UNG – Qualtrics

Qualtrics is a web-based survey software tool that is available for use by University of North Georgia faculty, staff and students. It can be used to create surveys, collect data and produce reports.

Parameters if Survey is Created by the Department/Unit:

- **No mass emails** can be sent unless approved by Department/Unit VP. For example, emails cannot be sent to the entire student, faculty, or staff populations.
- The email sent (either through Outlook or through Qualtrics) needs to include an explanation of who is sending the survey, the purpose of the survey, whether the data are confidential, how the data will be used/shared, and deadline for completing the survey.

Parameters if Survey is Created by Institutional Effectiveness at the Request of the Department/Unit:

- Department/Unit VP must 1) approve survey, 2) distribution list/email, and 3) sign email that is sent with the survey link.
- No mass emails can be sent unless approved by Department/Unit VP. For example, emails cannot be sent to the entire student, faculty, or staff populations.
- The email sent (either through Outlook or through Qualtrics) needs to include an explanation of who is sending the survey, the purpose of the survey, whether the data are confidential, how the data will be used/shared, and deadline for completing the survey.

Qualtrics Instructions/Account Set-Up:

- Go to: [https://ung.qualtrics.com](https://ung.qualtrics.com)
- Log-in using your UNG User ID and Password.
- If this is your first time using Qualtrics select *I do not have a Qualtrics account*.
- When your account opens you should have several tabs across the top of your screen. You may either begin creating a survey by selecting the *Create Survey* button under the *My Surveys* tab, or going to the *Create Survey* tab and selecting *Quick Survey Builder*.

Qualtrics Resources:

- While Qualtrics is very intuitive, it is advised that you select the yellow *Help and Tutorials* button in the upper right hand corner.
- Start by selecting the *Basic Building* tab.
- Under *Getting Started* select *Introduction* to begin a self-guided tutorial on how to use Qualtrics.
- If you scroll down once you have selected the *Help and Tutorials* button you will see *Learn Qualtrics in 5 Steps*. All 5 sessions will take about 3 hours to complete.
• If you scroll further down the page, there are also 5 pre-recorded trainings you may view as well.

• You may also contact Qualtrics directly with any questions. They can be reached at 1-800-340-9194, or by sending a request via the Support and Feedback button in the upper right hand corner of your home page.

• Teresa Ledford in the Institutional Effectiveness Department is also available to assist with any questions, teresa.ledford@ung.edu.

**Best Practices (suggestions):**

• Sample when appropriate.
• Leave survey open for 2 weeks, sending 1 reminder.
• Make participants aware of the end of the survey. Either with a statement or submit button.
• If possible, make survey ADA compliant. (Go to: Advanced Options, Check Survey Accessibility)
• Use branching, etc. when appropriate to shorten survey.
• If you must have data, set-up as a required question.