Using Qualtrics Survey Software at UW

Tech Talks
November 4, 2014
What is Qualtrics?

- **Research Suite:**
  - Comprehensive Survey Administration
- **Qualtrics 360, Employee Engagement**
  - Employee development and engagement
- **Site Intercept, Qualtrics Mobile**
  - Targeted web messaging, mobile, SMS support
- **Qualtrics Vocalize**
  - Insight platform, CRM features
Use at UW

• Graduate School
• Foster School of Business
• Professional & Continuing Education
• ~12 other UW units
# Graduate School Use

<table>
<thead>
<tr>
<th>Survey</th>
<th>Approximate Responses per Year</th>
<th>Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master’s exit survey</td>
<td>3,500</td>
<td>MyGrad extract, Tableau</td>
</tr>
<tr>
<td>Doctoral exit survey</td>
<td>700</td>
<td>MyGrad extract, Tableau</td>
</tr>
<tr>
<td>Accept offer survey</td>
<td>2,400</td>
<td>MyGrad extract, Tableau</td>
</tr>
<tr>
<td>Decline offer survey</td>
<td>2,200</td>
<td>MyGrad extract, Tableau</td>
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</tbody>
</table>
Why we chose Qualtrics Research Suite

- Embedded data
- Use of panels
- Piped text
- Variety of question types
- Restful API
- Grouping and skip logic
- Reporting
Benefits of Site License

Some Pac-12 universities with site-wide licenses:
• University of Arizona
• University of Oregon
• Oregon State University
• University of Colorado
• Stanford University
• University of Southern California
• University of California, Berkeley

Finding an Enterprise Solution for Distributed Research (Educause):
http://www.educause.edu/ero/article/finding-enterprise-solution-distributed-research

Benefits of university-wide license http://pages.qualtrics.com/542FMF4120002bw00IWPL00

Academic use cases
http://www.qualtrics.com/research-suite/academic-solutions/
A site license?
A user group?

Send comments to jdrew@uw.edu