

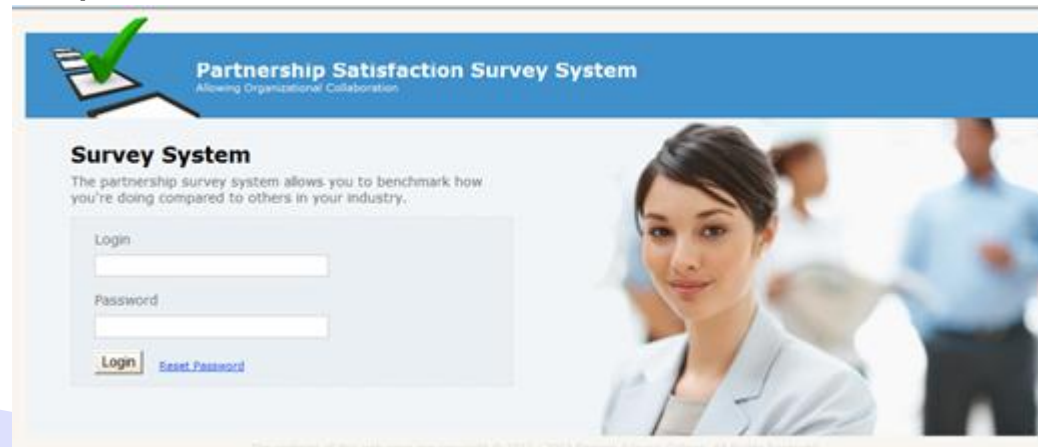
Higher Education  
**Continuous  
Improvement**  
Survey System



Higher Education Stakeholder Satisfaction Survey  
Instructions for Institutions

# Site URL and Log-in

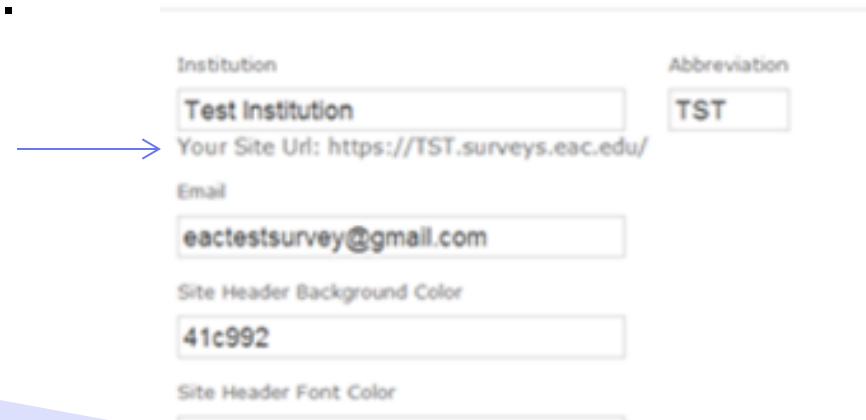
- **Web address:** <https://surveys.eac.edu>
  - Use this web address for first time log-ins only. Subsequent logins will require your institution's unique web address (more information to come).
- **Log-in:**
  - Username: email address provided by each institution for survey use
  - Password:
    - First time log-in: click *reset password* link and an email with instructions on creating a password will be sent to the email address you have chosen for to use for this survey tool.
    - Subsequent log-ins: use password set in prior step
    - Forgot password: click *reset password* link



# Institution's Profile

## Go to Profile tab once you are logged-in:

- **Institution Name:** pre-set by administrator. Can be edited.
- **Abbreviation:** Identify your institution's abbreviation. This will be used to create your institution's the site URL.
- **Email:** pre-set by administrator. Can be edited.
- **Site Header Background Color:** Click rainbow circle on bottom right corner to set color of site header.
- **Site Background Color:** Click rainbow circle on bottom right corner to set color of the site background.
- **Attach A Logo:** Browse and select image file
- **CLICK UPDATE WHEN COMPLETE**
- Enter new site URL in browser to see updated profile. Use this site URL going forward.



The screenshot shows a web form for editing an institution's profile. The fields are as follows:

Institution	Test Institution	Abbreviation	TST
Your Site Url: <a href="https://TST.surveys.eac.edu/">https://TST.surveys.eac.edu/</a>			
Email	eactestsurvey@gmail.com		
Site Header Background Color	41c992		
Site Header Font Color			

A blue arrow points to the 'Your Site Url' field.

# Institution Specific Questions

**Go to Question Groups tab to add institution specific questions:**

- Click *Create New*.
  - Create Name for Question Group: example “EAC Specific Questions”
  - Click “Create”
- Click *Questions to the left of the Question Group you created*:
  - Click *Create New*
    - Add question wording and select question type
    - Click “Create”
- Click *Answers to the left of the Question that you created*
  - You will need to add answer options for multiple choice and select all that apply questions, the rest will be pre-populated.
  - You can adjust the order of the answers by clicking “adjust order” and dragging and dropping the questions in your preferred order.
- **Adjust Order of Questions as you see fit by clicking *Adjust Order***

# Add Surveyees

Go to Surveyees tab to add those you wish to invite to participate in the survey:

- Click *Create New* (for single upload):
  - Enter Name, Email and select N/A for partner type
- Click *Bulk Upload* (for bulk upload):
  - Copy and Paste Tab delimited [file](#) in Text Box
    - File must have column for Name, Email, and Partner ID
    - Click *Upload Instructions* for details



Note: The Stakeholder survey is an open survey in which a common link is provided. This link can be shared via a flyer or other advertising medium. You can also invite surveyees by adding them in the survey tool. The system will send out an email invitation to those you added to participate in the survey.

**Upload Instructions**

This Bulk Upload process supports any tab delimited file.

The format requires that your file contains a "Name", "Email" and Surveyee Type "Id" column in that order.

The available Surveyee Type "Id" values is listed to the right.

 [Text file format example](#)       [Excel file format example](#)

**Surveyee Types**

Id	Type
1	SP1 - Educational Organizations and other organizations from which you receive your students
2	SP2 - Educational Organizations and employers that depend on the supply of your students
3	SP3 - Organizations that provide services to your students
4	SP4 - Organizations that supply materials and services to your organization
5	SP5 - Educational associations, external agencies, consortia partners, and the general community
14	NA - NA

Note: Enter the numeric value of the desired surveyee type listed above into the "Id" column of your Upload file.

# Join and Preview Survey

## Go to Surveys tab to join the survey:

- Click Join to the left of the survey name:
  - Check box under *Join This Survey*
  - Add Institution Specific Questions to Survey
    - Select Question Group from Drop Down
  - Customize email that will go to each surveyee in text box\*.
  - Click Save
- Back on the Survey tab, click on the link under Surveyees for the Survey you just joined\*
  - Check all the surveyees that you wish to survey
- To set the number of reminders that will be sent to each surveyee click on the *Reminders* link and create a reminder (# of days prior to scheduled end date)\*
  - Note: reminders will only be sent to those who have not taken the survey.
- To Preview the Survey, click *Preview*

\*Only applies if surveyees are added in the system

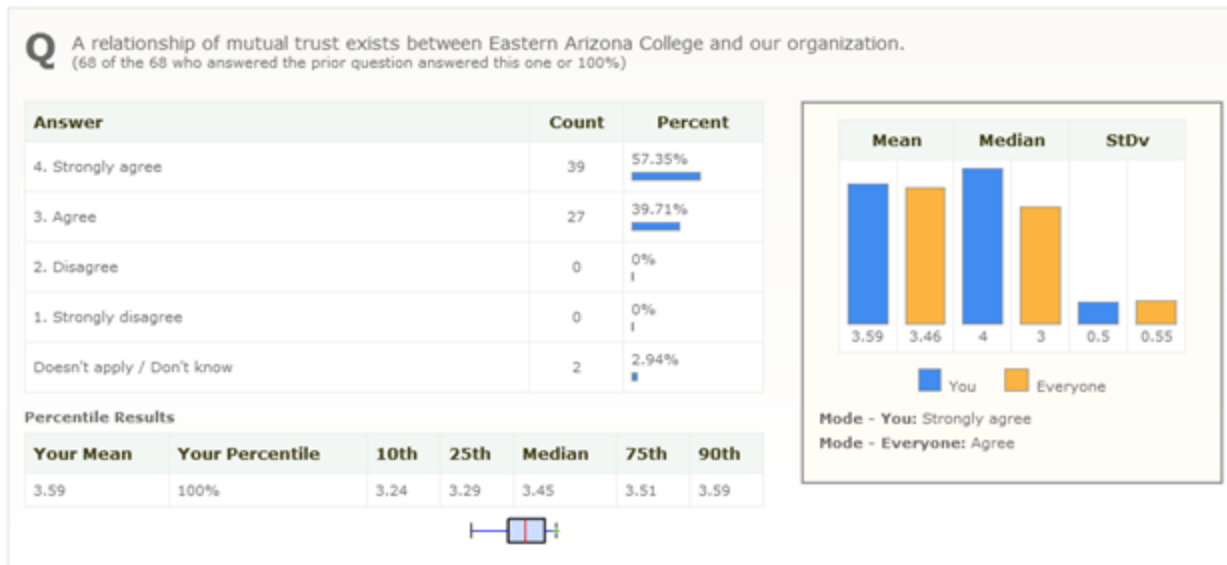
The screenshot shows the 'Surveys' tab selected in a navigation menu. Below the menu, there are statistics for surveys: Surveys: 3, Open Surveys: 2, Active Surveys: 0, Closed Surveys: 1. A dropdown menu for 'Test Institution' is visible. The main content is a table with columns: Join Survey, Status, Duration, Surveyees, Sent, Received, Group Q's, and Inst Q's. A row is shown for 'Test for 2013 Partnership Survey Demo' with status 'Open' and duration '10/25/2012 - 10/25/2012'. The 'Join Survey' link in the first column and the '0' in the 'Surveyees' column are circled in blue. At the bottom left, there are links for 'Preview', 'Reminders', and 'Join', with 'Preview' and 'Reminders' also circled in blue.

Join Survey	Status	Duration	Surveyees	Sent	Received	Group Q's	Inst Q's
<a href="#">Preview</a>   <a href="#">Reminders</a>   <a href="#">Join</a> Test for 2013 Partnership Survey Demo	Open	10/25/2012 - 10/25/2012	0	0	0	18	0

# Results

Go to the Surveys tab to view the results of the survey:

- click *Results* to the left of the survey name
- Results can be filtered by stakeholder group and can be printed or downloaded into a txt, xls, xml, or pdf document
- Statistics shown include: mean, median, standard deviation, and percentile rank



# Other Survey Information

**The following features are automated components of the survey system**

- The survey tool will send out email invitations to surveyees tied to the survey. The system checks for new surveyees hourly.
- The survey tool will send out reminder emails, to the surveyees which have not yet taken the survey, according to the settings you have chosen.
- Survey results are updated in real-time.

**Details about the survey, including questions can be found here:**

[http://www.eac.edu/surveys/stakeholder\\_survey.shtm](http://www.eac.edu/surveys/stakeholder_survey.shtm)

## **Billing:**

Each institution will receive an invoice for \$500 via email for the survey administration. We ask that payment is received prior to the administration date.



# Marketing Plan Example

**Each institution is responsible for marketing the survey**

- **Awareness:**
  - Creation and distribution of a flyer
    - Hard copy: local banks, restaurants, schools, and other businesses
    - Electronic format: all available email distribution lists including student, employee, alumni, major local employers
  - Advertising (PSA): service area newspapers, chamber of commerce newsletter, Small Business Development Center Newsletter, Alumni and employee newsletter, Radio
- **Call to Action:**
  - Create a web url re-direct that is easy to remember and market
  - Web placement: college homepage, student accessed webpages, college social media sites
- **Drawing:**
  - Final question on the survey (institution specific question for EAC) asks respondents to self-identify with mailing address. A drawing will be held for 10, \$25 EAC book scholarship

# Additional Questions?

## Contact:

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