47	4.37
The instructor created a hospitable environment for learning.	1	100.00%	5.00	N/A	0	0	0	0	1	4.53	4.59	4.58
The instructor treated me with respect and fairness.	1	100.00%	5.00	N/A	0	0	0	0	1	4.69	4.73	4.69
The instructor was receptive and responsive to my questions and concerns.	1	100.00%	5.00	N/A	0	0	0	0	1	4.61	4.66	4.63

What did the instructor do that made the course effective? Be specific (for example: particular assignments, discussions, presentations, etc.).

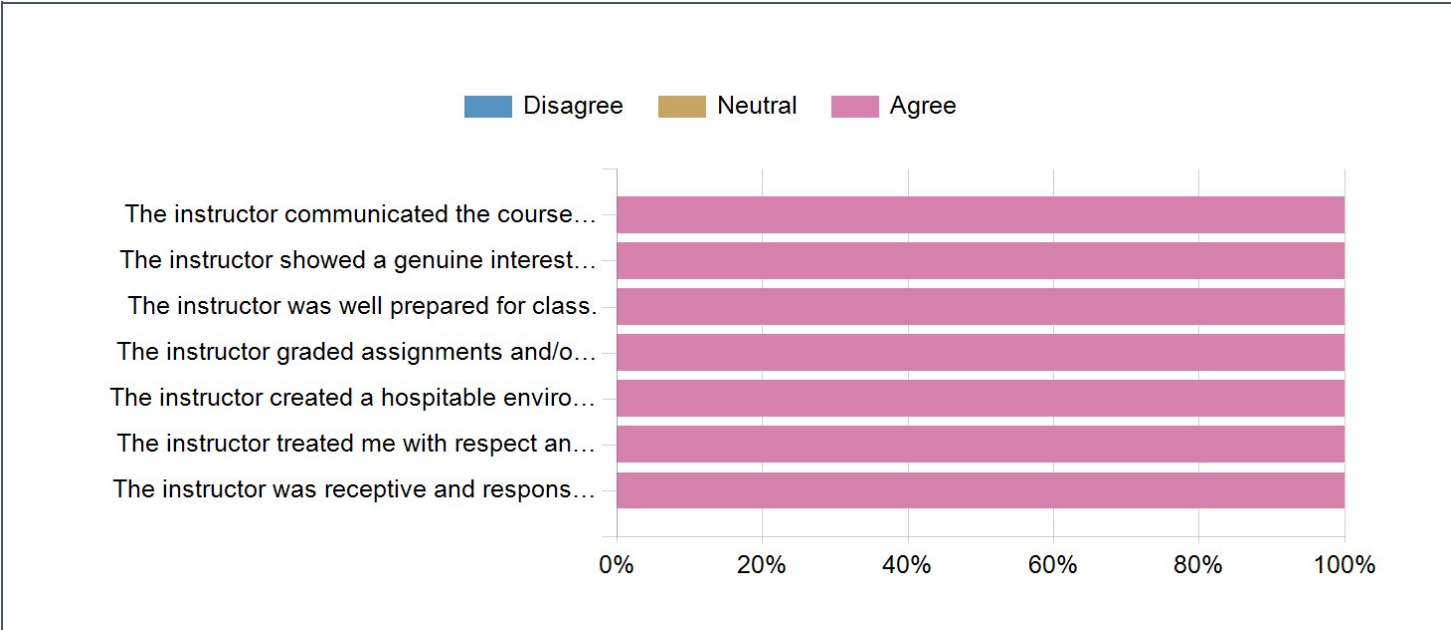
Comments
This is hard material to grasp and Dr. Jessup gave opportunities to practice it. This helps solidify information and understanding as well as making the material applicable to real life.

What could the instructor do to improve the effectiveness of this course? Be specific.

Comments
Perhaps even more time given to practicing the different ML algorithms would make students more confident taking the tests. Furthermore, consider making the tests worth less of the total grade. Slightly more emphasis on the homework could incentive students to get more out of simple problems and prepare them better for the tests.

Details for the course MKTG 432.01 - Data Mining - 20886-201920

Instructor Questions:



Instructor Questions:

	Invited	Resp %	Mean	SD	Disagree Completely	Disagree Generally	Agree and Disagree in Equal Amounts	Agree Generally	Agree Completely	Dept Avg	College Avg	Univ Avg
The instructor communicated the course material clearly.	6	50.00%	4.33	0.58	0	0	0	2	1	4.24	4.30	4.37
The instructor showed a genuine interest in the subject and a desire to share it with the students.	6	50.00%	5.00	0.00	0	0	0	0	3	4.70	4.72	4.70
The instructor was well prepared for class.	6	50.00%	5.00	0.00	0	0	0	0	3	4.62	4.62	4.57
The instructor graded assignments and/or exams in a timely manner.	6	50.00%	4.67	0.58	0	0	0	1	2	4.45	4.47	4.37
The instructor created a hospitable environment for learning.	6	50.00%	4.67	0.58	0	0	0	1	2	4.53	4.59	4.58
The instructor treated me with respect and fairness.	6	50.00%	4.67	0.58	0	0	0	1	2	4.69	4.73	4.69
The instructor was receptive and responsive to my questions and concerns.	6	50.00%	5.00	0.00	0	0	0	0	3	4.61	4.66	4.63

What did the instructor do that made the course effective? Be specific (for example: particular assignments, discussions, presentations, etc.).

Comments
Very engaging with students
He showed examples in class and lectured on what we actually needed to know for analytics and the tests.
He was always willing to talk about the course material in more depth and did his best to make sure everyone was up to speed on the material.

What could the instructor do to improve the effectiveness of this course? Be specific.

Comments
Run the same test multiple times & explain each piece again and again for repetition
Be more helpful regarding how to approach the homework.
Do more problems from the book in class.