

## INSTRUCTOR AND COURSE EVALUATION SYSTEM

## INSTRUCTOR REPORT

DEPT ENGL COURSE 380 SECTION M 3 DEPT CODE 32251 SEMESTER: SPNG YEAR: 2019

FOR: J. GALLAGHER  
 DEMOGRAPHIC DATA IN PERCENTS BASED ON 26 COMPLETED FORMS

## 1. CLASS STATUS

FRESH SOPH JUNIOR SENIOR GRAD OTHER OMIT  
 0 12 50 35 0 0 4

## 2. PRE-COURSE OPINION TOWARD:

POS NO OP NEG OMIT

INSTRUCTOR 23 73 0 4

COURSE 23 73 0 4

## 3. THIS COURSE WAS DESIGNATED ELECTIVE

SPECIFICALLY REQUIRED BUT ELECTIVE OMIT  
 REQUIRED A CHOICE

0 54 38 8

## 4. COURSE IN:

MAJOR MINOR OTHER OMIT

81 0 15 4

5. EXPECTED GRADE: MEAN = 4.7

A B C D F OMIT  
 73 19 4 0 0 4

INSTRUCTOR DESIGNATED CLASS TYPE: LECTURE/DISCUSSION

## OPTIONAL ITEMS--CATEGORIES

\* \* \* \* \*  
 \* 1 2 3 4 5 OMIT \*  
 \* \* \* \* \*  
 \* ITEM A 0 0 0 0 0 100 \*  
 \* \* \* \* \*  
 \* ITEM B 0 0 0 0 0 100 \*  
 \* \* \* \* \*

## GLOBAL CORE ITEM RESULTS

## PERCENTS WITH FREQUENCIES BENEATH

## COMPARISON OF MEAN RATING

ITEM	EXCEPTIONALLY					SUMMARY		ROW 1: ELECTIVE/ FACULTY			
	HIGH-5		LOW-1		OMIT	MEAN	STD DEV	ROW 2: ENGLISH FAC. L-D.		HI	HI
	(	)	(	)				LOW	AVG		AVG
1. RATE THE INSTRUCTOR'S OVERALL TEACHING EFFECTIVENESS	92	( 24)	4	( 1)	0	5.0	0.2	0	1	1	00X0
2. RATE THE OVERALL QUALITY OF THIS COURSE	85	( 22)	12	( 3)	0	4.9	0.3	0	2	2	00X0

THE CLASS MEAN RATING IS COMPARED WITH ONE OR TWO GROUPS.

GROUP 1 (ROW 1 FOR EACH ITEM) IS CAMPUS-WIDE BASED ON

REQUIRED/ELECTIVE NATURE OF COURSE AND INSTRUCTOR RANK.

GROUP 2 (ROW 2) IS DEPARTMENT-WIDE. THE CLASS MEAN

(THE 'X') IS DENOTED UNDER ONE OF THE FOLLOWING FIVE NORM

CATEGORIES:

HI - HIGHEST 10%

HI AVG - NEXT 20%

AVG - MIDDLE 40%

LOW AVG - NEXT 20%

LOW - LOWEST 10%

EACH ROW CONTAINING AN X AND SEVERAL O'S SHOWS THE CLASS

AVERAGE RATING IN COMPARISON TO GROUPS 1 AND 2.

X INDICATES THE RELATIVE PLACEMENT OF THE MEAN.

O'S INDICATE THE RANGE OF UNCERTAINTY. THE RATINGS SHOULD

BE READ, FOR EXAMPLE, AS LOW-AVERAGE TO AVERAGE OR

HIGH-AVERAGE TO HIGH TO TAKE INTO ACCOUNT THE RANGE OF

UNCERTAINTY.

STUDENT RESPONSES TO DEPARTMENTAL CORE ITEMS, STUDENT CORE  
 ITEMS, INSTRUCTOR SELECTED ITEMS, OR COMPLETE FORM ITEMS  
 ARE PRESENTED NEXT. THE RESULTS ARE TO BE INTERPRETED IN  
 THE SAME WAY. HOWEVER, NORMATIVE DATA MAY NOT BE AVAILABLE.

INSTRUCTOR AND COURSE EVALUATION SYSTEM  
DEPARTMENTAL CORE ITEM RESULTS

INSTRUCTOR REPORT J. GALLAGHER

ENGL 380 M 3 32251 NO. FORMS= 26 SP 19 PAGE 2

3. THE COURSE OBJECTIVES WERE:

(ITEM 1, WEIGHTS: 54321 )

4. DID THIS COURSE IMPROVE YOUR UNDERSTANDING  
OF CONCEPTS AND PRINCIPLES IN THIS FIELD?  
(ITEM 169, WEIGHTS: 54321 )

5. I KEPT UP WITH THE WORK IN THIS COURSE.

(ITEM 229, WEIGHTS: 54321 )

6. THE INSTRUCTOR SEEMED WELL PREPARED  
FOR CLASSES.

(ITEM 248, WEIGHTS: 54321 )

7. WAS A GOOD BALANCE OF STUDENT PARTICIPA-  
TION AND INSTRUCTOR CONTRIBUTION ACHIEVED?  
(ITEM 382, WEIGHTS: 54321 )

8. HOW WOULD YOU CHARACTERIZE THE INSTRUC-  
TOR'S ABILITY TO EXPLAIN?

(ITEM 244, WEIGHTS: 54321 )

9. WRITING ASSIGNMENTS PROMOTED GREATER  
UNDERSTANDING OF SUBJECT MATTER.

(ITEM 1314, WEIGHTS: 54321 )

10. THE INSTRUCTOR EVALUATED MY WORK IN A  
MEANINGFUL AND CONSCIENTIOUS MANNER.

(ITEM 111, WEIGHTS: 54321 )

11. HOW WELL DID EXAMINATION QUESTIONS RE-  
FLECT CONTENT AND EMPHASIS OF THE COURSE?

(ITEM 103, WEIGHTS: 54321 )

PERCENTS WITH FREQUENCIES BENEATH	SUMMARY				COMPARISON OF MEAN RATING TO			
	OMIT STATISTICS		ENGLISH FAC. L-D.		LOW		HI	
VERY CLEAR	MEAN	SD	LOW	AVG	LOW	AVG	LOW	AVG
77 ( 20 ) ( 3 ) ( 2 ) ( 0 ) ( 0 ) ( 0 ) ( 0 )	4.7	0.6	0	1	0	1	0	1
YES, SIG- NIFICANTLY								
88 ( 23 ) ( 1 ) ( 2 ) ( 0 ) ( 0 ) ( 0 ) ( 0 )	4.8	0.6	0	0	0	0	0	0
STRONGLY AGREE								
58 ( 15 ) ( 9 ) ( 1 ) ( 1 ) ( 0 ) ( 0 ) ( 0 )	4.5	0.7	0	0	0	0	0	0
YES, ALWAYS								
100 ( 26 ) ( 0 ) ( 0 ) ( 0 ) ( 0 ) ( 0 ) ( 0 )	5.0	0.0	0	0	0	0	0	0
ALWAYS								
88 ( 23 ) ( 3 ) ( 0 ) ( 0 ) ( 0 ) ( 0 ) ( 0 )	4.9	0.3	0	0	0	0	0	0
EXCELLENT								
88 ( 23 ) ( 2 ) ( 1 ) ( 0 ) ( 0 ) ( 0 ) ( 0 )	4.8	0.5	0	0	0	0	0	0
ALMOST ALWAYS								
77 ( 20 ) ( 4 ) ( 2 ) ( 0 ) ( 0 ) ( 0 ) ( 0 )	4.7	0.6	0	0	0	0	0	0
STRONGLY AGREE								
85 ( 22 ) ( 3 ) ( 1 ) ( 0 ) ( 0 ) ( 0 ) ( 0 )	4.8	0.5	0	0	0	0	0	0
WELL RELATED								
81 ( 21 ) ( 1 ) ( 3 ) ( 0 ) ( 0 ) ( 0 ) ( 0 )	4.7	0.7	0	1	0	1	0	1

SEE NEWSLETTER 4--ICES INTERPRETIVE GUIDE--FOR A MORE COMPLETE DESCRIPTION. CALL 333-3490 FOR QUESTIONS AND MORE INFORMATION.

INSTRUCTOR AND COURSE EVALUATION SYSTEM  
DEPARTMENTAL CORE ITEM RESULTS

INSTRUCTOR REPORT J. GALLAGHER ENGL 380 M 3 32251 NO. FORMS= 26 SP 19 PAGE 3

PERCENTS WITH FREQUENCIES BENEATH				SUMMARY		COMPARISON OF MEAN RATING TO			
OMIT STATISTICS				ENGLISH FAC. L-D.					
AVAILABLE				NEVER		MEAN		SD	
REGULARLY				AVAILABLE		0		0	
92				4		0		0	
( 24 )				( 1 )		( 0 )		( 0 )	
4.9				0.4		0.00X0000		0.00X0000	

12. HOW ACCESSIBLE WAS THE INSTRUCTOR FOR STUDENT CONFERENCES ABOUT THE COURSE? (ITEM 361, WEIGHTS: 54321 )

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12. HOW ACCESSIBLE WAS THE INSTRUCTOR FOR STUDENT CONFERENCES ABOUT THE COURSE? (ITEM 361, WEIGHTS: 54321 )

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PERCENTS WITH FREQUENCIES BENEATH										STATISTICS		MESSAGES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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SPECIAL CODE

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0	1	2	3	4	0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	0	1	2	3	4	5	6	7	8	9

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### PLEASE WRITE COMMENTS BELOW

<p><b>A</b></p> <p>What are the major strengths and weaknesses of the instructor?</p>	<p>John is extremely <u>passionate</u> about the <u>subject</u> matter and <u>teaching</u> and this passion shows in every aspect of the class. He is <u>consistent</u> with grading, availability, class structure, and expectations.</p>
<p><b>B</b></p> <p>What aspects of this course were most beneficial to you?</p>	<p>The course really helped me create productive <u>habits</u> for content creation, time management, and writing. John's <u>expertise</u> in the subject also helped to start and succeed in the project and the classroom.</p>
<p><b>C</b></p> <p>What do you suggest to improve this course?</p>	<p>This was the best course I've taken at UIUC, consistent, effective, relevant, impactful, and John was one of the best teachers I've ever had. Caring, passionate, knowledgeable, prepared. I have no complaints.</p>
<p><b>D</b></p> <p>Comment on the grading procedures and exams.</p>	<p>Grading was fair, consistent, and received in a very timely manner. Exams and grades felt relevant to the class and life.</p>
<p><b>E</b></p> <p>Instructor option question</p>	<p>The class felt relevant to my coursework/ scholarly education <u>and</u> relevant to my life, &amp; professional life.</p>
<p><b>F</b></p> <p>Instructor option question</p>	



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A

What are the major strengths and weaknesses of the instructor?

John was extremely knowledgeable & passionate about what he does. He almost always allowed students to tailor the course to fit their individual needs/interests. Weakness: lesson plans were great but only meaningful to those <sup>seriously</sup> pursuing self-brand.

B

What aspects of this course were most beneficial to you?

Explanation of interests & passions in a professional / significant way.

C

What do you suggest to improve this course?

Be more conscientious (?) of those doing the research option - most classes were not beneficial to our small cohort and the modifications in lesson plans for us felt last-minute & not thought out well

D

Comment on the grading procedures and exams.

E

Instructor option question

F

Instructor option question

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A

What are the major strengths and weaknesses of the instructor?

He is personable, patient, and makes sure everyone is following along. His lectures are filled with information while never being boring. Enthusiastic about his work. I can't think of weaknesses right now.

B

What aspects of this course were most beneficial to you?

The entire project has helped me feel more confident in my ability to produce content. The lectures also were very informative.

C

What do you suggest to improve this course?

A practice week before the project starts to build a buffer.

D

Comment on the grading procedures and exams.

Standard and fair

E

Instructor option question

F

Instructor option question



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4	4	4	4	4	5	5	5	5	5	6	6	6	6	6
5	5	5	5	5	6	6	6	6	6	7	7	7	7	7
6	6	6	6	6	7	7	7	7	7	8	8	8	8	8
7	7	7	7	7	8	8	8	8	8	9	9	9	9	9
8	8	8	8	8	9	9	9	9	9					
9	9	9	9	9										

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<p><b>A</b></p> <p>What are the major strengths and weaknesses of the instructor?</p>	<p>Strengths: A very kind and personable professor; Knows the field well; Available outside of class.</p> <p>Weaknesses: Could sometimes be unclear with his expectations; had issues communicating logistical things to the class</p>
<p><b>B</b></p> <p>What aspects of this course were most beneficial to you?</p>	<p>I really had no clue about marketing, personas, algorithms, self-promotion, or different platforms before this course. It was really instructive + relevant and I know I'll be using it in the future.</p>
<p><b>C</b></p> <p>What do you suggest to improve this course?</p>	<p>The content project/research project was <u>way</u> too much work for this class. It ended up leaving me with no time to do my other homework and stressed me horribly.</p>
<p><b>D</b></p> <p>Comment on the grading procedures and exams.</p>	<p>Grading was overall fair; however, given the amount of work that was expected of us, I really feel that more feedback was needed.</p>
<p><b>E</b></p> <p>Instructor option question</p>	
<p><b>F</b></p> <p>Instructor option question</p>	



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<p><b>A</b></p> <p>What are the major strengths and weaknesses of the instructor?</p>	<p>Honestly, Gallagher is a super kind and incredibly knowledgeable teacher. I really, truly have nothing negative/no criticisms to say about him. He was prepared for every class, is well-researched, and has excellent charisma.</p>
<p><b>B</b></p> <p>What aspects of this course were most beneficial to you?</p>	<p>This course touched me pretty deeply. It inspired me to write for myself and communicate my feelings about writing with not only strangers but my loved ones who were struggling to understand me.</p>
<p><b>C</b></p> <p>What do you suggest to improve this course?</p>	<p>I wish it was longer and that the teacher was capable of providing feedback on every single student's post, but considering the sheer amount of work, I understand why that's not possible.</p>
<p><b>D</b></p> <p>Comment on the grading procedures and exams.</p>	<p>Perfect as is 😊 besides what was mentioned above ↗</p>
<p><b>E</b></p> <p>Instructor option question</p>	
<p><b>F</b></p> <p>Instructor option question</p>	



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A

What are the major strengths and weaknesses of the instructor?

Professor Gallagher (John) genuinely cares about the content we create. He explains concepts clearly and there's always reason and purpose as to why he's lecturing about something specific.

B

What aspects of this course were most beneficial to you?

Gallagher was accessible outside of class - he checks and answers his emails often, is understanding of deadlines and outside circumstances for extensions, and really gives good feedback.

C

What do you suggest to improve this course?

None. I think the course is great as is!

D

Comment on the grading procedures and exams.

Very fair - cares more about what we learn + how to apply knowledge than exam or quiz questions.

E

Instructor option question

F

Instructor option question

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A

What are the major strengths and weaknesses of the instructor?

Strengths:

- Kind
- Clearly passionate
- Intelligent
- Very interactive and accessible

B

What aspects of this course were most beneficial to you?

- Learning about brand-building
- Forced me to take initiative and produce my own content

C

What do you suggest to improve this course?

- More emphasis on managing content (knowing what to create, given specific interests)

D

Comment on the grading procedures and exams.

Fair!

E

Instructor option question

F

Instructor option question



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A

What are the major strengths and weaknesses of the instructor?

A major strength is flexibility. The semester projects were very open-ended and we got to choose what we liked to do, and engaged in creating content we enjoy

B

What aspects of this course were most beneficial to you?

Learning by doing, so many classes attempt to explain theory without translating it into action. This class allowed me to try new and exciting things

C

What do you suggest to improve this course?

Absolutely nothing this course is great.

D

Comment on the grading procedures and exams.

Everything was more than fair. We always understood what was expected from us and how to succeed in this course

E

Instructor option question

F

Instructor option question



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<p><b>A</b></p> <p>What are the major strengths and weaknesses of the instructor?</p>	<p><u>Strengths</u></p> <ul style="list-style-type: none"> <li>• extremely invested in the material &amp; excited for class</li> <li>• took time to thoroughly explain subjects</li> <li>• flexible</li> </ul> <p><u>Weaknesses</u></p> <ul style="list-style-type: none"> <li>• though I liked the cut out work, it was unexpected</li> <li>• Didn't like moodle schedule, wish I had a document as syllabus</li> </ul>
<p><b>B</b></p> <p>What aspects of this course were most beneficial to you?</p>	<p>This course taught me a lot about online branding &amp; actually got me interested in it as a career. al was given a space to learn &amp; become comfortable with the whims of branding.</p>
<p><b>C</b></p> <p>What do you suggest to improve this course?</p>	<p>Again, a different format for syllabus.</p>
<p><b>D</b></p> <p>Comment on the grading procedures and exams.</p>	<p>Fair. Every comment was reasonable &amp; thought out Nothing too scathing or complimentary.</p>
<p><b>E</b></p> <p>Instructor option question</p>	
<p><b>F</b></p> <p>Instructor option question</p>	



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**PLEASE WRITE COMMENTS BELOW**

A

What are the major strengths and weaknesses of the instructor?

[Strengths] knowledgeable re content  
approachable, accomodating, helpful,  
friendly, passionate.

[Weaknesses] N/A

B

What aspects of this course were most beneficial to you?

brand report  
rebrand  
peer reviews

> each & every  
assignment was crucial  
& beneficial.

C

What do you suggest to improve this course?

N/A

D

Comment on the grading procedures and exams.

extremely fair!

E

Instructor option question

one of the best college professors I have had  
thus far → cares about content & students  
extremely well!

F

Instructor option question

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A

What are the major strengths and weaknesses of the instructor?

- Always enthusiastic about class + made topics interesting
- Went off on tangents sometimes that digressed from the material, but was still helpful.
- very accomodating

B

What aspects of this course were most beneficial to you?

- learning about the publishing process, how it has changed and continues to do so
- learning about different kinds of social media

C

What do you suggest to improve this course?

- More time for the final project, especially the research papers
- More in-class examples

D

Comment on the grading procedures and exams.

- Fair

E

Instructor option question

F

Instructor option question



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A

What are the major strengths and weaknesses of the instructor?

He is very good at explaining complex & intricate subjects in a way that makes them understandable to students, like me, who had zero knowledge of them before the course.

B

What aspects of this course were most beneficial to you?

C

What do you suggest to improve this course?

Having a gradient for different platforms. I+ felt unfair that people making videos had to make the same amount of content as people who wrote blogs or posted on social media with video editing being a far longer process.

D

Comment on the grading procedures and exams.

E

Instructor option question

F

Instructor option question

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A

What are the major strengths and weaknesses of the instructor?

Strengths - very prepared, patient, knew how to help & motivate each individual student

B

What aspects of this course were most beneficial to you?

all aspects were incredibly useful

C

What do you suggest to improve this course?

more peer reviews

D

Comment on the grading procedures and exams.

very well established & fair

E

Instructor option question

F

Instructor option question



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**PLEASE WRITE COMMENTS BELOW**

A

What are the major strengths and weaknesses of the instructor?

Strengths~ Always explained content we were learning well. positive attitude always. Took his time during class to explain content & never rushed through anything.

B

What aspects of this course were most beneficial to you?

I learned how to start up a following. I would like to write a book one day & this class was perfect for that. I also learned more about my writing in general.

C

What do you suggest to improve this course?

Nothing. I really liked this class & think it should continue as is!

D

Comment on the grading procedures and exams.

The grading was very fair. We had a good mix of assignments & days that we just talked in class.

E

Instructor option question

F

Instructor option question



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**PLEASE WRITE COMMENTS BELOW**

<p><b>A</b></p> <p>What are the major strengths and weaknesses of the instructor?</p>	<p>Honestly, there were no weaknesses. I have really loved this course. Professor Gallagher is very good at explaining ideas noted in his research &amp; relating all course concepts to our personal brands. He's an excellent professor!</p>
<p><b>B</b></p> <p>What aspects of this course were most beneficial to you?</p>	<p>I thought the availability of creative and flexible thinking in correspondence with coursework has been the best. If we felt we wanted to pursue something related to our brand, support was always given.</p>
<p><b>C</b></p> <p>What do you suggest to improve this course?</p>	<p>Maybe making changes to course work more clear when they are made, just generally organizing the Moodle when things change. All else has been great.</p>
<p><b>D</b></p> <p>Comment on the grading procedures and exams.</p>	<p>Insightful, useful, fair</p>
<p><b>E</b></p> <p>Instructor option question</p>	
<p><b>F</b></p> <p>Instructor option question</p>	



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**PLEASE WRITE COMMENTS BELOW**

A

What are the major strengths and weaknesses of the instructor?

B

What aspects of this course were most beneficial to you?

C

What do you suggest to improve this course?

D

Comment on the grading procedures and exams.

E

Instructor option question

F

Instructor option question

John Way without a doubt one of my favorite instructors on campus! I feel like I learned so much about myself throughout this course & will carry his objectives w/ me long after I graduate!



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A

What are the major strengths and weaknesses of the instructor?

John has a wonderful balance of being incredibly knowledgeable and passionate about the material as well as knowing how to reach his students to maximize the learning process all around.

B

What aspects of this course were most beneficial to you?

I learned about things that benefit me daily that I otherwise would have never known. The lessons were relevant to both my work in and outside of the course.

C

What do you suggest to improve this course?

N/A

D

Comment on the grading procedures and exams.

very fair

E

Instructor option question

F

Instructor option question

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A

What are the major strengths and weaknesses of the instructor?

Major strengths include the teacher's passion and confidence in teaching that added to his enthusiasm and engagement

B

What aspects of this course were most beneficial to you?

The class discussions were the most beneficial, and I learned the most from peer-driven discussions

C

What do you suggest to improve this course?

D

Comment on the grading procedures and exams.

E

Instructor option question

F

Instructor option question



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**PLEASE WRITE COMMENTS BELOW**

A

What are the major strengths and weaknesses of the instructor?

- Responds to emails ~~IMEDIATELY~~
- Extremely Well-prepared for each class
- Plans unit curriculums extensively.

B

What aspects of this course were most beneficial to you?

John's teaching style is casual, but extremely well put together.  
• Regularly gives insight into topics (contextually)  
• recommends further readings.

C

What do you suggest to improve this course?

None ~  
(make it a 2-semester course)

D

Comment on the grading procedures and exams.

Emphasizes understanding over memorization

E

Instructor option question

F

Instructor option question

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A

What are the major strengths and weaknesses of the instructor?

PROFESSOR GALLAGHER WAS ALWAYS FULL OF ENERGY, VERY DELIBERATE IN HIS PEDAGOGICAL DECISIONS, AND IMMENSELY SUPPORTIVE.

B

What aspects of this course were most beneficial to you?

I LEARNED LIFE SKILLS (SUCH AS THE IMPORTANCE OF HABITS) AND INFORMATION THAT WILL BE USEFUL REGARDLESS OF THE FIELD I END UP IN.

C

What do you suggest to improve this course?

NOTHING.

D

Comment on the grading procedures and exams.

FAIR, AND CONSTRUCTIVE

E

Instructor option question

F

Instructor option question



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A

What are the major strengths and weaknesses of the instructor?

Strengths: personable, flexible, relatable  
Weaknesses: Sometimes not clear

B

What aspects of this course were most beneficial to you?

discovering myself as a brand owner + operator

C

What do you suggest to improve this course?

\_\_\_\_\_

D

Comment on the grading procedures and exams.

\$

E

Instructor option question

F

Instructor option question

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**PLEASE WRITE COMMENTS BELOW**

A

What are the major strengths and weaknesses of the instructor?

- S → excellent teaching style  
 · enthusiastic + knowledgeable  
 · responsive  
 · strong sense of camaraderie/trust between instructor + students  
 W → not all material covered due to discussion running late

B

What aspects of this course were most beneficial to you?

→ class discussion of material  
 → lectures

C

What do you suggest to improve this course?

→ lighten the workload of the content creation project  
 To ensure students are not overwhelmed

D

Comment on the grading procedures and exams.

→ Fair + balanced

E

Instructor option question

n/a

F

Instructor option question

n/a



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### PLEASE WRITE COMMENTS BELOW

A

What are the major strengths and weaknesses of the instructor?

John is the best professor I have ever had. He is so knowledgeable on many topics in the field, and he works hard to make the content in this class really useful in the real world. He encourages active participation and makes his class a really enjoyable and friendly space. John is a wonderful professor and person.

B

What aspects of this course were most beneficial to you?

The encouragement to collaborate with each other as well as being taught really valuable strategic approaches to writing & social media.

C

What do you suggest to improve this course?

Nothing - I loved it as is.

D

Comment on the grading procedures and exams.

Really fair.

E

Instructor option question

F

Instructor option question



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**PLEASE WRITE COMMENTS BELOW**

A

What are the major strengths and weaknesses of the instructor?

Strengths:

- clear explanation + repetition
- realistic expectations
- friendly / honest
- wants us to succeed

Weakness:

Could use more visual examples or class time spent looking at content posters

B

What aspects of this course were most beneficial to you?

- the posting schedule
- free writes
- brand project / research
- class network

C

What do you suggest to improve this course?

→ some days where we look at influencers and talk about their strengths / weaknesses

D

Comment on the grading procedures and exams.

E

Instructor option question

F

Instructor option question



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- D: results are used **only** to compare across this department.
- S: results are released to student organization for publication.
- I: results are released **only** to instructor for feedback

Instructors will not see your completed evaluation until final grades are recorded.

Please use this side of the form to provide constructive feedback to the instructor on teaching effectiveness and course content. Use pencil only in responding to the objective questions on the reverse side.

**NOTE: Someone other than your instructor should collect and mail these forms.**

**PLEASE WRITE COMMENTS BELOW**

A

What are the major strengths and weaknesses of the instructor?

Clearly passionate, well-versed + knowledgeable -  
few weaknesses - I guess the reliance on group work?  
~~on the test~~

B

What aspects of this course were most beneficial to you?

All of it, just wish I could've kept up better. But all the info was very useful + helpful for anyone wanting in this field.

C

What do you suggest to improve this course?

Less group work! I hate it. So much. I expected a lot less of it so I was usually unpleasantly surprised.  
Maybe less work overall? It gets really overwhelming toward the end.

D

Comment on the grading procedures and exams.

Fine, fair, no exams/test which was nice, all rubrics made sense.

E

Instructor option question

F

Instructor option question

**DO NOT WRITE  
IN THE  
SHADED AREA**

SPECIAL CODE

A	B	C	D	E	0	1	2	3	4	5	6	7	8	9
0	0	0	0	0	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	2	2	2	2	2	2	2	2	2	2
2	2	2	2	2	3	3	3	3	3	3	3	3	3	3
3	3	3	3	3	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	6	6	6	6	6	6	6	6	6	6
6	6	6	6	6	7	7	7	7	7	7	7	7	7	7
7	7	7	7	7	8	8	8	8	8	8	8	8	8	8
8	8	8	8	8	9	9	9	9	9	9	9	9	9	9

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**PLEASE WRITE COMMENTS BELOW**

A

What are the major strengths and weaknesses of the instructor?

- His knowledge of material and the passion he brought to class each day.

B

What aspects of this course were most beneficial to you?

- I enjoyed our large class discussions and mini-lectures. I felt that they frequently refocused the class.

C

What do you suggest to improve this course?

- The only slightly off portion of the course was the large end of semester project. I didn't hate it, but the end of semester workload <sup>was much</sup> heavier than the front.

D

Comment on the grading procedures and exams.

Fair, clear, and extremely efficient.

E

Instructor option question

Wonderful job!

F

Instructor option question