Designing Effective and Creative Digital Surveys for your 4-H Program Using Qualtrics Software
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1. **Getting Started**
   1) Go to this link and complete the survey s.uconn.edu/nae4hapre 2)
   2) Log in to your Qualtrics account 3)
   3) *If you don't have a Qualtrics account go to Qualtrics.com and click on "get a free account"

2. **What are the goals of this workshop?**
   - Educate participants on best practices for digital survey design using Qualtrics.
   - Expose participants to additional resources for designing digital surveys.
   - Provide a hands-on opportunity for participants to practice their Qualtrics digital survey design skills

3. **What is Qualtrics?**
   - About Qualtrics
   - How we use Qualtrics at UConn 4-H
     - Pre and/or post event surveys
     - Program and event registration
     - Statewide annual assessment using Common Measures
     - Communication to leaders and other stakeholders
   - Review results from pre survey

4. **Survey Design Best Practices**
   1 - Consider how the survey question connects to program goals

   2 - Think about how you want to analyze and communicate the data

   3 - Ask about one concept at a time (avoid double-barreled questions)

   4 - Use as few words as possible

   5 - Spell out all abbreviations and acronyms

   6 – Use design elements to improve participant experience

   7 - Use unbiased and neutral language

   8 - Be consistent in formatting and response categories

   9 - Let participants know their progress

   10 - Think mobile friendly

5. **Tools we will review**
   - Starting a project
   - Adding questions and creating question blocks
   - Skip and display logic
   - Piped text
   - Custom end-of survey messages
   - Distribution options (anonymous or individual)

6. **Start a Project**

7. **Question Types and Blocks**
   a. Create blocks to stay organized
   b. A variety of question types:

i.   Multiple choice
    ii. Scales (i.e. Likert or NPS)
    iii. Matrixes
    iv. Descriptive text
    v.   Text entry

8. Skip and display logic
- Command options:
  o IF: If something happens (x) then (y) happens
  o And: Requires that both conditions must be met
  o OR: Requires that either of the conditions must be met
- Skip Logic: Use when skipping a respondent to the end of survey or past a block of questions.
- Display Logic: Use for displaying questions based on previous answers

9. Piped Text {A}
- A way to embed previous information into your survey
- Use when you want to customize your message or include a previous response in a future question

10. Custom end of survey messages
- Create specialized messages at the end of your survey
- Use to:
  o Route participants to your website,
  o Share additional information,
  o Send a special thank you.

11. Distribution types
1. Anonymous
   - Easy to create and distribute
   - Is not able to track who has taken the survey
   - Does not collect identifiable information
   - Incompatible with reminder messages
   - Usually sent over social media, short URL or QR Codes.
   - Overall less capabilities but more flexibility in distribution.
2. Individual Link
   - Is unique to each participant
   - Requires using the contact list feature
   - Saves identifiable information in your dataset

   - Allows you to track who has taken the survey
   - Compatible with reminder messages
   - Overall more capabilities but less flexibility in distribution.

2. Now on to our activity: Designing a Qualtrics survey

1) Review the step-by-step handout, and work through the instructions at your own pace.
2) Break into groups
   Beginner - "I haven't designed a Qualtrics survey before today"
   Intermediate - "I have designed Qualtrics surveys a few times"
   Expert - "I design Qualtrics surveys all the time"

3) Complete the step-by-step instructions to design your survey (30 minutes)

3. **Please respond to our post workshop survey s.uconn.edu/nae4ha2019post**

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