



BUILDING BETTER SURVEYS WITH QUALTRICS

*Learn to Ask Better Questions and
Collect Better Data*



Learn practical strategies for designing effective surveys in Qualtrics. This session will focus on writing clear, purposeful survey questions, selecting question types that align with your goals, developing effective rating scales, and organizing surveys to improve the respondent experience. While we will demonstrate examples in Qualtrics, you can also apply the survey design principles discussed to tools such as Google Forms.

While we are inviting everyone who attended our Intro to Qualtrics session, participation in that training is **not a prerequisite**. If you register, we will ensure you have a Qualtrics account and provide any information you need prior to the session.



WRITE BETTER SURVEY QUESTIONS

- Create clear, focused, and purposeful items
- Avoid common survey-writing pitfalls



CHOOSE THE RIGHT QUESTION TYPE

- Match question types to survey goals
- Understand when to use ratings, matrices, text entry, and multiple choice questions



SELECT EFFECTIVE RATING SCALES

- Learn best practices and resources for selecting response scales that align with your survey goals



IN-PERSON SESSION



Wednesday,
September 16, 2026



9:00 – 10:30 a.m.



Education Operations Center
(EOC) Room 1102



Max Enrollment: **18 Participants**



ONLINE SESSION



Tuesday,
September 22, 2026



1:30 – 3:00 p.m.



Virtual



No Enrollment Limit



REGISTER IN POWERSCHOOL

Scan to Register



QUESTIONS?



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