

# 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

Survey	Approximate Responses per Year	Reporting
Master's exit survey	3,500	MyGrad extract, Tableau
Doctoral exit survey	700	MyGrad extract, Tableau
Accept offer survey	2,400	MyGrad extract, Tableau
Decline offer survey	2,200	MyGrad extract, Tableau

# 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?**

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