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## Survey Administration Methods

### E-mail through Qualtrics / Personal Links

The invitation to participate e-mail is sent through the Qualtrics system, with a personal link for each e-mail address. The emails are customizable and can specify the name of the “sender” (e.g. your office name). This method enables reminders to be sent only to those who have not taken the survey after the initial invitation. Qualtrics also has the option to create personal links using email addresses but without emailing through Qualtrics. *Important note: Since respondents are sent a unique link, responses may be linked back to email addresses – therefore data is considered confidential but not anonymous.* **To use this method:** Liaisons can use this method independently after attending training on how to do so. Otherwise, fill out the Qualtrics Mailing Information Form, and AER will work with you to send the email.

### Anonymous link

The anonymous link can be used in a variety of ways, including e-mailing through Outlook, posting on website, or including on a PowerPoint. Depending on the method, you may or may not be able to determine a response rate. *Important note: Since the link is anonymous, those who have already completed the survey may complete it again.*

### Social Media

Through Qualtrics, a link can be posted on various social media platforms. These posts are similar to the anonymous link; the advantage of doing so through Qualtrics is that you can identify the source of each response. *Important note: Make sure that you have added a title and description in the Survey Options!*

### Qualtrics app (via AER’s devices or department-owned devices)

The Qualtrics app allows for offline data collection. This method allows you to collect data from respondents while they are at an event, and no additional data entry is necessary! AER has devices available to borrow as needed. *Important note: This method is not as effective for longer surveys and has limitations for the type of survey used.* **To use this method:** A separate Qualtrics account, specifically for using the app, is preferred. AER will help with the initial set-up of the account, and we have an additional resource guide on how to use the app.

### Paper survey with web entry into Qualtrics

If you initially gather the survey responses on paper, your office can enter it into Qualtrics through the anonymous link. The survey is set up as normal; however, your office staff “fills out” the survey based on the paper survey responses, completing one online survey at the time for each paper response. In addition, you can “code” open-ended responses as you enter, instead of having an exact match between the paper and Qualtrics versions. *Important note: It is more straightforward than Excel entry, so it may be preferred if multiple people will be entering responses.*

### Uploading data from other sources (e.g., Excel, other software programs)

Data can be uploaded to Qualtrics, in order to use the reporting features of Qualtrics. Departments can enter paper responses into an Excel spreadsheet, which may be faster than entering responses one at a time. In addition, if a department uses a scheduling software or other software program, data can be exported from that tool and imported to Qualtrics. *Important note: the formatting of the file is critical to ensuring the data is accurate and usable in Qualtrics.*