1. **Getting Started**
   1) Go to this link and complete the survey [s.uconn.edu/nae4hapre](s.uconn.edu/nae4hapre)
   2) Log in to your Qualtrics account
   3) If you don’t have a Qualtrics account go to Qualtrics.com and click on “get a free account”

2. **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

3. **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

4. **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

5. **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)

6. **Start a Project**

7. **Question Types and Blocks**
   a. Create blocks to stay organized
   b. A variety of question types:
i. Multiple choice
ii. Scales (i.e. Likert or NPS)
iii. Matrixes
iv. Descriptive text
v. Text entry

8. **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

9. **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

10. **Custom end of survey messages**
    - Create specialized messages at the end of your survey
    - Use to:
      - Route participants to your website,
      - Share additional information,
      - Send a special thank you.

11. **Distribution types**
1. 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.
2. 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.

2. **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. Please respond to our post workshop survey s.uconn.edu/nae4ha2019post

Get in contact:

www.4-h.uconn.edu/evaluation

Jen.Cushman@uconn.edu

Maryann.Fusco@uconn.edu

Miriah.Kelly@uconn.edu