

## **1.4. FEEDBACK SYSTEM**

## **The Feedback Process**

#### 1. Purpose of Feedback:

The feedback process aims to measure and enhance the satisfaction of various stakeholders, including students, employers, and alumni. The focus is on different aspects such as:

- Course Delivery
- ➢ Infrastructure
- Learning Resources
- Support Services
- General Conveniences (inside and outside the campus)

#### 2. Types of Feedback Collected:

- > **Student Feedback**: On courses and overall satisfaction with the institution.
- Employer Feedback: To assess the relevance and effectiveness of the curriculum and the quality of graduates.
- Alumni Feedback: To gather insights on the long-term impact of the institution's programs.

#### 3. Collection Methods:

- Surveys are conducted regularly (likely at the end of each semester or academic year).
- Feedback is collected using Google Forms (both online and offline) with a Likert scale rating system.
- A 4-point Likert scale is used (removing the "neutral" option) to encourage more definitive responses, ensuring clarity in analysis. This differs from the standard 5-point Likert scale.

#### 4. Feedback Analysis and Action:

- > The collected feedback is **analyzed** to identify areas for improvement.
- > Reports are generated, and the results are submitted to the Academic Council.
- > The Academic Council reviews the feedback and recommends actions, which are then approved by the Governing Body Council.
- Based on the feedback and council recommendations, appropriate actions are taken in the succeeding academic year.

### **Suggestions for Improvement:**

1. Clarity on "Forced Choice" Method:

The explanation of the "forced choice" method could be clearer. It seems to imply that the scale removes the neutral option (thus, forcing students to choose between positive or negative responses). If that's the case, it could be helpful to explain the reasoning behind this decision, as it may influence the accuracy of the feedback.

#### 2. Stakeholder Engagement:

While feedback from students, employers, and alumni is mentioned, it would be valuable to specify how the institution engages with these stakeholders throughout the year, beyond just survey participation. For example, are there focus groups, interviews, or forums for more in-depth feedback?

#### 3. Follow-up Actions:

It would be useful to mention more explicitly how the institution communicates back to stakeholders regarding the changes or improvements made based on feedback. Transparency in this regard can increase trust and motivate more participation in future surveys.

#### 4. Timeliness of Feedback Review:

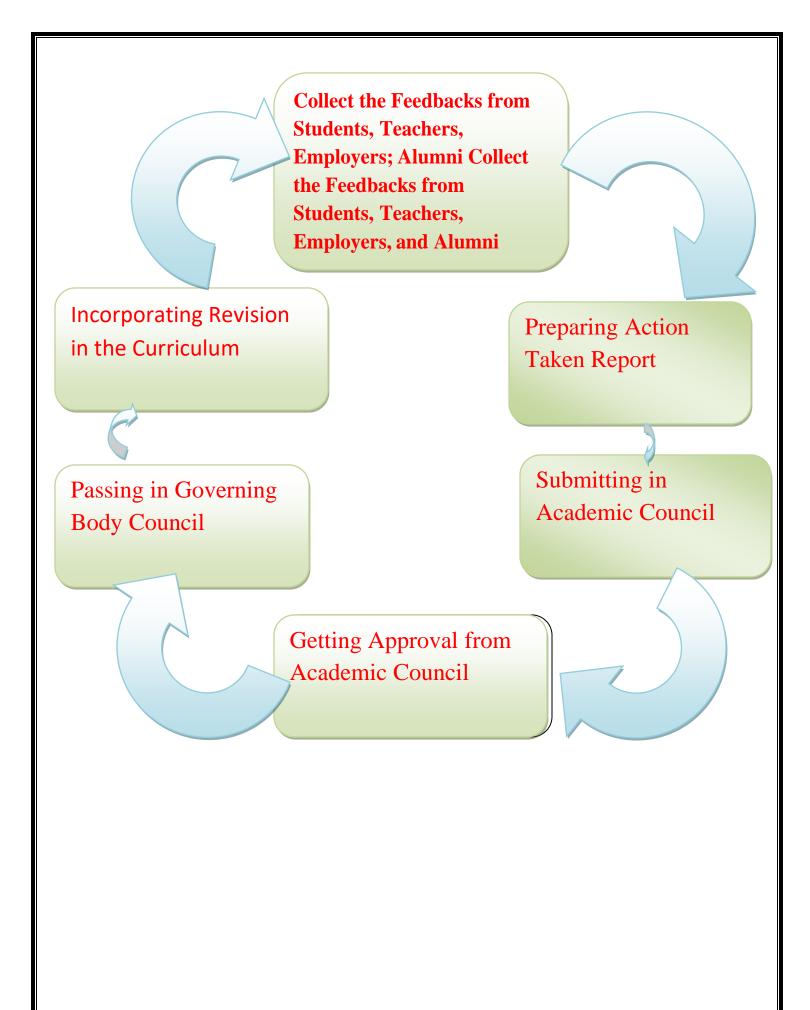
A timeline for the review and action process might help ensure that feedback is acted upon in a timely manner. For example, how quickly after feedback is collected are actions decided, and how soon are those changes implemented in the next academic cycle?

#### 5. Survey Design & Data Integrity:

You could expand on how feedback data is processed and if there are any measures to ensure data integrity (e.g., anonymity of responses, statistical analysis). This can reinforce the reliability of the feedback process.

#### 6. Use of Technology:

➢ If the institution is using Google Forms for feedback, it may be beneficial to explore more advanced survey platforms that provide in-depth analytics and reporting, such as automatic categorization of open-ended responses or sentiment analysis.





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# Declaration

I hereby declare that the details and information given above are complete and true to the best of my knowledge and conviction.



RINCIPAL

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