

Summer 2021 Individual Instructor Aggregated for PUR4203: Ethics/Profes Respons (Taylor Vasquez)

Project Title: **University of Florida GatorEvals – Summer 2021**

Courses Audience: **19**
Responses Received: **18**
Response Ratio: **94.7%**

Instructors Audience: **19**
Responses Received: **18**
Response Ratio: **94.7%**

Subject Details

COLLEGE	College-Journalism/Communica
DEPARTMENT	JRC(JM)-Public Relations

INTRODUCTION

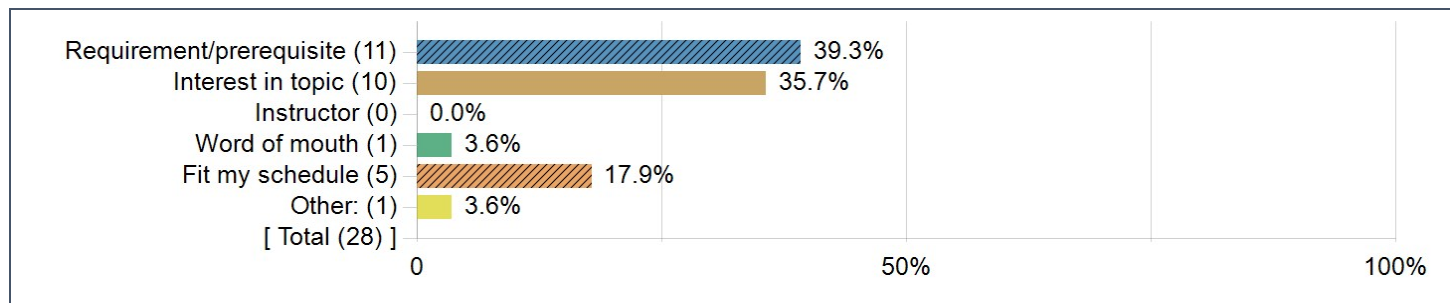
Teaching is a fundamental purpose of the University of Florida and the dissemination of new knowledge in our classrooms, studios, and clinics enables our students and trainees to fully explore their intellectual boundaries. Assessment and evaluation of our courses are designed to enhance instruction and maximize learning to meet the mission of the university. This report contains the results gathered through the new GatorEvals system. Students were invited to share their feedback on the teaching and course material. We invite every faculty member to examine the analysis in the report and utilize the resources provided in the report. Thank you for your continued great work!

Chris Hass, Ph.D.
Associate Provost for Academic and Faculty Affairs

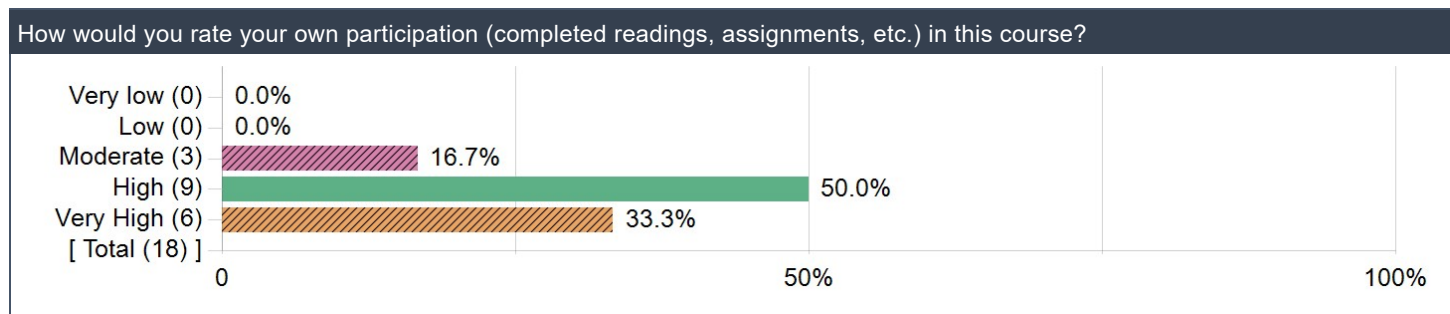


Student Self-Evaluation Questions

Why did you take this course?



How would you rate your own participation (completed readings, assignments, etc.) in this course?



Comparative Evaluation Results

University Core Instructor Evaluation Questions - Comparative Scores

Question	Your Score		DPT Mean (Undergrad-JRC(JM)-Public Relations)		College Average (College-Journalism/Communica)		University Average	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
The instructor was enthusiastic about the course.	4.78	4.97	4.78	4.91	4.72	4.88	4.45	4.69
The instructor explained material clearly and in a way that enhanced my understanding.	4.72	4.94	4.65	4.84	4.54	4.79	4.24	4.56
The instructor maintained clear standards for response and availability (e.g. turnaround time for email, office hours, etc.)	4.78	4.97	4.64	4.83	4.59	4.80	4.45	4.69
The instructor fostered a positive learning environment that engaged students.	4.78	4.97	4.70	4.87	4.65	4.84	4.36	4.65
The instructor provided prompt and meaningful feedback on my work and performance in the course.	4.78	4.97	4.50	4.78	4.48	4.78	4.23	4.58
The instructor was instrumental to my learning in the course.	4.56	4.81	4.54	4.78	4.49	4.76	4.15	4.53
Overall	4.73	-	4.64	-	4.58	-	4.31	-

University Core Course Evaluation Questions - Comparative Scores

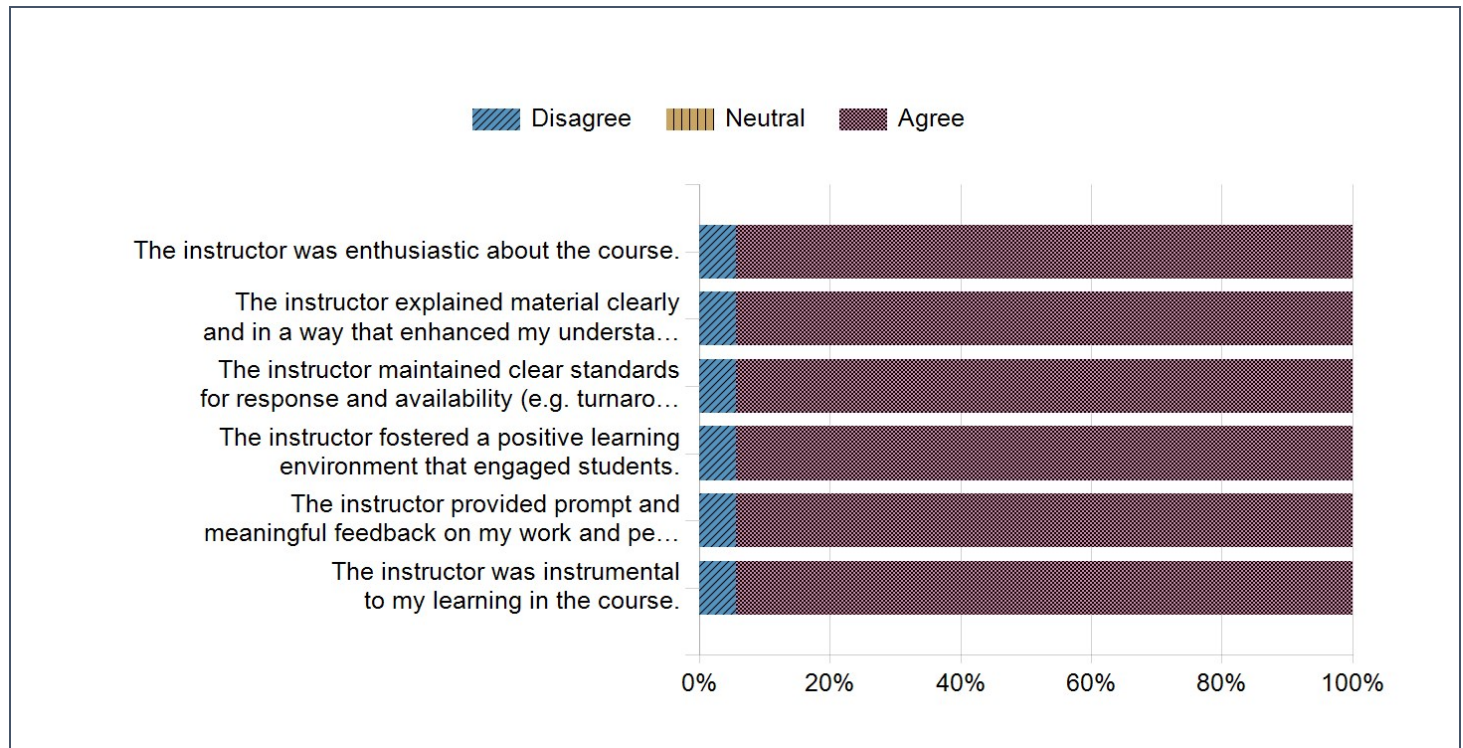
Question	Your Score		DPT Mean (Undergrad-JRC(JM)-Public Relations)		College Average (College-Journalism/Communica)		University Average	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Course content (e.g., readings, activities, assignments) was relevant & useful.	4.50	4.50	4.40	4.49	4.38	4.50	4.24	4.40
The course fostered regular interaction between student and instructor.	4.61	4.75	4.00	4.12	4.05	4.20	3.87	4.09
Course activities and assignments improved my ability to analyze, solve problems, and/or think critically.	4.56	4.60	4.32	4.37	4.30	4.42	4.15	4.32
Overall, this course was a valuable educational experience.	4.50	4.50	4.40	4.47	4.36	4.50	4.19	4.39
Overall	4.54	-	4.28	-	4.28	-	4.11	-



Aggregate Evaluation Results

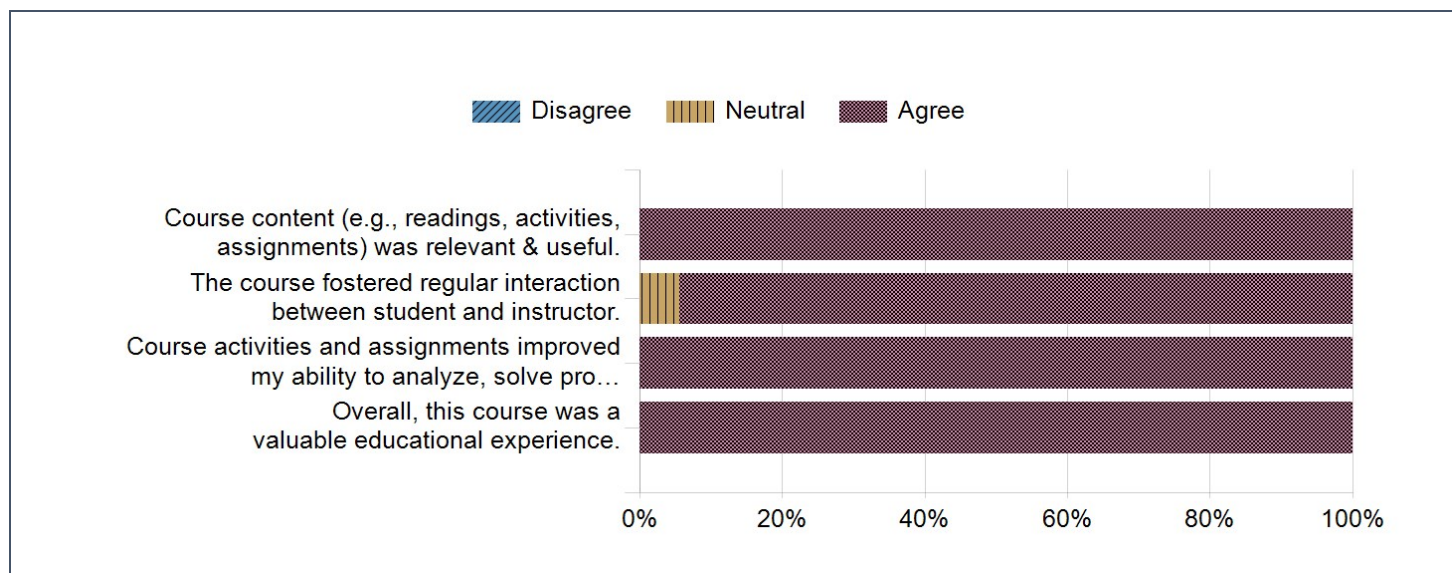
University Core Instructor Evaluation Questions - Aggregate Chart

Note that in the following aggregate chart "Strongly Agree" and "Agree" have been grouped together as "Agree" while "Strongly Disagree" and "Disagree" have been grouped together as "Disagree".



University Core Course Evaluation Questions - Aggregate Chart

Note that in the following aggregate chart "Strongly Agree" and "Agree" have been grouped together as "Agree" while "Strongly Disagree" and "Disagree" have been grouped together as "Disagree".



Percentages Evaluation Results

University Core Instructor Evaluation Questions

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Count	Mean	Median	SD
The instructor was enthusiastic about the course.	5.6%	0.0%	0.0%	0.0%	94.4%	18	4.78	5.00	0.94
The instructor explained material clearly and in a way that enhanced my understanding.	5.6%	0.0%	0.0%	5.6%	88.9%	18	4.72	5.00	0.96
The instructor maintained clear standards for response and availability (e.g. turnaround time for email, office hours, etc.)	5.6%	0.0%	0.0%	0.0%	94.4%	18	4.78	5.00	0.94
The instructor fostered a positive learning environment that engaged students.	5.6%	0.0%	0.0%	0.0%	94.4%	18	4.78	5.00	0.94
The instructor provided prompt and meaningful feedback on my work and performance in the course.	5.6%	0.0%	0.0%	0.0%	94.4%	18	4.78	5.00	0.94
The instructor was instrumental to my learning in the course.	5.6%	0.0%	0.0%	22.2%	72.2%	18	4.56	5.00	0.98

University Core Course Evaluation Questions

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Count	Mean	Median	SD
Course content (e.g., readings, activities, assignments) was relevant & useful.	0.0%	0.0%	0.0%	50.0%	50.0%	18	4.50	4.50	0.51
The course fostered regular interaction between student and instructor.	0.0%	0.0%	5.6%	27.8%	66.7%	18	4.61	5.00	0.61
Course activities and assignments improved my ability to analyze, solve problems, and/or think critically.	0.0%	0.0%	0.0%	44.4%	55.6%	18	4.56	5.00	0.51
Overall, this course was a valuable educational experience.	0.0%	0.0%	0.0%	50.0%	50.0%	18	4.50	4.50	0.51

For additional information and resources in each of these question areas, please visit the GatorEvals Website at <https://gatorevals.ua.ufl.edu/resources--policies/question-set/>

Free Response Section

Please identify the instructor's strengths that contributed to your learning in the course.

Comments
I enjoyed the format of the class. It forced me to push myself out of my shyness to present multiple times throughout the semester.
Professor Vasquez was super enthusiastic about the source which in turn allowed me to be very attentive and contributed to my learning in the class. She is also very organized and timely with feedback and grades which allowed for a smooth semester.
Allowing the students to go over the discussion material each week and then apply that to a case study analysis was the best possible way to grasp the material.
Enthusiasm and engagement in course material.
Very understanding and implemented the course work well.
Very friendly and eager to teach. Does a great job at encouraging participation.
Taylor has been one of the best professors i have had at the university. She is engaging and kind and does a great job of pushing for participation from her class. She makes her expectations clear and works to connect with her students creating a successful learning environment even though zoom, a difficult task to achieve.
Really enthusiastic about the course and helping the students
This is probably one of the best courses i've taken at UF and the best professor i've had. the course work wasn't overbearing and the professor was very understanding and enthusiastic throughout the whole 6 weeks – even with 4 hour zoom sessions
Professor Vasquez is very enthusiastic, caring and helpful. She has strong communication with the class and makes sure we are all doing well and is very helpful. She is definitely the best professor i ever had.
Her feedback was really in depth and positive. It motivated me to continue to work hard and I appreciate her feedback as it helped me improve.
Taylor was really enthusiastic about ethics, and she really wanted to make sure we understood the topics in the course.
Professor Vasquez was such a great professor. She gave plenty of information and was very easy to talk to
She was very understanding and communicated well. She made the course challenging, but provided enough assistance so that it was easy to learn and work hard.
Prof. Vasquez was very skilled in engaging the class and creating meaningful discussion. She was additionally showcased that she cared about the material and how well students understood the material. Overall, the professor was instrumental to the course, but created a positive environment for students to critically think on their own.
detailed instructions and examples of what was expected. relevant class activities

What additional constructive feedback can you offer the instructor that might help improve the course?

Comments
No feedback for the instructor.
The only thing i could even consider for this portion would be to make the discussion boards due the day before comments are due to allow for more conversations and discussions to be considered; however, i know this was a last minute change.
None. I liked the class format and I thought the option to choose to work alone or in a partnership was nice.
N/A
I think having a bit more instruction could improve the course but I really like the way she has it conducted.
I am honestly not sure what to offer. Because the class was limited to the online platform, I thought she did the best she could under the circumstances.
Prof. Vasquez would help students speak up during discussion questions if no one was answering, but it may be helpful to speak up more, specifically at the beginning of the semester and classes to get students to engage more.

What constructive suggestion(s) do you have for improving the course materials, organization, and assignments?

Comments
I would've loved to have watched more documentaries or case studies regarding ethics.
N/A the course was structured well and aided in my learning
none – i thought the book was insightful and the use of diverse presentations and discussions allowed for a wide range of information
I think the Reaction Paper discussion posts were a little more valuable than the full papers because when I was completing the papers, it felt like I was just writing to complete it and reach the page limit.
None really.
I think this course would do really well as a Summer C course! While I felt fine during a Summer A term, I can see it being overwhelming for some students.
Having another textbook might help supplement some material.
The actual textbook probably needs to be updated.
Condensing the reaction papers to the discussion boards for the short term was really helpful because I could focus more time on my thoughts. However, I did really appreciate having to synthesize the chapters in the first few papers because it really made me focus on what were the important aspects. I would suggest that for longer semesters to keep the synthesized portion of the reaction paper, and for shorter semesters, I would suggest the discussion board.
making the reaction papers discussion boards for the whole term. they were initially super long and tedious especially for an exellerated term

Please identify the topics and/or skills you learned in the course that you believe will have the highest application for future courses or professional growth.

Comments
For my professional growth, learning about ethics and professional responsibility is crucial. This subject is important for any type of job and has so many applications.
Personal and professional ethics
I learned how to better present and write about how I interpreted the given readings.
I learned so many tools in this class about how to be ethical, how to implement effective corporate culture, identify practices that promote ethical behavior, and how to properly analyze actions and how they affect stakeholders.
I have a strong sense of ethical practice and how important it is in the workplace
I liked the topic about ethics and employee retention. I will keep that in mind when I find a job.
Ethics and the Environment and Ethics and IT were the most helpful chapters.
Ethics in business and corporations
I believe that learning about the way that ethics can form a business structure is probably the best information from this course. I have a better idea of how to implement these practices into a real business structure.
Learning about leadership skills, code of ethics, ethical guidelines and how to implement it and adjust them seemed to be the most relevant. The case studies that were presented in class were very helpful because you could see how the material from the book could be used in real life PR scenarios.

Supplemental Questions (Online)

1. The online environment of this course contributed to my ability to learn the material.	2. Student learning objectives were connected to course activities and assignments.																								
<table border="1"> <tr><td>Strongly Disagree (0)</td><td>0.0%</td></tr> <tr><td>Disagree (0)</td><td>0.0%</td></tr> <tr><td>Neutral (6)</td><td>33.3%</td></tr> <tr><td>Agree (7)</td><td>38.9%</td></tr> <tr><td>Strongly Agree (5)</td><td>27.8%</td></tr> <tr><td>[Total (18)]</td><td></td></tr> </table>	Strongly Disagree (0)	0.0%	Disagree (0)	0.0%	Neutral (6)	33.3%	Agree (7)	38.9%	Strongly Agree (5)	27.8%	[Total (18)]		<table border="1"> <tr><td>Strongly Disagree (0)</td><td>0.0%</td></tr> <tr><td>Disagree (0)</td><td>0.0%</td></tr> <tr><td>Neutral (0)</td><td>0.0%</td></tr> <tr><td>Agree (8)</td><td>44.4%</td></tr> <tr><td>Strongly Agree (10)</td><td>55.6%</td></tr> <tr><td>[Total (18)]</td><td></td></tr> </table>	Strongly Disagree (0)	0.0%	Disagree (0)	0.0%	Neutral (0)	0.0%	Agree (8)	44.4%	Strongly Agree (10)	55.6%	[Total (18)]	
Strongly Disagree (0)	0.0%																								
Disagree (0)	0.0%																								
Neutral (6)	33.3%																								
Agree (7)	38.9%																								
Strongly Agree (5)	27.8%																								
[Total (18)]																									
Strongly Disagree (0)	0.0%																								
Disagree (0)	0.0%																								
Neutral (0)	0.0%																								
Agree (8)	44.4%																								
Strongly Agree (10)	55.6%																								
[Total (18)]																									
<table border="1"> <thead> <tr> <th>Statistics</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Mean</td> <td>3.94</td> </tr> <tr> <td>Standard Deviation</td> <td>0.80</td> </tr> </tbody> </table>	Statistics	Value	Mean	3.94	Standard Deviation	0.80	<table border="1"> <thead> <tr> <th>Statistics</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Mean</td> <td>4.56</td> </tr> <tr> <td>Standard Deviation</td> <td>0.51</td> </tr> </tbody> </table>	Statistics	Value	Mean	4.56	Standard Deviation	0.51												
Statistics	Value																								
Mean	3.94																								
Standard Deviation	0.80																								
Statistics	Value																								
Mean	4.56																								
Standard Deviation	0.51																								
3. Course content is presented and structured in a logical, consistent, and organized manner.	4. There were a variety of assignments appropriate for an online course.																								
<table border="1"> <tr><td>Strongly Disagree (0)</td><td>0.0%</td></tr> <tr><td>Disagree (0)</td><td>0.0%</td></tr> <tr><td>Neutral (0)</td><td>0.0%</td></tr> <tr><td>Agree (9)</td><td>50.0%</td></tr> <tr><td>Strongly Agree (9)</td><td>50.0%</td></tr> <tr><td>[Total (18)]</td><td></td></tr> </table>	Strongly Disagree (0)	0.0%	Disagree (0)	0.0%	Neutral (0)	0.0%	Agree (9)	50.0%	Strongly Agree (9)	50.0%	[Total (18)]		<table border="1"> <tr><td>Strongly Disagree (0)</td><td>0.0%</td></tr> <tr><td>Disagree (0)</td><td>0.0%</td></tr> <tr><td>Neutral (1)</td><td>5.6%</td></tr> <tr><td>Agree (9)</td><td>50.0%</td></tr> <tr><td>Strongly Agree (8)</td><td>44.4%</td></tr> <tr><td>[Total (18)]</td><td></td></tr> </table>	Strongly Disagree (0)	0.0%	Disagree (0)	0.0%	Neutral (1)	5.6%	Agree (9)	50.0%	Strongly Agree (8)	44.4%	[Total (18)]	
Strongly Disagree (0)	0.0%																								
Disagree (0)	0.0%																								
Neutral (0)	0.0%																								
Agree (9)	50.0%																								
Strongly Agree (9)	50.0%																								
[Total (18)]																									
Strongly Disagree (0)	0.0%																								
Disagree (0)	0.0%																								
Neutral (1)	5.6%																								
Agree (9)	50.0%																								
Strongly Agree (8)	44.4%																								
[Total (18)]																									
<table border="1"> <thead> <tr> <th>Statistics</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Mean</td> <td>4.50</td> </tr> <tr> <td>Standard Deviation</td> <td>0.51</td> </tr> </tbody> </table>	Statistics	Value	Mean	4.50	Standard Deviation	0.51	<table border="1"> <thead> <tr> <th>Statistics</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Mean</td> <td>4.39</td> </tr> <tr> <td>Standard Deviation</td> <td>0.61</td> </tr> </tbody> </table>	Statistics	Value	Mean	4.39	Standard Deviation	0.61												
Statistics	Value																								
Mean	4.50																								
Standard Deviation	0.51																								
Statistics	Value																								
Mean	4.39																								
Standard Deviation	0.61																								