Welcome to:

Designing Effective and Creative Digital Surveys for your 4-H Program Using Qualtrics Software

Jen Cushman, Maryann Fusco-Rollins, and Miriah Russo Kelly

To get started:

1) Go to this link and complete the survey  s.uconn.edu/nae4hapre
2) Log in to your Qualtrics account

*If you don’t have a Qualtrics account go to Qualtrics.com and click on “get a free account”
Who are we?

• Jen Cushman
• Maryann Fusco Rollins
• Miriah Russo Kelly

Shout out to our awesome team in Connecticut who have supported us along our way on the Qualtrics journey!!
What are the goals of this workshop?

• Educate participants on **best practices for digital survey design** using Qualtrics.

• Expose participants to **additional resources for designing digital surveys**.

• Provide a hands-on opportunity for participants to **practice their Qualtrics digital survey design skills**
What is Qualtrics?

- About Qualtrics

- How we use Qualtrics at UConn 4-H
  - Pre and/or post event surveys
  - Program and event registration
  - Statewide annual assessment using Common Measures
  - Communication to leaders and other stakeholders

- Review results from pre survey
Survey Design Best Practices

1. Consider how the survey question connects to program goals
2. Think about how you want to analyze and communicate the data
3. Ask about one concept at a time (avoid double-barreled questions)
4. Use as few words as possible
5. Spell out all abbreviations and acronyms
6. Use design elements to improve participant experience
7. Use unbiased and neutral language
8. Be consistent in formatting and response categories
9. Let participants know their progress
10. Think mobile friendly
Tools we will review

- Starting a project
- Adding questions and creating question blocks
- Skip and display logic
- Piped text
- Custom end-of survey messages
- Distribution options (anonymous or individual)
Start a Project
Question Types and Blocks

• Create blocks to stay organized

• A variety of question types:
  o Multiple choice
  o Scales (i.e. Likert or NPS)
  o Matrixes
  o Descriptive text
  o Text entry
Skip and display logic

- Command options:
  - IF: If something happens (x) then (y) happens
  - And: Requires that both conditions must be met
  - OR: Requires that either of the conditions must be met

- Skip Logic: Use when skipping a respondent to the end of survey or past a block of questions.

- Display Logic: Use for displaying questions based on previous answers
Piped Text {A}

• A way to embed previous information into your survey

• Use when you want to customize your message or include a previous response in a future question
Custom end of survey messages

• Create specialized messages at the end of your survey

• Use to:
  o route participants to your website,
  o share additional information,
  o send a special thank you.
Thank you for taking our survey, and for attending NAE4HA the past $\text{years}. We appreciate your time and support.
Distribution types

Anonymous

• Easy to create and distribute
• Is not able to track who has taken the survey
• Does not collect identifiable information
• Incompatible with reminder messages
• Usually sent over social media, short URL or QR Codes.
• Overall less capabilities but more flexibility in distribution.

Individual Link

• Is unique to each participant
• Requires using the contact list feature
• Saves identifiable information in your dataset
• Allows you to track who has taken the survey
• Compatible with reminder messages
• Overall more capabilities but less flexibility in distribution.
How do you want to distribute your survey?

**Email**
Send with Qualtrics
Compose Email

**Web**

**Social**

**Mobile**

**Online Panel**

Anonymous Survey Link
A reusable link that can be posted into emails or onto a website, and is unable to track identifying information of respondents.

https://uconn.co1.qualtrics.com/jfe/form/SV_ILFySMNZUZ8gX4h

Customize Link
Now on to our activity: Designing a Qualtrics survey

1) Review the step-by-step handout, and work through the instructions at your own pace.

2) Break into groups

- **Beginner** - “I haven’t designed a Qualtrics survey before today”
- **Intermediate** - “I have designed Qualtrics surveys a few times”
- **Expert** - “I design Qualtrics surveys all the time”

3) Complete the step-by-step instructions to design your survey (30 minutes)

*Ask your group facilitator for help if you are having trouble.*
Save the Date

What?
Northeast 4-H Evaluation Conference
Topic: *Interpreting and Communicating 4-H Evaluation Data*

When?
February 7, 2020 9:30am-4pm
(Light breakfast and lunch will be provided)

Where?
University of Connecticut Hartford County Extension Office
Farmington, CT

Who?
Any 4-H faculty or staff from any of the Northeast Region states are invited to attend.
For more information contact:
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Thank you!

Please respond to our post workshop survey  
[s.uconn.edu/nae4ha2019post](s.uconn.edu/nae4ha2019post)

Get in contact:  

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