



Instructor Full Term Summary Report Spring 2020 for Ryan Jessup IS 432.01 - Data Mining - 20843-202020, MKTG 341.01 - Marketing Research - 20046-202020, MKTG 342.01 - Consumer Behavior - 20047-202020, MKTG 432.01 - Data Mining - 20842-202020

Project Title: **Student Opinion of Instruction Spring 2020**

Courses Audience: **66**

Responses Received: **27**

Response Ratio: **40.91%**

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.

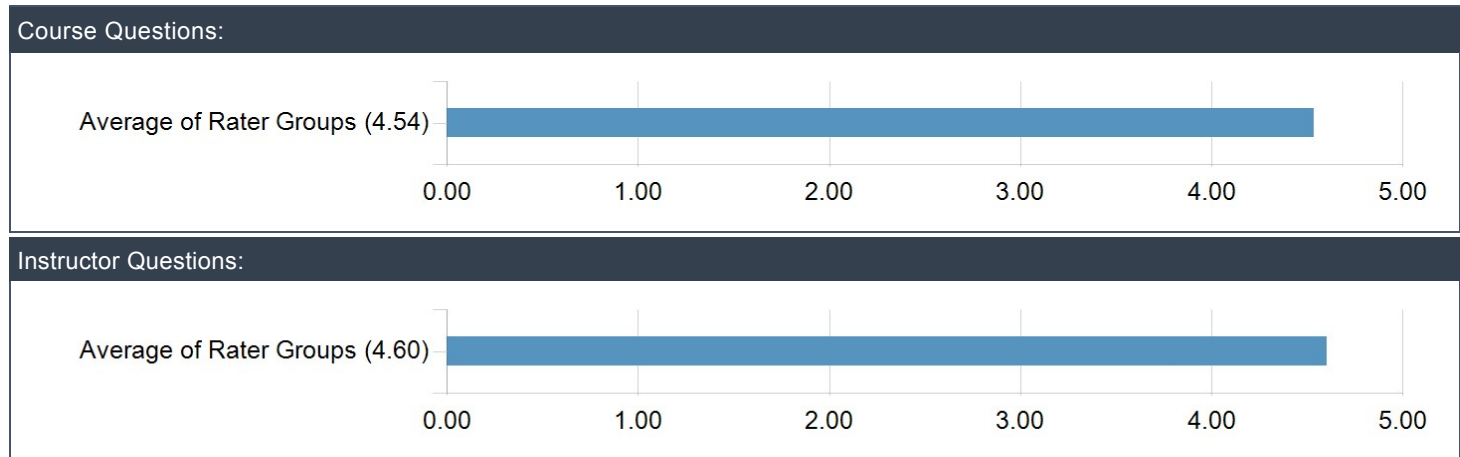
Uploading the reports in your Scheduled Teaching listings in Activity Insight can be a good place to keep track of them.

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.

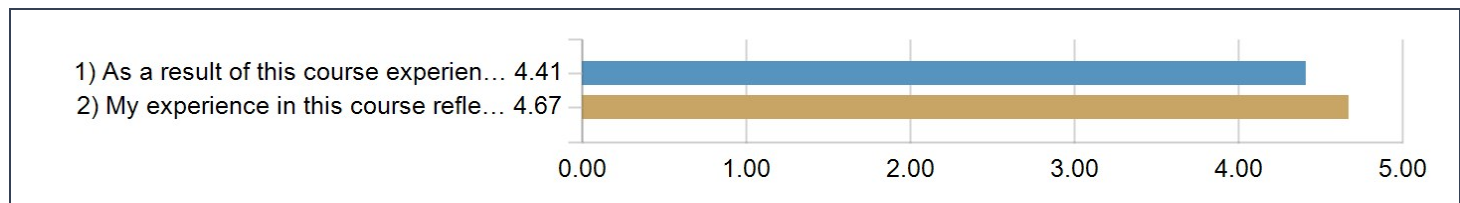
Creation Date: **Tuesday, July 28, 2020**

Summary

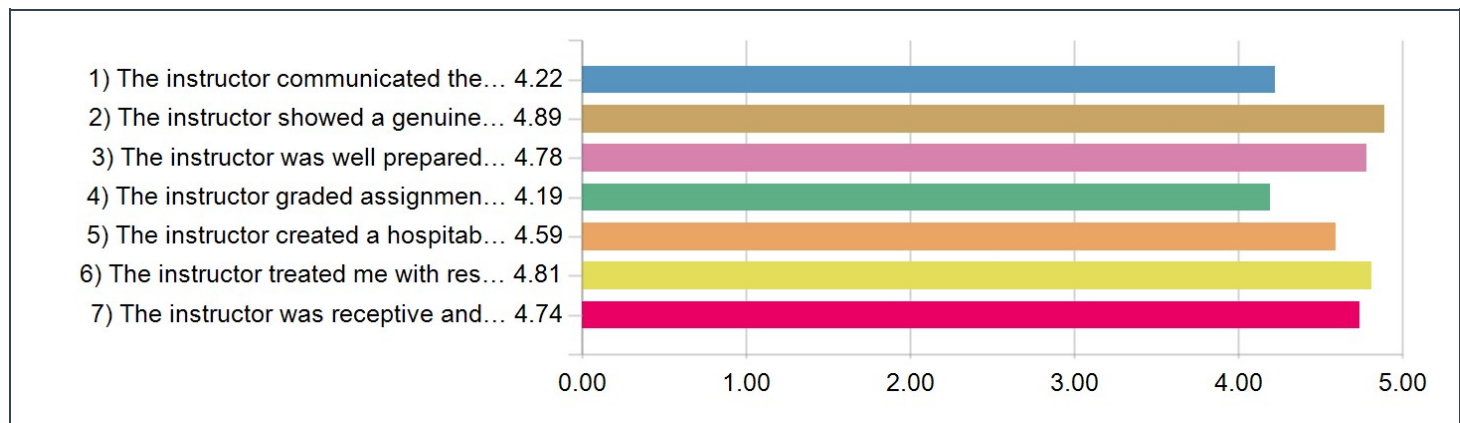
Course and Instructor Means



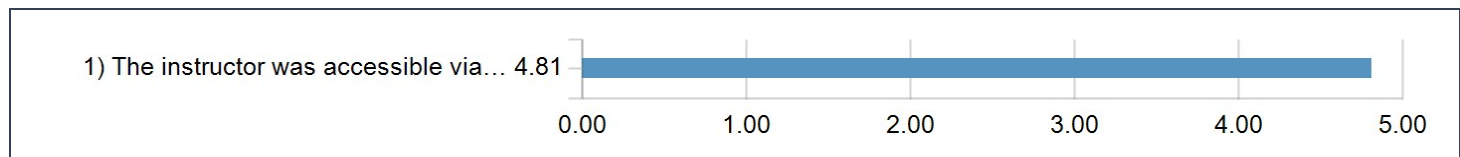
Course Questions:



Instructor Questions:



Instructor Accessibility During Online Instruction Period:





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:	4.89
2	The instructor treated me with respect and fairness.	Instructor Questions:	4.81
3	The instructor was well prepared for class.	Instructor Questions:	4.78
Lowest Questions			
1	The instructor graded assignments and/or exams in a timely manner.	Instructor Questions:	4.19
2	The instructor communicated the course material clearly.	Instructor Questions:	4.22
3	The instructor created a hospitable environment for learning.	Instructor Questions:	4.59



Quantitative Analysis

Course Questions:

As a result of this course experience, I have a better understanding of the subject matter.													
							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	66	40.91%	4.36	0.64	0	0	2	12	13		4.40	4.46	4.53
IS 432.01 - Data Mining - 20843-202020	5	40.00%	4.00	1.41	0	0	1	0	1		4.40	4.46	4.53
MKTG 341.01 - Marketing Research - 20046-202020	28	39.29%	4.27	0.47	0	0	0	8	3		4.40	4.46	4.53
MKTG 342.01 - Consumer Behavior - 20047-202020	21	42.86%	4.56	0.53	0	0	0	4	5		4.40	4.46	4.53
MKTG 432.01 - Data Mining - 20842-202020	12	41.67%	4.60	0.89	0	0	1	0	4		4.40	4.46	4.53
My experience in this course reflected ACU's mission to educate students for Christian service and leadership throughout the world.													
							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	66	40.91%	4.66	0.48	0	0	0	9	18		4.59	4.56	4.57
IS 432.01 - Data Mining - 20843-202020	5	40.00%	4.50	0.71	0	0	0	1	1		4.59	4.56	4.57
MKTG 341.01 - Marketing Research - 20046-202020	28	39.29%	4.45	0.52	0	0	0	6	5		4.59	4.56	4.57
MKTG 342.01 - Consumer Behavior - 20047-202020	21	42.86%	4.89	0.33	0	0	0	1	8		4.59	4.56	4.57
MKTG 432.01 - Data Mining - 20842-202020	12	41.67%	4.80	0.45	0	0	0	1	4		4.59	4.56	4.57

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	66	40.91%	4.34	0.75	0	0	5	11	11		4.43	4.46	4.47
IS 432.01 - Data Mining - 20843-202020	5	40.00%	4.50	0.71	0	0	0	1	1		4.43	4.46	4.47
MKTG 341.01 - Marketing Research - 20046-202020	28	39.29%	3.91	0.70	0	0	3	6	2		4.43	4.46	4.47
MKTG 342.01 - Consumer Behavior - 20047-202020	21	42.86%	4.33	0.87	0	0	2	2	5		4.43	4.46	4.47
MKTG 432.01 - Data Mining - 20842-202020	12	41.67%	4.60	0.55	0	0	0	2	3		4.43	4.46	4.47
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	66	40.91%	4.82	0.32	0	0	0	3	24		4.81	4.78	4.74
IS 432.01 - Data Mining - 20843-202020	5	40.00%	4.50	0.71	0	0	0	1	1		4.81	4.78	4.74
MKTG 341.01 - Marketing Research - 20046-202020	28	39.29%	4.91	0.30	0	0	0	1	10		4.81	4.78	4.74
MKTG 342.01 - Consumer Behavior - 20047-202020	21	42.86%	4.89	0.33	0	0	0	1	8		4.81	4.78	4.74
MKTG 432.01 - Data Mining - 20842-202020	12	41.67%	5.00	0.00	0	0	0	0	5		4.81	4.78	4.74

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	66	40.91%	4.81	0.51	0	0	1	4	22		4.70	4.68	4.63
IS 432.01 - Data Mining - 20843-202020	5	40.00%	5.00	0.00	0	0	0	0	2		4.70	4.68	4.63
MKTG 341.01 - Marketing Research - 20046-202020	28	39.29%	4.64	0.50	0	0	0	4	7		4.70	4.68	4.63
MKTG 342.01 - Consumer Behavior - 20047-202020	21	42.86%	5.00	0.00	0	0	0	0	9		4.70	4.68	4.63
MKTG 432.01 - Data Mining - 20842-202020	12	41.67%	4.60	0.89	0	0	1	0	4		4.70	4.68	4.63

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	66	40.91%	4.35	1.18	0	5	1	5	16		4.54	4.53	4.47
IS 432.01 - Data Mining - 20843-202020	5	40.00%	4.50	0.71	0	0	0	1	1		4.54	4.53	4.47
MKTG 341.01 - Marketing Research - 20046-202020	28	39.29%	4.00	1.34	0	3	0	2	6		4.54	4.53	4.47
MKTG 342.01 - Consumer Behavior - 20047-202020	21	42.86%	3.89	1.27	0	2	1	2	4		4.54	4.53	4.47
MKTG 432.01 - Data Mining - 20842-202020	12	41.67%	5.00	0.00	0	0	0	0	5		4.54	4.53	4.47

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	66	40.91%	4.58	0.64	0	0	2	7	18	4.69	4.69	4.66
IS 432.01 - Data Mining - 20843-202020	5	40.00%	4.50	0.71	0	0	0	1	1	4.69	4.69	4.66
MKTG 341.01 - Marketing Research - 20046-202020	28	39.29%	4.55	0.69	0	0	1	3	7	4.69	4.69	4.66
MKTG 342.01 - Consumer Behavior - 20047-202020	21	42.86%	4.67	0.50	0	0	0	3	6	4.69	4.69	4.66
MKTG 432.01 - Data Mining - 20842-202020	12	41.67%	4.60	0.89	0	0	1	0	4	4.69	4.69	4.66

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	66	40.91%	4.88	0.40	0	0	0	5	22	4.79	4.78	4.75
IS 432.01 - Data Mining - 20843-202020	5	40.00%	5.00	0.00	0	0	0	0	2	4.79	4.78	4.75
MKTG 341.01 - Marketing Research - 20046-202020	28	39.29%	4.64	0.50	0	0	0	4	7	4.79	4.78	4.75
MKTG 342.01 - Consumer Behavior - 20047-202020	21	42.86%	4.89	0.33	0	0	0	1	8	4.79	4.78	4.75
MKTG 432.01 - Data Mining - 20842-202020	12	41.67%	5.00	0.00	0	0	0	0	5	4.79	4.78	4.75

The instructor was receptive and responsive to my questions and concerns.

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	66	40.91%	4.82	0.53	0	0	1	5	21	4.74	4.73	4.70
IS 432.01 - Data Mining - 20843-202020	5	40.00%	5.00	0.00	0	0	0	0	2	4.74	4.73	4.70
MKTG 341.01 - Marketing Research - 20046-202020	28	39.29%	4.73	0.47	0	0	0	3	8	4.74	4.73	4.70
MKTG 342.01 - Consumer Behavior - 20047-202020	21	42.86%	4.56	0.73	0	0	1	2	6	4.74	4.73	4.70
MKTG 432.01 - Data Mining - 20842-202020	12	41.67%	5.00	0.00	0	0	0	0	5	4.74	4.73	4.70

Instructor Accessibility During Online Instruction Period:

The instructor was accessible via email or other means during the online instruction period.

Name	Invited #	Resp %	Mean	SD	Freq(1)	Freq(2)	Freq(3)	Freq(4)	Freq(5)	Dept Avg	College Avg	Univ Avg
Overall	66	40.91%	4.88	0.40	0	0	0	5	22	4.72	4.73	4.66
IS 432.01 - Data Mining - 20843-202020	5	40.00%	5.00	0.00	0	0	0	0	2	4.72	4.73	4.66
MKTG 341.01 - Marketing Research - 20046-202020	28	39.29%	4.73	0.47	0	0	0	3	8	4.72	4.73	4.66
MKTG 342.01 - Consumer Behavior - 20047-202020	21	42.86%	4.78	0.44	0	0	0	2	7	4.72	4.73	4.66
MKTG 432.01 - Data Mining - 20842-202020	12	41.67%	5.00	0.00	0	0	0	0	5	4.72	4.73	4.66

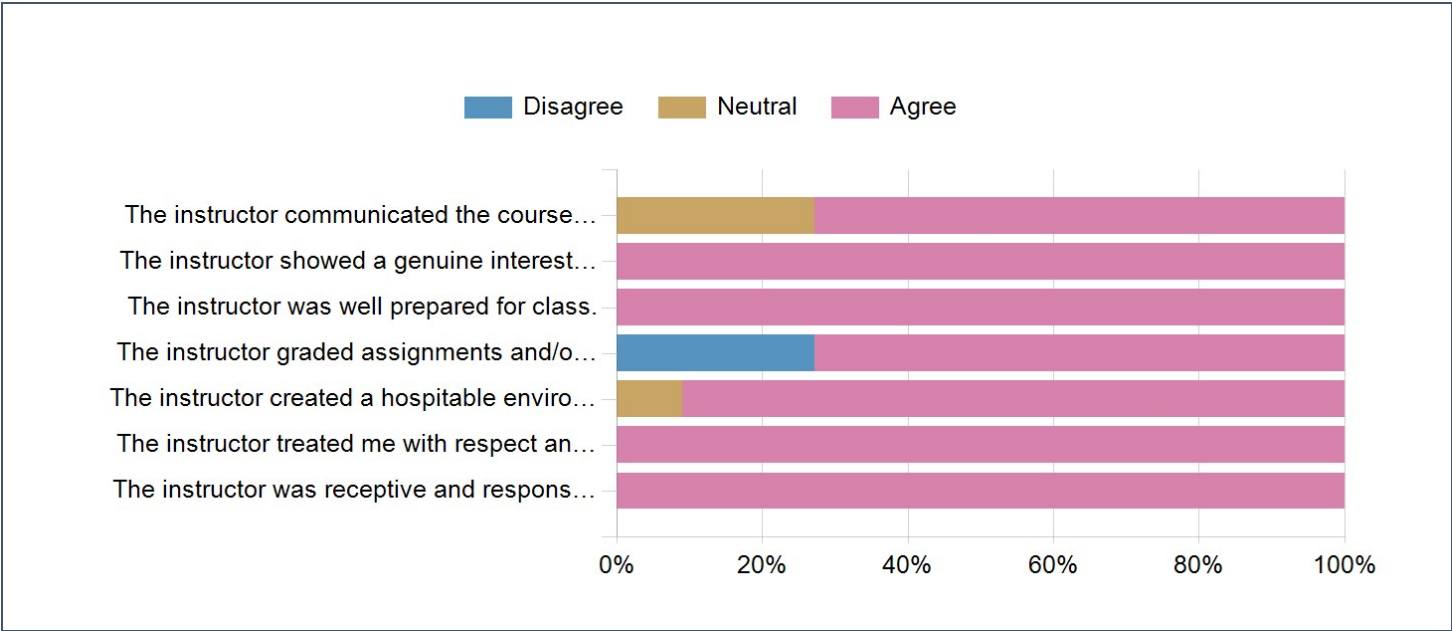


Breakdown by Course



Details for the course MKTG 341.01 - Marketing Research - 20046-202020

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.	28	39.29%	3.91	0.70	0	0	3	6	2	4.43	4.46	4.47
The instructor showed a genuine interest in the subject and a desire to share it with the students.	28	39.29%	4.91	0.30	0	0	0	1	10	4.81	4.78	4.74
The instructor was well prepared for class.	28	39.29%	4.64	0.50	0	0	0	4	7	4.70	4.68	4.63
The instructor graded assignments and/or exams in a timely manner.	28	39.29%	4.00	1.34	0	3	0	2	6	4.54	4.53	4.47
The instructor created a hospitable environment for learning.	28	39.29%	4.55	0.69	0	0	1	3	7	4.69	4.69	4.66
The instructor treated me with respect and fairness.	28	39.29%	4.64	0.50	0	0	0	4	7	4.79	4.78	4.75
The instructor was receptive and responsive to my questions and concerns.	28	39.29%	4.73	0.47	0	0	0	3	8	4.74	4.73	4.70

Instructor Accessibility During Online Instruction Period:

	Invited	Resp %	Mean	SD	Freq(1)	Freq(2)	Freq(3)	Freq(4)	Freq(5)	Dept Avg	College Avg	Univ Avg
The instructor was accessible via email or other means during the online instruction period.	28	39.29%	4.73	0.47	0	0	0	3	8	4.72	4.73	4.66

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

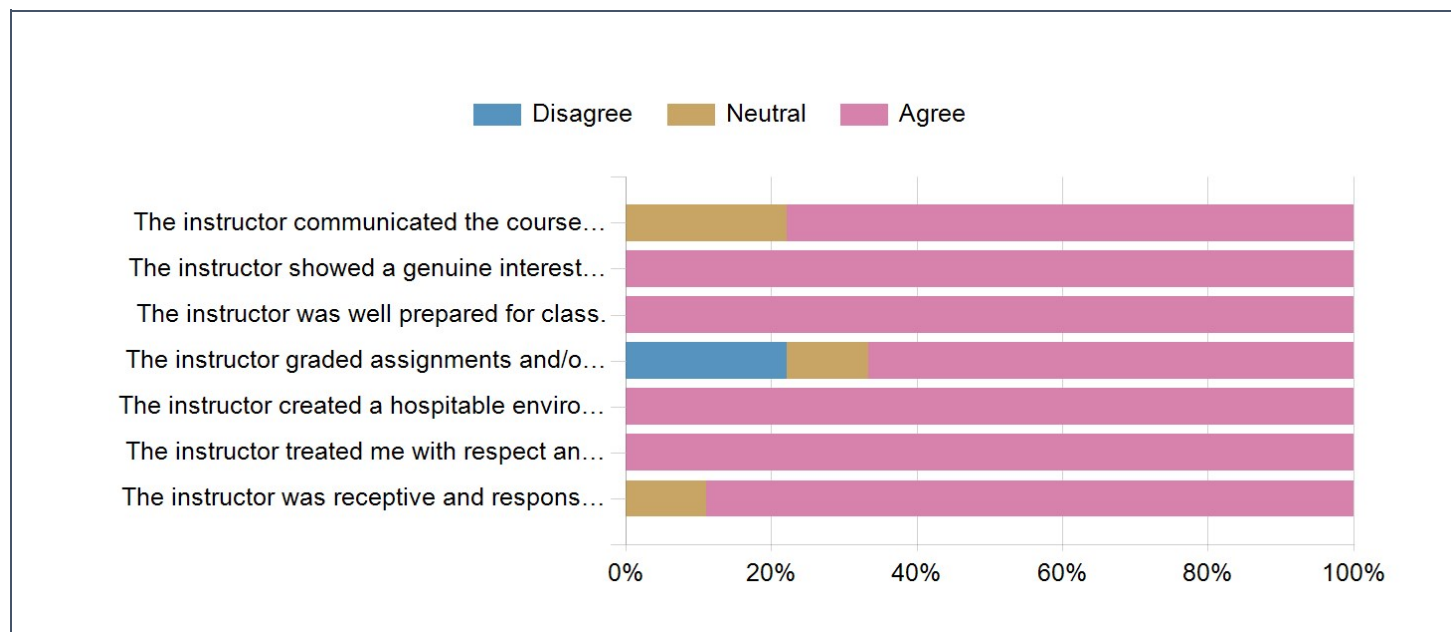
Comments
Was easy to communicate with and was always available.
He cared about the subject and made his lectures interactive.
I liked that during the online period he recorded a lesson with the powerpoint
He made appointments to check progress on our group projects, even after moving classes to online.
Very challenging and hands on. I enjoyed learning by doing.
The class structure was good. I liked the way he would teach procedure, and track the progress of the project with his presentations.
The group project being our sole focus of the course made for a tangible and hands-on learning experience that was excellent!
Dr Jessup gave us feedback after each assignment so we could be prepared and do better for the next step of our project.
It was very helpful that former final projects were available to refer to.
Was responsive to emails and had clear deadlines for projects.
He really pushed us to do our best during the entire semester while working on the project.

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

Comments
Just be a little more clear on what is due and what is not week to week.
I know he doesn't like canvas, but it easier for the students and they can see their grade on it.
Being more instructional on the project. Our group was kinda lost the whole time on how to go about certain aspects of it
He could give smaller assessments when he teaches formulas and things for the project, so he knows if the students know what they are doing before they start running the tests.
Would appreciate more examples and guidance.
I feel being a little more patient and instructional with helping us learn the material for the last few steps of the project would allow a smoother experience.
na
I feel like a timeline with more time to work on the work saturated part of the project would have been helpful.
I found this class challenging, but also a learning experience. Unfortunately when we started online class, my group became very hard to work with and I wish there more accommodations for online learning. It didn't seem fair to me that almost all the same group project requirements were still the same during a time where we were unable to work and learn together in person.
Be more clear on day-to-day class. Not having any live classes made it much tougher to pay attention and keep up with watching videos throughout the week. Having some kind of incentive to either watch videos or do virtual class meetings would make it a lot easier to learn more and be held accountable.
The test were too confusing.

Details for the course MKTG 342.01 - Consumer Behavior - 20047-202020

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.	21	42.86%	4.33	0.87	0	0	2	2	5	4.43	4.46	4.47
The instructor showed a genuine interest in the subject and a desire to share it with the students.	21	42.86%	4.89	0.33	0	0	0	1	8	4.81	4.78	4.74
The instructor was well prepared for class.	21	42.86%	5.00	0.00	0	0	0	0	9	4.70	4.68	4.63
The instructor graded assignments and/or exams in a timely manner.	21	42.86%	3.89	1.27	0	2	1	2	4	4.54	4.53	4.47
The instructor created a hospitable environment for learning.	21	42.86%	4.67	0.50	0	0	0	3	6	4.69	4.69	4.66
The instructor treated me with respect and fairness.	21	42.86%	4.89	0.33	0	0	0	1	8	4.79	4.78	4.75
The instructor was receptive and responsive to my questions and concerns.	21	42.86%	4.56	0.73	0	0	1	2	6	4.74	4.73	4.70

Instructor Accessibility During Online Instruction Period:

	Invited	Resp %	Mean	SD	Freq(1)	Freq(2)	Freq(3)	Freq(4)	Freq(5)	Dept Avg	College Avg	Univ Avg
The instructor was accessible via email or other means during the online instruction period.	21	42.86%	4.78	0.44	0	0	0	2	7	4.72	4.73	4.66

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

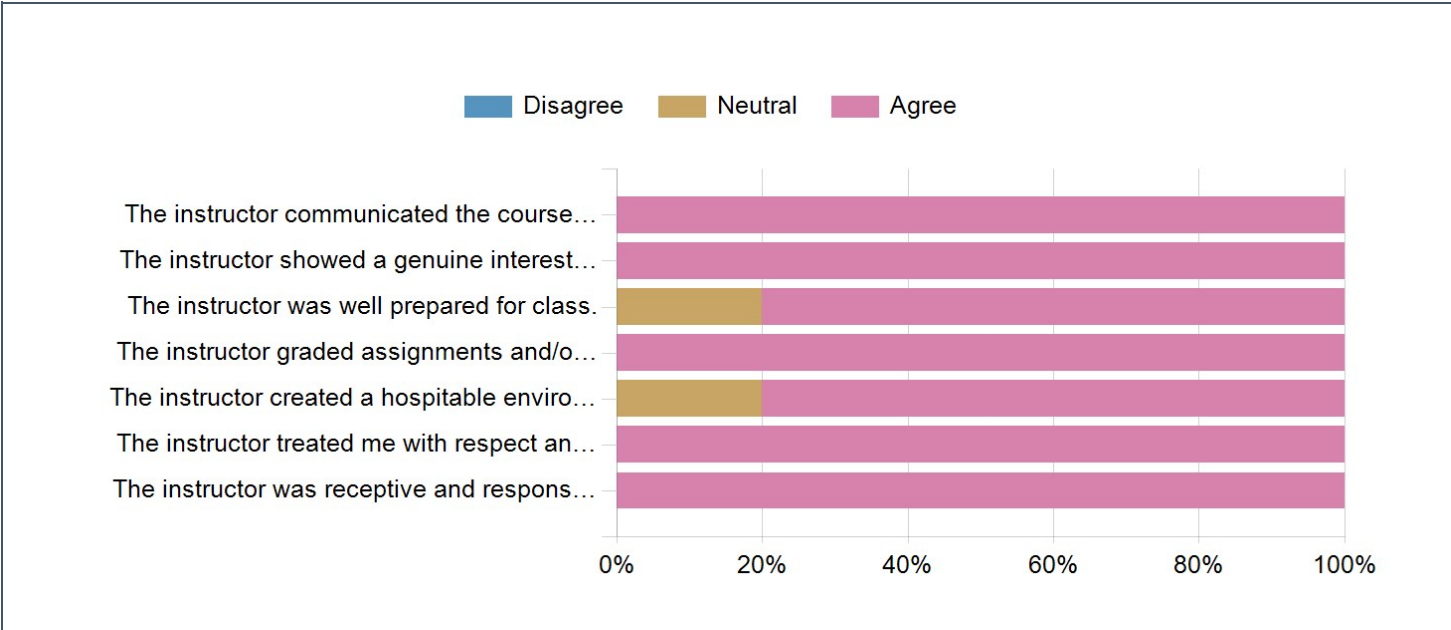
Comments
In class discussions and examples
Dr. Jessup really enjoys what he teaches
demonstrations during presentations
Dr. Jessup is really good at keeping his students engaged. He comes up with real-life examples that help us really connect to the content of the class. The research project is really effective to understand consumer behavior and data analysis. It is hard but it provides a lot of value to our education. He is very smart and passionate about what he teaches.
Class participation and being able to teach from a chapter in the book was a great way to engage the class!
He always had interesting examples and was genuinely interested in the subject matter.
The student teaching days were an interesting way to present new material.
He was a good professor, hard but good. I learned a lot through the group project.
Made class fun and the learning experience enjoyable.

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

Comments
Im not sure
Some of the topics he talked about such as subsumable message seemed vague
review how to run tests before we do the project
Dr. Jessup is an awesome professor. His tests are super hard to read because of how smart he is. I often do not understand what his questions ask because of his elaborate words and phrases. Maybe simplifying the way he asks questions could help them be less confusing. He also could do a better job at giving feedback on the project grades. He often doesn't give you full points for a category but provides no reason why.
Please manage time better so that we can cover the concepts more slowly. Sometimes we are in a rush and the minimal explanations of hard concepts is hard to grasp.
N/A
Nothing, I really enjoyed this class
His exams are not good. He gives so much information it feels impossible to know everything
None

Details for the course MKTG 432.01 - Data Mining - 20842-202020

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.	12	41.67%	4.60	0.55	0	0	0	2	3	4.43	4.46	4.47
The instructor showed a genuine interest in the subject and a desire to share it with the students.	12	41.67%	5.00	0.00	0	0	0	0	5	4.81	4.78	4.74
The instructor was well prepared for class.	12	41.67%	4.60	0.89	0	0	1	0	4	4.70	4.68	4.63
The instructor graded assignments and/or exams in a timely manner.	12	41.67%	5.00	0.00	0	0	0	0	5	4.54	4.53	4.47
The instructor created a hospitable environment for learning.	12	41.67%	4.60	0.89	0	0	1	0	4	4.69	4.69	4.66
The instructor treated me with respect and fairness.	12	41.67%	5.00	0.00	0	0	0	0	5	4.79	4.78	4.75
The instructor was receptive and responsive to my questions and concerns.	12	41.67%	5.00	0.00	0	0	0	0	5	4.74	4.73	4.70

Instructor Accessibility During Online Instruction Period:

	Invited	Resp %	Mean	SD	Freq(1)	Freq(2)	Freq(3)	Freq(4)	Freq(5)	Dept Avg	College Avg	Univ Avg
The instructor was accessible via email or other means during the online instruction period.	12	41.67%	5.00	0.00	0	0	0	0	5	4.72	4.73	4.66

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

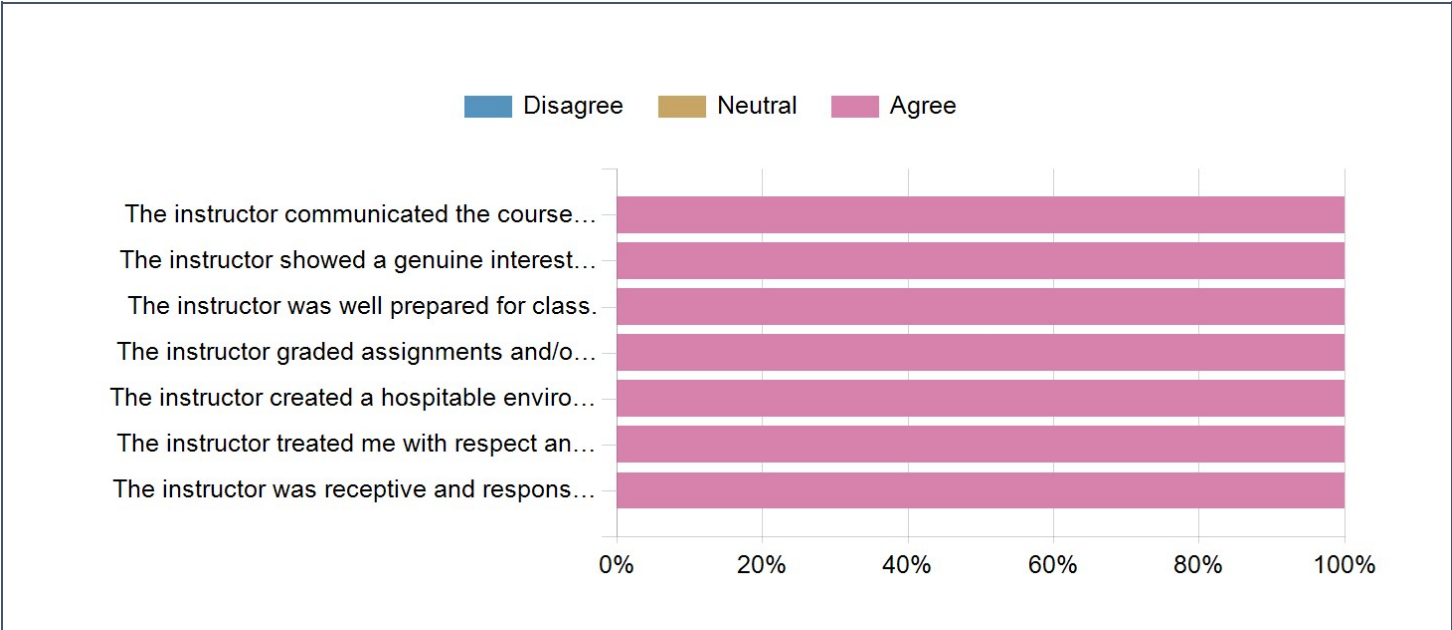
Comments
talk to us about our project. when my group needed help
He did a great job walking us through each step of running different data mining functions.
Clear on assignment deadlines. Was also very responsive to email and office hours to help students with questions.
Dr. Jessup really paid attention to his students. If during a lecture one person seemed confused he made sure to go over the subject again until everyone was on the same page.
Dr. Jessup seemed genuinely interested in the subject matter which made it easier to follow along.

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

Comments
N/A
Nothing. XLminer was difficult to use on my computer once online classes began but that is not an issue due to the course or instructor.
Be more clear on day-to-day class. Not having any live classes made it much tougher to pay attention and keep up with watching videos throughout the week. Having some kind of incentive to either watch videos or do virtual class meetings would make it a lot easier to learn more and be held accountable.
N/A
The video explanations during the online period were sometimes hard to follow, but I don't really know that that was his fault.

Details for the course IS 432.01 - Data Mining - 20843-202020

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.	5	40.00%	4.50	0.71	0	0	0	1	1	4.43	4.46	4.47
The instructor showed a genuine interest in the subject and a desire to share it with the students.	5	40.00%	4.50	0.71	0	0	0	1	1	4.81	4.78	4.74
The instructor was well prepared for class.	5	40.00%	5.00	0.00	0	0	0	0	2	4.70	4.68	4.63
The instructor graded assignments and/or exams in a timely manner.	5	40.00%	4.50	0.71	0	0	0	1	1	4.54	4.53	4.47
The instructor created a hospitable environment for learning.	5	40.00%	4.50	0.71	0	0	0	1	1	4.69	4.69	4.66
The instructor treated me with respect and fairness.	5	40.00%	5.00	0.00	0	0	0	0	2	4.79	4.78	4.75
The instructor was receptive and responsive to my questions and concerns.	5	40.00%	5.00	0.00	0	0	0	0	2	4.74	4.73	4.70

Instructor Accessibility During Online Instruction Period:

	Invited	Resp %	Mean	SD	Freq(1)	Freq(2)	Freq(3)	Freq(4)	Freq(5)	Dept Avg	College Avg	Univ Avg
The instructor was accessible via email or other means during the online instruction period.	5	40.00%	5.00	0.00	0	0	0	0	2	4.72	4.73	4.66

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

Comments
Class time was generally well spent for concept understanding, homeworks with solutions are helpful in understanding unclear processes
Dr. Jessups excitement for the material made this fun to learn even though it was a difficult class.

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

Comments
Possibly make office hour time more welcoming for students as it felt rushed to clearly understand questions
Nothing