Should we be using Blackboard to do class evaluations?

As more and more course content shifts on-line, it seems like a good time to discuss ways this technology can benefit other aspects of our University life. One of these is the class assessment that each department should be doing for its full-time faculty (as described in the collective bargaining agreement for promotion and tenure).

Using Blackboard, or some other computerized system that can collect anonymous survey data, is something we should begin discussing.

Pros:

1) All students can complete the on-line survey for a course they are enrolled in, even if they are not in class the day a survey would normally be handed out
2) Anonymous and can be done in private
3) Departments do not need to arrange to have surveys copied, distributed, collected, and scored.
4) Reduced (eliminated) data entry errors
5) Data can be analyzed easily to produce basic statistical comparisons
6) This could begin a much needed discussion about the validity/reliability of instruments already in use, and may lead us to adopt a university-wide set of evaluation questions (a set of questions that could be added to by individual departments who have specific questions they want to ask)

Cons:

1) All students can complete the survey, even if they have not been attending class regularly (so their opinions might be less valid).
2) Which department will be responsible for housing data, and who will be responsible for back up since loss of data would impact promotion and tenure processes?
3) Which department would produce reports and how would they be delivered to individual faculty members?