QUICK START GUIDE TO USING QUALTRICS TO EVALUATE AN ONLINE PROGRAM April 2020

This document shows the quickest way to use Qualtrics for creating and distributing a survey to evaluate your online program – even with minimal familiarity with the tool. Use of a survey in the Qualtrics library is key to this process.

Note, <u>before</u> starting this process you must have your own Qualtrics account. Contact Organizational Development to start an account.

STEP-BY-STEP PROCESS

- Decide which short survey from Organizational Development you want to use. Find a preview of each one here: <u>http://od.tamu.edu/evaluation-resources/qualtrics-for-online-surveys/</u> (Short Surveys from Organizational Development in Qualitrics Library Section).
- 2. Log into Qualtrics at: https://agrilife.az1.qualtrics.com/login
- 3. <u>Click on</u> "Create new project" at the top left portion of the dashboard as shown below.

< 🗋 😫 🖽	Status 🗸		Q Sea	arch projects	Create new p	roject
Туре	Project name	Last modified	Status ↓	Creation date	Responses	¢
\star 🖁 Survey	Example Survey 1	Apr 2, 2020	Active	Apr 2, 2020	0	•••
* 🖁 Survey	Post Oak Landscape and Irrigation Class - Ex	Apr 2, 2020	Active	Apr 2, 2020	0	
* 🖁 Survey	Activity Evaluation - Version OD4	Apr 1, 2020	Active	Mar 26, 2020	0	
* 🖁 Survey	Activity Evaluation - Version OD6	Apr 1, 2020	Active	Mar 26, 2020	0	
* 🖁 Survey	Activity Evaluation - Version OD5	Apr 1, 2020	Active	Mar 26, 2020	0	•••
* 🖁 Survey	Activity Evaluation - Version OD3	Apr 1, 2020	Active	Mar 26, 2020	1	•••
* 🖁 Survey	Activity Evaluation - Generic	Mar 31, 2020	Active	Mar 31, 2020	4	
* 🖁 Survey	Training Survey	Mar 31, 2020	Active	Mar 30, 2020	0	
* X Survey	Evaluation during COVID-19 Restrictions Surv	Mar 28, 2020	Active	Mar 27, 2020	28	

4. <u>Click on</u> "Survey" under the "Create your own."



5. On the next dialogue window, first <u>enter a name for the new survey</u>. Do not enter a generic name like "Survey" or "Evaluation." Be specific with a year, survey purpose, location and/or target audience if applicable. For example, 2020 Brazos County Hay Producers Online Seminar - Evaluation.

Second, <u>click on</u> "From Library."	CREATE YOUR OWN Survey Start with a blank survey project and build it to suit your needs. Learn More Project Name Untitled Project Blank Project From a Copy From Library From a File Start with a blank survey project and build it to suit your needs.	
Third, <u>click on</u> "Select library."	Blank Project From a Copy From Library From a File	
Fourth, <u>click on</u> "Texas A&M University College of Agriculture and Life Sciences - Extension and Research Site."	Select library Paul Pope Qualtrics Library Texas A&M University College of Agriculture and Life Sciences - Extension and Research Site	
Fifth, <u>click on</u> "Select Survey."	Source project Select survey BLT Child Care Country & US State Country Customer Satisfaction Demographics Dottie	
Sixth, scroll down the folder list and <u>click on</u> "Organizat Development."	tional Final Exam Issue ID Learn Grow Eat Go	
Seventh, <u>click on</u> the survey you want to use.	Organizational Development Activity Evaluation - Version OD3 Student Assent Activity Evaluation - Version OD4 Activity Evaluation - Version OD5 Activity Evaluation - Version OD6 Example Post-Activity Evaluation - Post Oak Landrage and Urisation Classes	

6. Click on "Get Started" at the top right to complete the process of selecting a survey from the Qualtrics Library

CREATE YOUR OWN	Get Started
Survey *	
Start with a blank survey project and build it to suit your needs. Learn More	Features
Project Name	•
Training Exercise on Qualtrics from OD	Survey
Blank Project From a Copy From Library From a File	
A new survey based on a copy of a survey from your own or a shared library.	
Library	
Texas A&M University College of Agriculture and Life Scienc 🗸	
Source project	
Activity Evaluation - Version OD3	

7. The survey you selected from the library appears in edit mode as shown below. Note the survey instructions are there (before Q1). If you click on "Preview," you will see the complete survey. Notice the agency logo at the top.

If you <u>DO NOT</u> want to add any other questions, <u>click on</u> "Publish."

V Test -	Freiects Contacts Library
vvey Actions Distributions Data & Analysis Reports	
Y Look & Feel 🕆 Survey Row 🖏 Survey Options 🔍 Tools ->	[Preview] → Publis
est	IQ Score: @eex
▼ Suney	Block Options 🗸
101 Your views on the quality and effectiveness of Extension programs are extremely important. Please take a few minutes to tell us about your experience with this activity. W How much did you learn from this activity?	
O hothing O A feet brings O A lot of things	Ĩ
] Q2 Do you plan to take any actions or make any changes as a result of this activity?	•
O Nes O No O Not ture	
IQ3 Do you anticipate an economic benefit as a result of this activity? (flote: this may include increased revenue, reduced costs, and/or avoiding future costs). O Yes O No O Not sure	

If you <u>DO</u> want to add questions <u>and are already familiar with that process</u>, click on the green button "Create a New Question," add your question(s), and then click on "Publish." <u>Adjust your page breaks</u> as needed. For detailed instruction on adding questions, see the training guide, <u>Overview of Survey Question Types in Qualtrics</u>.

8. After clicking on "Publish," Qualtrics generates a single, unique, anonymous link to your survey that all respondents use. Note the link includes AgriLife's Qualtrics URL plus a mix of numbers and letters as the example below shows.

This is the link to the survey you will share with program participants via email, online meeting chat area, or website. Right click on the link, select "Copy link address," and paste it into the application you are using to deliver the link.

Survey Activated	
Your survey has been successfully published and activated. You can distribute it using t anonymous link below. https://agrilife.az1.qualtrics.com/jfe/form/SV_bel7V4aPvGe1CLj You can also navigate to the distributions section to view more options.	:he
	Close

9. Now it is time to deliver the survey to participants as part of your program evaluation. Most commonly, you will deliver the survey 1) at the conclusion of an online program via the chat area of your online meeting tool like Zoom or 2) via an email message after the program concludes.

At the Conclusion of an Online Activity

The meeting host can place the survey link in the chat area of the online meeting tool so it is
immediately accessible to all participants at the end of the session. Two things make this process easier:

 clear out the chat area if you are able to as host so the link stands out and 2) have the message
 already prepared in Word (including the link) so it is just a matter of copying and pasting the message
 from Word to the chat area.

The host should ask (strongly encourage) participants to click on the link and complete the survey as a final step in the session **before** participants start dropping out the meeting. Make sure the link comes across correctly (it should be underlined as shown below). Here is an example using Zoom:

~	Zoom Group Chat	t
From M	e to Everyone:	10:57 AM
Thanks for attending today's meeting!		
Please stay a few minutes and complete		
the short course survey:		
http://t	x.ag/TCS	

Using Email After a Program

• This process relies on having e-mail addresses for most or all program participants. Simply start a new message in Outlook, compose your survey invitation, include the anonymous link, enter the e-mail addresses of the individuals to receive the survey invitation, and send. Here is an example:

To		
Send CC		
Subject Evaluation for Forage Seminar		
Dear Program Participant,		
Thank you for attending the Brazos County Fall Forage Seminar. Your views on the quality and effectiveness of Extension programs are extremely important.		
Please take a few minutes to complete a short, 5-question survey using the link below.		
https://agrilife.az1.qualtrics.com/jfe/form/SV_bel7V4aPvGe1CLj		
Thank you,		
John Doe		
County Arent		
county agent		
A GRILIFE EXTENSION		

- You can send a <u>reminder email</u> after a short period of time (perhaps 3 -5 days) to thank those who have responded and ask those who have not to consider doing so by a certain date. Note, with custom links (discussed in another document), you can automatically send a reminder just to those who have not responded.
- If you have a <u>large email list</u>, typing or copying them into the TO field of Outlook is not a viable option. Fortunately, there is a fairly way to import a list of email addresses from an Excel file into Outlook. Learn more here: <u>http://od.tamu.edu/wp-content/uploads/2020/04/Copying-Email-Addresses-from-Excel-to-</u>Outlook.pdf#zoom=100
- Be aware that an online survey sent to participants via email days after the conclusion of an activity often results in a low response rate (dramatically lower than those achieved with paper-based scan forms used in person). That has been the experience of many in our agency and with other cooperative extension services. Participants lose incentive, recall, and opportunity to complete an evaluation as time passes. It is best to direct participants to a survey as an online session ends (see previous section).
- 10. Once delivered, you can log into Qualtrics to see the number of responses you have to your survey. Use "Reports" to get basic information such as charts and frequency tables (discussed in more detail in another document).

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