

## Tool #11: Course Star-Rating Feedback Form

Search and Shop consumers place a great deal of value in the experiences of consumers like them. Fresno Pacific University's Continuing Education unit acknowledged this when they devised a way of incorporating course reviews and ratings on each course's webpage. One key to this high value-add component of their marketing and recruiting is a request for ratings and reviews that is well-timed and easy to grant. Students receive the ask when they are submitting their request for a grade, the capstone activity in completing their professional development course. At the bottom of that form is a space to rate and review their course. Nearly 100% of students complete the form. This tool provides a replica of the form Fresno Pacific uses to request student feedback.

*With thanks to Fresno Pacific University's Continuing Education unit for sharing their practice.*

The screenshot shows a web browser window displaying the Fresno Pacific University website. The page title is "Grade Request Form". The form is divided into three main sections: "Background Information", "Course Grade-Request Specifics", and "Rate the Course".

**Background Information**

This section contains six input fields: Name, DOB, Email, Address, Employer, and Position. A bracket on the right side of these fields points to a callout box that says: "Helps keep contact information up-to-date for future communications". Another bracket on the right side of the Address, Employer, and Position fields points to a callout box that says: "Valuable information for enrollment trend analytics and future B2B and marketing efforts".

**Course Grade-Request Specifics**

This section contains three input fields: Course Name, Course #, and Instructor.

**Rate the Course**

This section features a five-star rating system (☆☆☆☆☆) and a text box for comments. Below the stars, it says: "Ratings and appropriate comments will be posted anonymously on our website. Your grade will not be affected in any way." A callout box points to the entire "Rate the Course" section, stating: "Short, easy-to-complete request for rating and review increases likelihood of completion".