

Introduction to creating surveys in Qualtrics

**If you need a Qualtrics account please contact [Holly Miller](#) or [Mike Dosedel](#) and they will set up an account and provide directions to initially login.

SPPS Survey and Data Tools: Choosing the Right Option for Your Needs

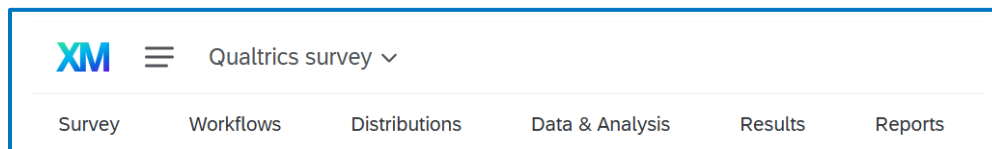
		
Best for: • Do-it-yourself • Quick surveys • PD surveys • Exit slips • Low-stakes surveys • Single-school surveys	Best for: • Creating high-quality surveys • Complex/advanced item types • Multiple languages • Data dashboards that mix survey data w/other district data sources • Tracking survey data across multiple administrations	Best for: • Building interactive dashboards • Connecting to multiple auto-updating district data sources • Displaying complex data • Visualizing relationships
Limitations: • Translations are difficult • Limited question types • Minimal data visualization tools • Not good at tracking data across multiple surveys or years	Limitations: • May require training or REA support • Connecting district data systems and developing dashboards in Qualtrics is new in SPPS • Less advanced data cleaning and connection tools of Tableau	Limitations: • No survey or data collection tools • Limited number of licenses • More training required • Likely require support from REA • Integrating survey data requires more steps

Basics of building a survey using Qualtrics

Creating a new survey:

Log in to Qualtrics → Select Projects → Create Project → Survey

Enter a project/survey name → Blank survey (or select a template)



Navigation tabs across the top

- Survey: build, design, and configure the structure and appearance of a survey
- Workflows: create, edit and automate actions that trigger based on survey responses (for example, an email of the responses can be sent to someone every time a survey is completed)
- Distributions: options to send your survey include an anonymous link, via email, QR code or embed in a website
- Data & analysis: place to view, clean, filter, and export data
- Results: provides summary of data with charts, tables and statistics for every question
- Reports: build a custom survey report where you can determine the layout, charts, tables etc. It is best used to provide a quick snapshot of the data.

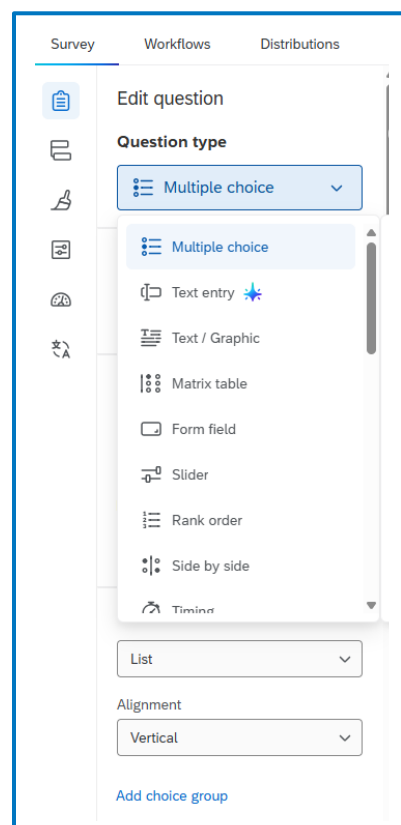
Survey tab options (found along the left side)

	Survey builder	Create, edit and organize your survey questions and structure.
	Survey flow	Customize where participants go in your survey and what they see.
	Look and feel	Adjust to meet your needs - add a header/logo, change colors used in the survey, change font and size of font, etc.
	Survey options	Change the general settings including when the survey is available, add a back button, show question numbers, personalize the message displayed once survey is submitted.
	Quotas	Track and limit the number of responses you collect from participants who meet a specific criteria.
	Translations	Add multiple languages to a survey.

The most common question types used in SPPS surveys:

- Multiple choice questions (select one or all that apply)
- Text entry/open-ended question (single line, multiple lines, essay text box options)
- Text/graphic (add content to your survey without asking a question)
- Matrix table (use when the rating scale is the same for multiple questions; it reduces the time it takes for someone to complete the survey)
- Form field (provides multiple separate text-entry boxes)
- Slider (allows the respondent to drag a bar to indicate where on the scale they fall)
- Rank order (respondents move the items listed to their preferred order)

Note: Qualtrics has excellent resources for building surveys. Google your questions beginning with “Qualtrics” or go to <https://www.qualtrics.com/support> to search their site.



Qualtrics [Getting started with surveys](#)

Qualtrics [Survey tips and tricks](#)