Qualtrics for Course and Teaching Evaluation

- *Guide for staff using the Qualtrics survey tool for summative evaluation*

1. Summary

At the University of Auckland each course is evaluated each time it is offered. The University's primary method of summative course and teaching evaluation is the SET online system. Most taught courses use SET, however there are some courses across the University that are not suitable for SET evaluation and can be evaluated using Qualtrics.

Eligibility for Qualtrics Evaluations

Where applicable, Qualtrics may be used instead of the centrally-implemented SET evaluations if:

1) **Each respondent group per survey** (e.g. offshore students using OLEs) **has at least 5** enrolled students, and

2) The course belongs to one of the following situations:

   a. Unique delivery (i.e. block taught or taught in non-standard semester timing) and is not in-scope for SET; or

   b. Has at least 5 but less than 10 enrolments, and is thus ineligible for SET; or

   c. Has Primary Graded Component type that is not in-scope for SET, but the delivery type is suitable for evaluation; or

   d. Unique delivery timing and is eligible for SET. In this case, to be excluded from SET the Course Director must get approval from the Associate Dean (Academic), and then contact the Academic Quality Office (quality@auckland.ac.nz) to have the course excluded from SET evaluation.

Qualtrics may also be used in some faculties to evaluate graduate teaching assistants (GTAs) who are not eligible to be evaluated in SET.

Qualtrics Evaluation Questions

Where Qualtrics is to be used in place of SET:

1)	The 'overall' SET course quality question (Course Evaluation rated question) **MUST** be used.
2)	Additional questions can be added.

To create a survey from a template, please follow **Steps 1 and 2** in the next two pages.

To create a survey by importing question blocks, please follow **Appendix I**.

Communicating with Students about Qualtrics

If you use SET, the University invites students to evaluate the courses and teachers. If you are using Qualtrics to evaluate your courses and teaching, the University does NOT invite students and you must either email the survey invitation and link to your students or embed the link in a Canvas module. Invitation wording and instructions can be found in this guide under **Steps 8 and 9**.

Qualtrics reporting

If your course is using Qualtrics instead of SET, you **MUST** add the faculty Associate Dean (Learning and Teaching) responsible for SET as a collaborator on the survey when you set it up (instructions in **Step 6**, below). Associate Deans will report to University Teaching and Learning Quality Committee on the aggregate Course and Teaching Evaluation results, as occurs with SET.

2. Creating a Course and Teaching Evaluation Survey in Qualtrics

Accessing Qualtrics

All staff and doctoral students at the University of Auckland have access to Qualtrics - https://auckland.au1.qualtrics.com
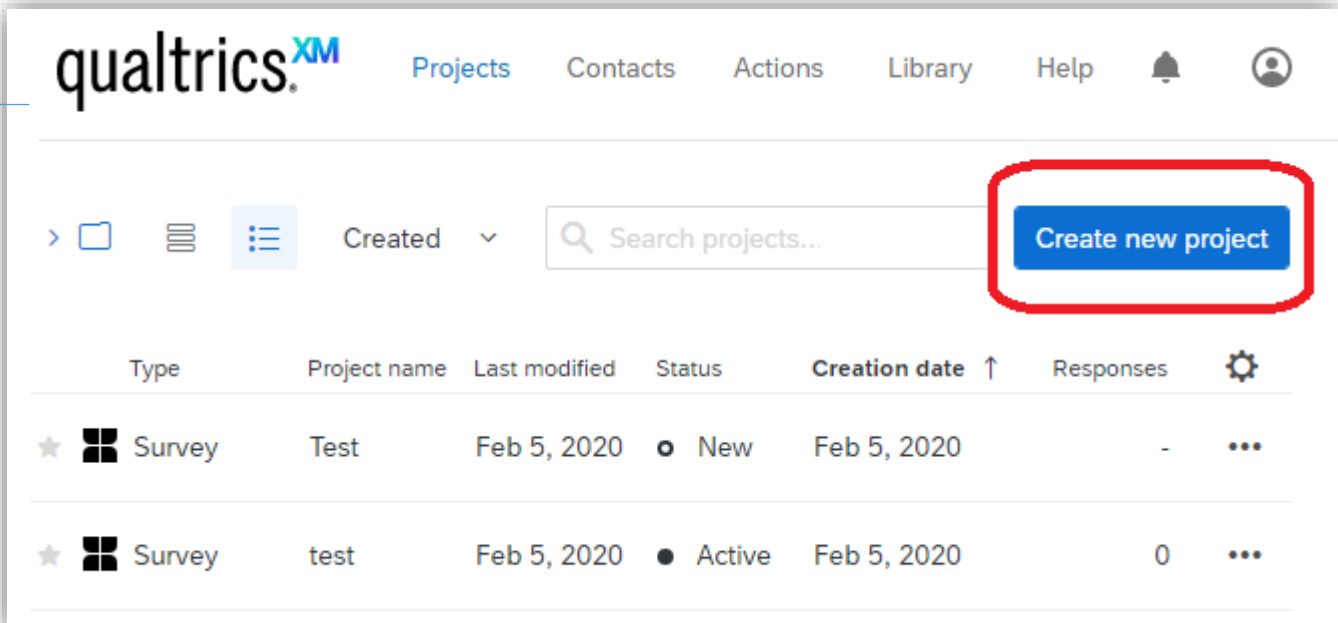
Create a Qualtrics account

You may log in with your University account. If you haven't used Qualtrics before, click 'I don't have a Qualtrics account' and your account will be created.

√ Step 1 – Set up a project

The first page you see is the '**Projects'** page, displaying a list of surveys attached to your account, including those that others have shared with you.

Click '**Create new project**'.

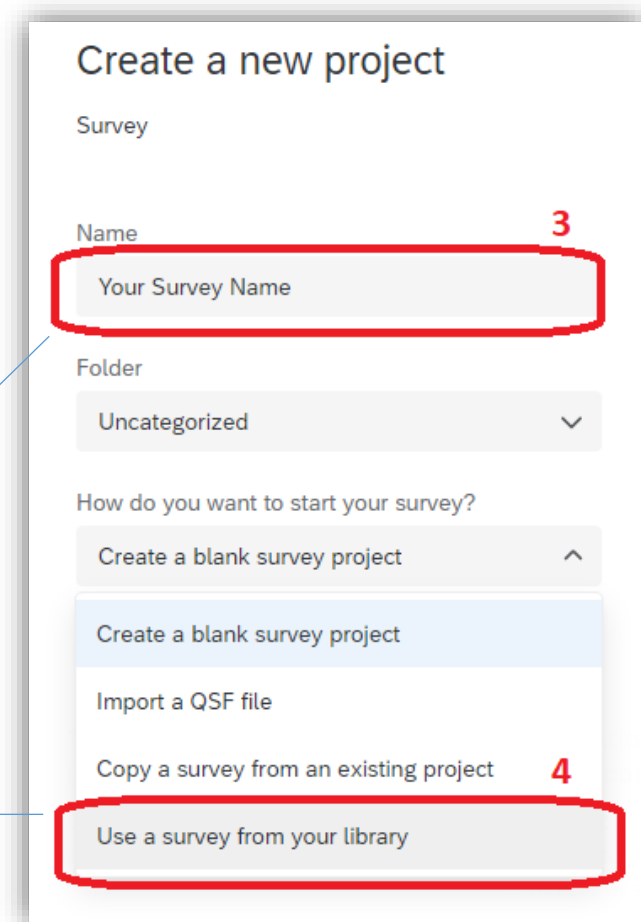√ **Step 2 – Select the survey template**

1) Under 'Projects from scratch', choose '**Survey'**, then **'Get started'.**
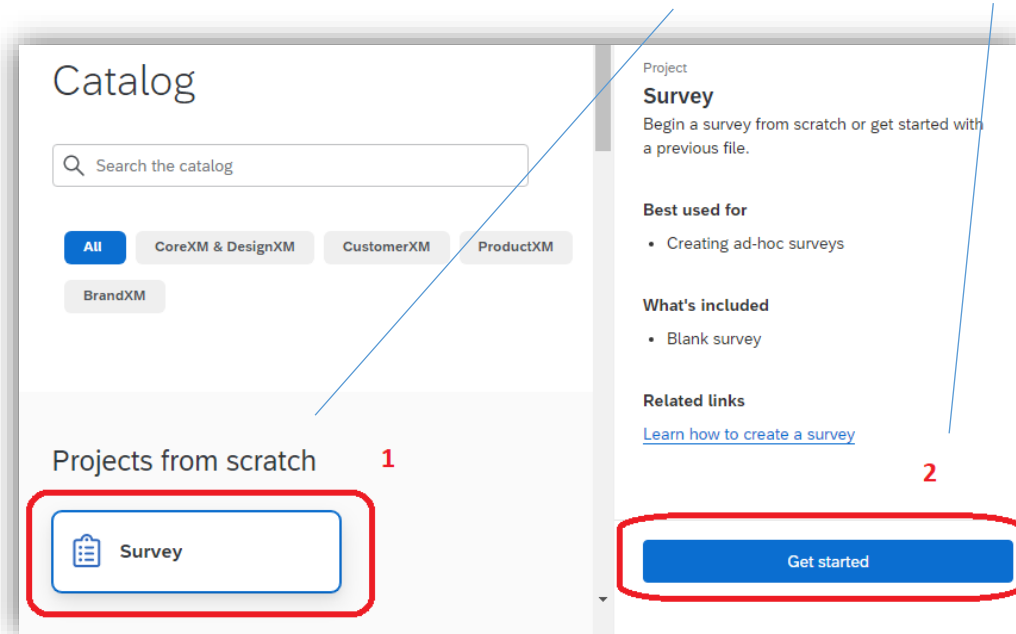
2) In the '**Create a new project** page:

You can fill out the Project (survey) Name now or later.

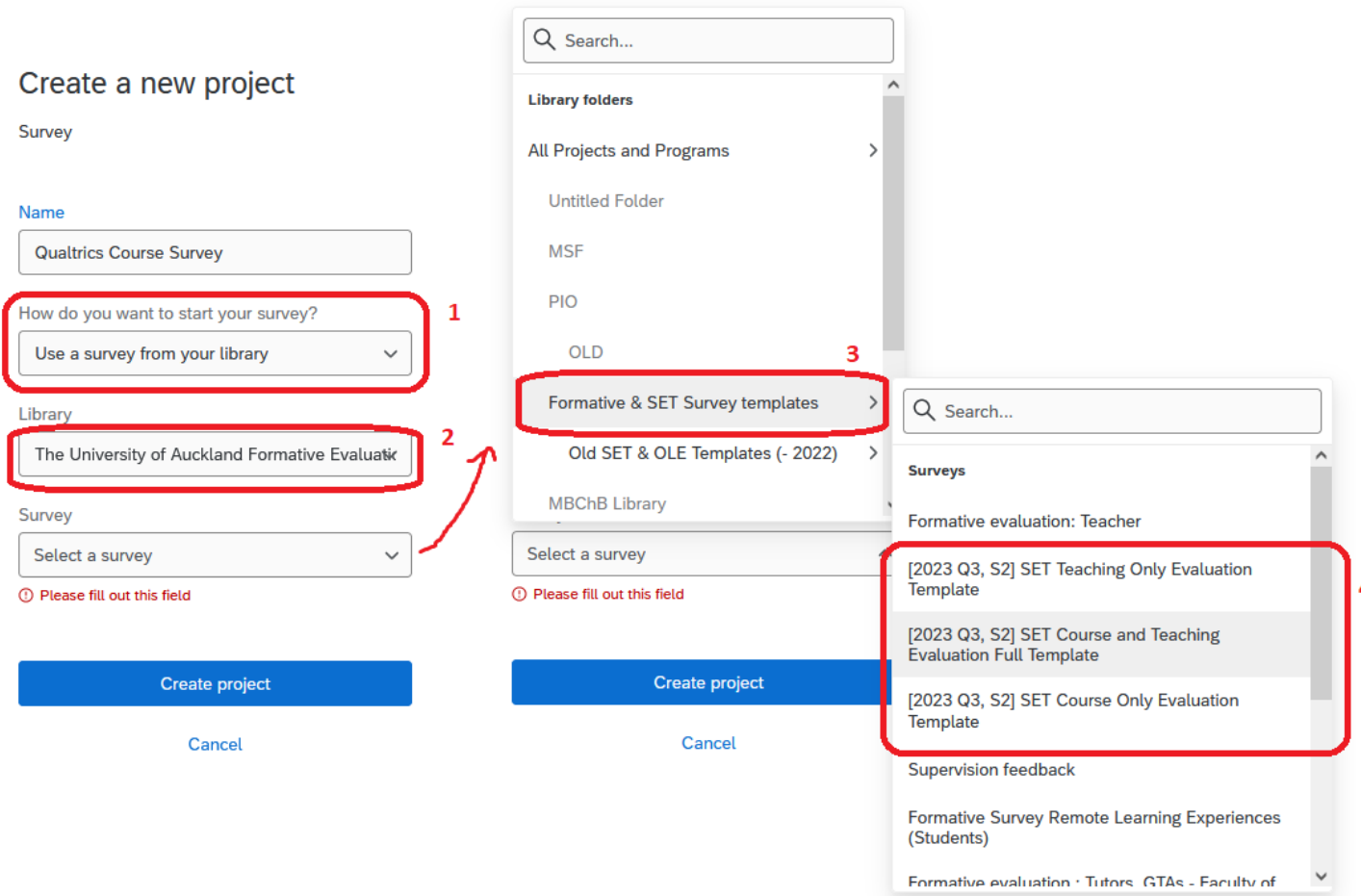Under 'How do you want to start your survey?', choose '**Use a survey from your library**'.

3) In the same page:

Under '**Library**', choose '**The University of Auckland Formative Evaluation Templates**'.

Under '**Survey'**, choose '**Formative & SET Survey templates**'.

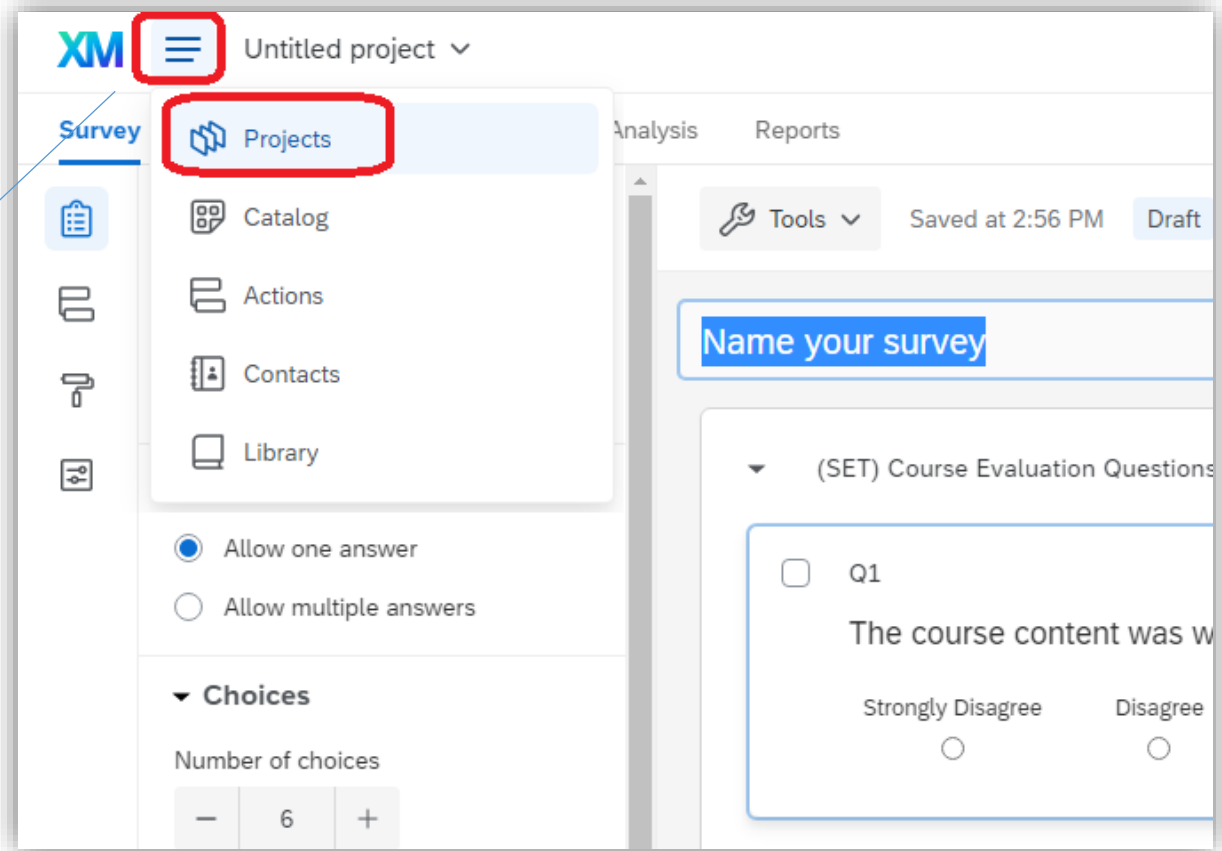Select a corresponding survey template, click '**Create Project**'.

√ Step 3 – Name and save your survey

Now you can **rename your survey**, and press the '**Enter**' key or click into a blank area on the page.

Your changes will be automatically saved with this survey project under your account.

From this point onwards, you can find your new survey /project under the '**Projects**' tab.

√ **Step 4 – Edit your survey**

> **Remember**: Where Qualtrics is to be used in place of SET:
> - The 'overall' SET course quality question (rated question) **MUST** be used.
> - Additional questions can be added.

To add, edit, or format survey questions:

https://www.qualtrics.com/support/survey-platform/survey-module/editing-questions/creating-questions/

To change the survey flow (especially if your questionnaire terminates too early or have imported blocks)**:**

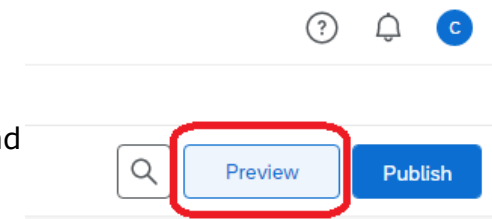https://www.qualtrics.com/support/survey-platform/survey-module/survey-flow/survey-flow-overview/

To force/request response to all /some questions (optional):

In Qualtrics SET/OLE templates, all Likert-scale questions are set to be mandatory by default to be consistent with the centrally-implemented SET setting. Under such setting, respondents only go to the next page after responding to all mandatory questions in the current page. If you wish to change this setting, please follow the guide linked below:

https://www.qualtrics.com/support/survey-platform/survey-module/editing-questions/validation/#ForceResponse

To preview your survey:

Click 'Preview' on the top right corner of the page to preview your survey in computer and a mobile-phone display mode.

To add a survey header on each page:

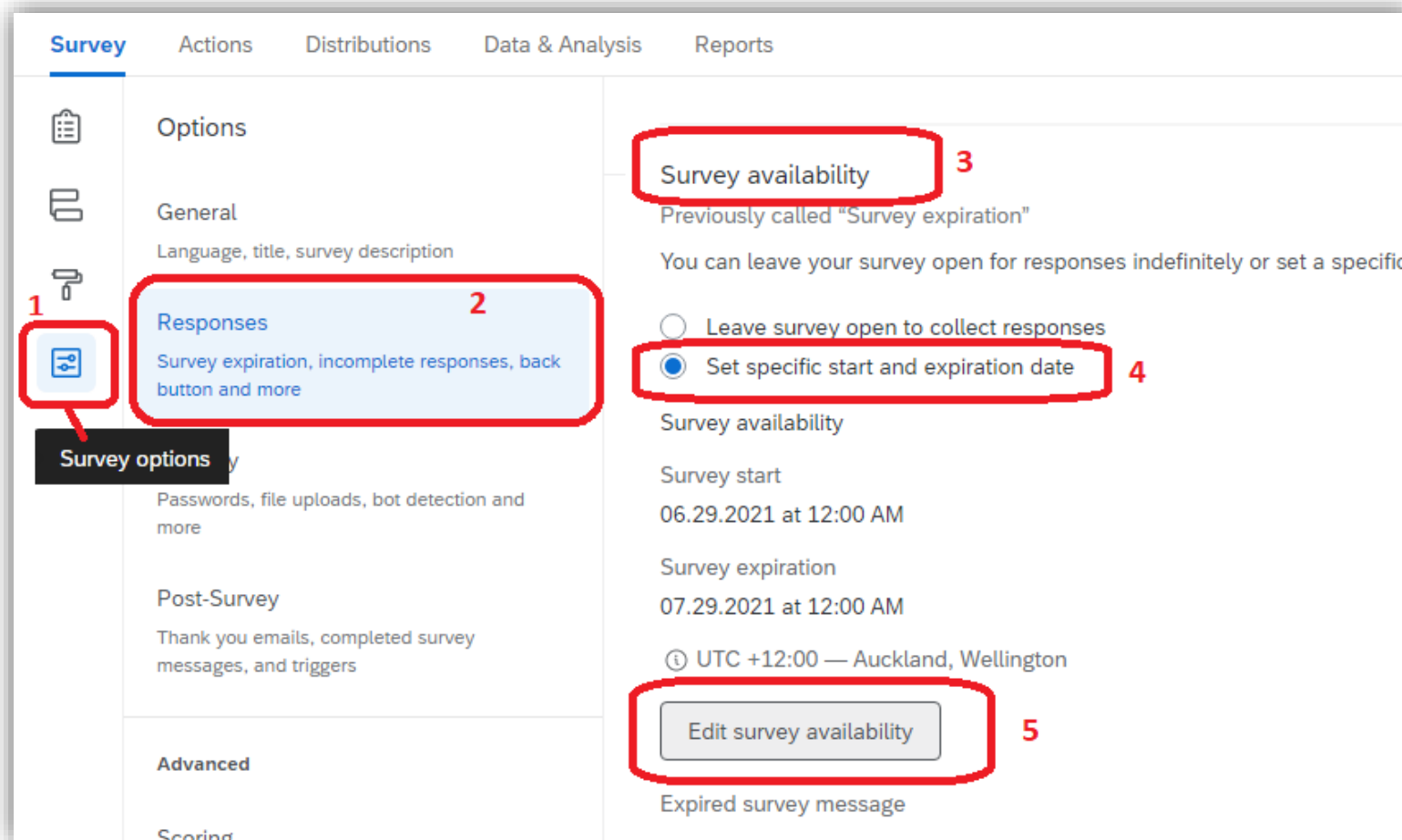https://www.qualtrics.com/support/survey-platform/survey-module/renaming-your-survey/#SurveyHeader

√ Step 5 [optional] – Add an 'expiry date' to your survey

In the left menu bar, select '**Survey Options**' (the last icon), then '**Responses**'.

Scroll down to the '**Survey Availability**' section, select '**Set specific start and expiration date**', choose '**Edit survey availability**'.

In the pop-up window, edit your preferred survey start and end dates, click '**Save changes**'.
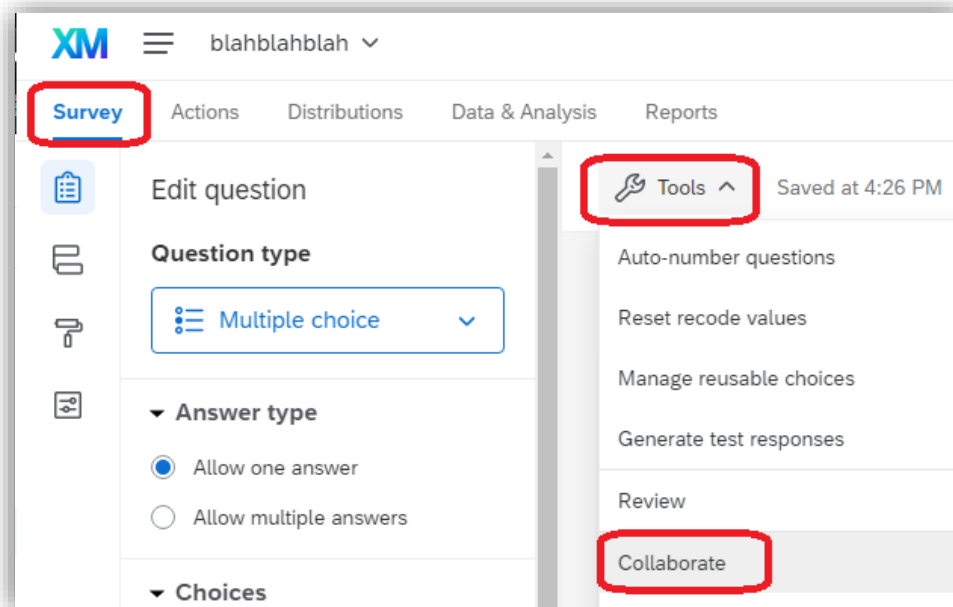
√ **Step 6 – Share your survey with the AD(LT)**

1) Click '**Survey**' on the top menu bar. Under the '**Tools**' tab, select '**Collaborate**'.

2) In the "**Type Username or Email**" box, type in the names of your Associate Dean and other collaborators, select the corresponding person from a pop up user list, and click '**Add**'. (It is OK if the person is not in the Group Address Book. You can still enter the email address and click 'Add').
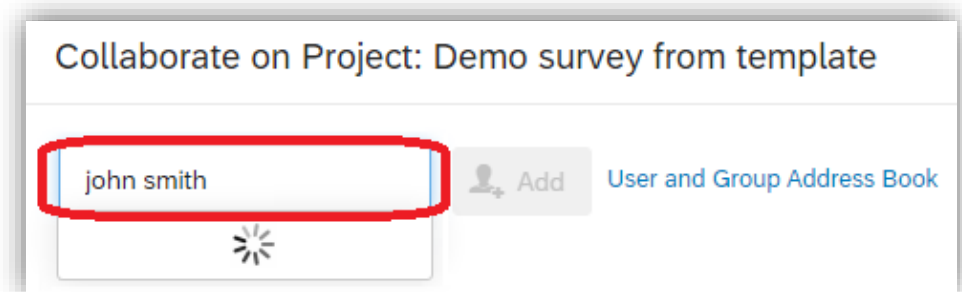
3) A pop-up box will invite you to write a customised message to be sent to the collaborator.

   When finishing editing the message, click '**OK**'.

4) Now you will see the list of collaborators you have added in the same pop-up window.

   You can then manage the permissions each collaborator has.

*** **Please make sure your Associate Dean has permission to** <mark>**view reports**</mark>**.**
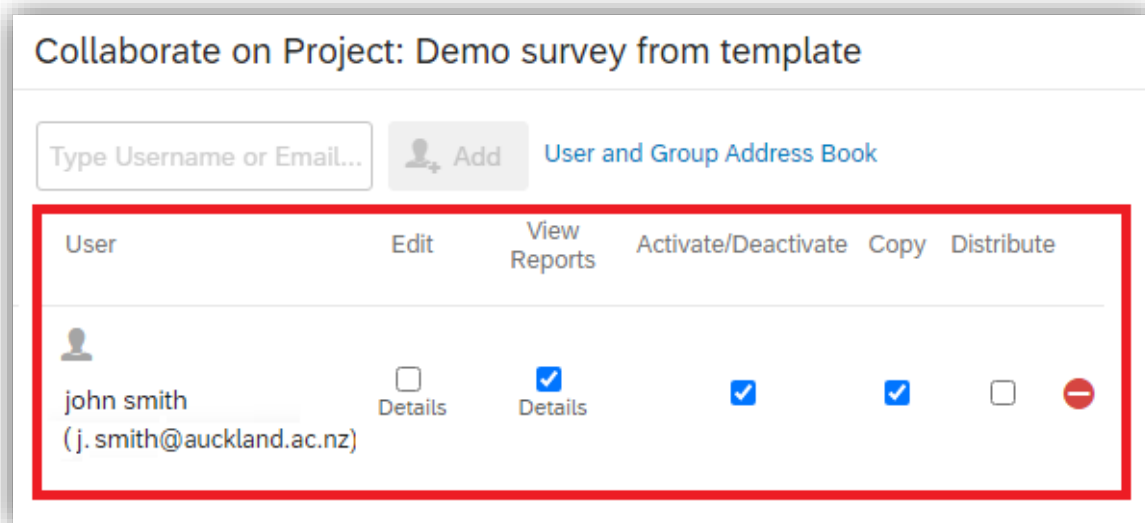
Please visit here for more information about Collaborating on Projects in Qualtrics: https://www.qualtrics.com/support/survey-platform/my-projects/sharing-a-project/

√ **Step 7 – Activate your survey**

When you are ready to launch your survey, you need to 1) activate the survey, and 2) distribute the survey.

To activate the survey, click on the '**Distributions'** tab on the top menu bar.

In the new page, click '**Get a single reusable link'**. Once this is clicked, your survey will become active for data collection.

This is recommended over 'send with Qualtrics', as emails sent via Qualtrics may be blocked by some regional firewall.
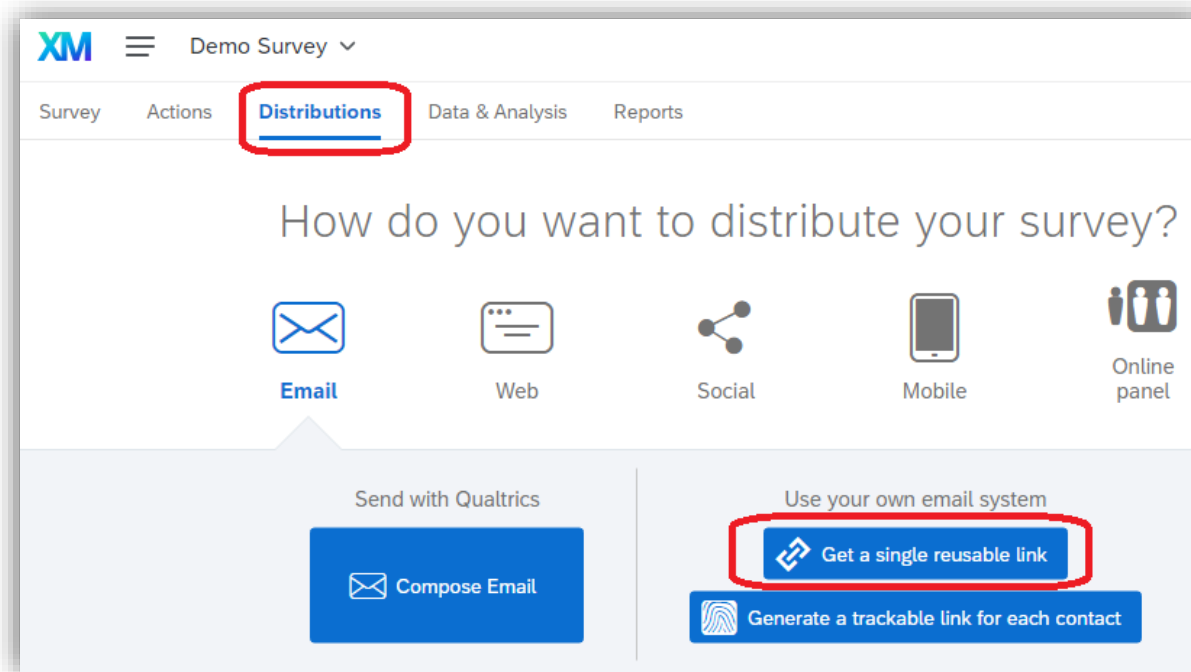
√ Step 8 - Distribute the survey

You can distribute the survey to your class in two ways:

1) **Send the class an email with a link to the survey.**

   From the 'Distributions' tab, select the Anonymous Link option. Copy the link to the survey and paste it in an email. You can use the **Announcements** feature in Canvas, or if you prefer to use Outlook, you can get your student's emails by exporting a class list from Canvas using the **ISOM Canvas Tools** extension for Google Chrome.
   www.flexiblelearning.auckland.ac.nz/coursebuilder_support/menu0_28.html

2) **Embed the survey into your Canvas course.**

- Copy the link to the survey as described in option 1. Go to your course in **Canvas** (www.canvas.auckland.ac.nz) and browse to the '**Modules'** section.

- Click the '**+ Module**' button at the top right of the screen. Name the module '**Qualtrics evaluation**' and click '**Add module'**.

- Click the '**+**' button next to the module name to add a module item.

- Choose '**External URL'** and paste the URL to the survey. Type in a page name, e.g. 'Formative evaluation' and click '**Add item'**.

- Click the **cloud icon** next to the module name to publish it. You may need to refresh the page to make sure it's **turned green**.

√ Step 9 - Communicate with your students

The survey is now available to your students from within Canvas. Use the **Canvas 'Announcements'** feature to inform the class that the survey is available to them in the course 'Modules' section.

> This is your opportunity to provide feedback on your experience in your courses this semester!
>
> *Your feedback is important and will support improvements to the course and the learning experience of students. Please ensure that your feedback is **honest, constructive, specific and appropriate** and uses language that is consistent with the expectation that members of the University treat one another with respect.*
>
> *Your feedback is secure and confidential.*
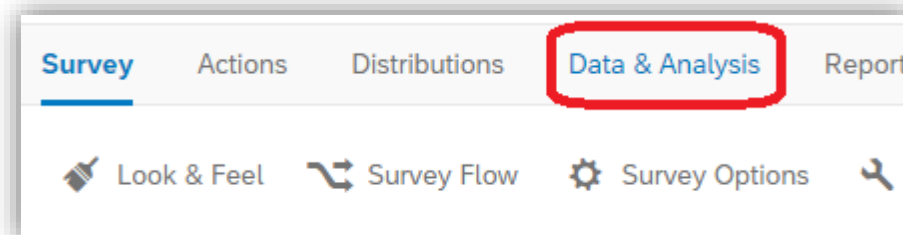
√ Step 10 – Monitor the response rate

After distributing the survey, you can see the number of responses in **Qualtrics,** under '**Projects'**, next to the project name.
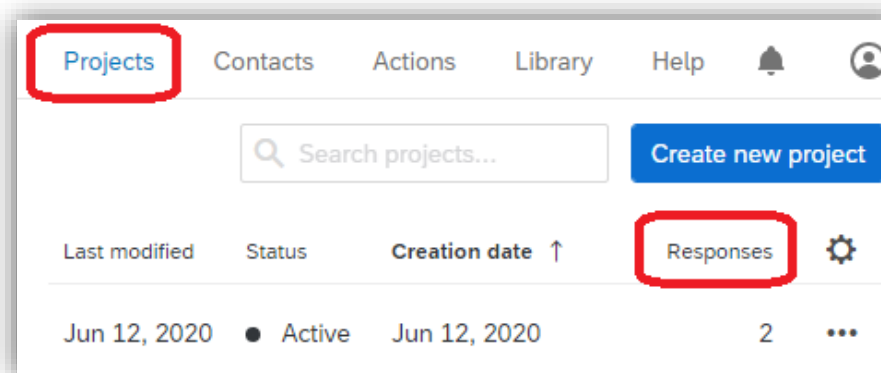
You can see the response statistics by clicking into the survey, and go to '**Data & Analysis**'tab.

https://www.qualtrics.com/support/survey-platform/data-and-analysis-module/data-and-analysis-overview/

√ Step 11 – Deactivating the survey

If you haven't set an expiry date (see **Step 5**), you can return to **Qualtrics** to deactivate the survey after the submission deadline. Go to the '**Distributions**' tab and click '**Pause Response Collection'**.

√ Step 12 – Get results and reports

You can export the survey response data for analysis by following the steps linked below:

https://www.qualtrics.com/support/survey-platform/data-and-analysis-module/data/download-data/export-data-overview/

You can generate survey reports by following the steps linked below:

https://www.qualtrics.com/support/survey-platform/reports-module/results-vs-reports/

The key SET indicators are calculated as follows:

$$\text{Response rate} = \frac{\text{total number of submitted responses}}{\text{total number of students invited}}$$

$$\text{GA\% of a question} = \frac{\text{count of "Agree" responses} + \text{count of "Strongly Agree" responses}}{\text{total count of submitted response} - \text{count of 'NA' responses}}$$

* Note: 'NA' response is coded as 0 in SET and is not counted towards the aggregated scores for any question.

** Information for Associate Deans (Survey Collaborators)

Once users have been invited to collaborate on a project, the collaborators will receive an email notification.
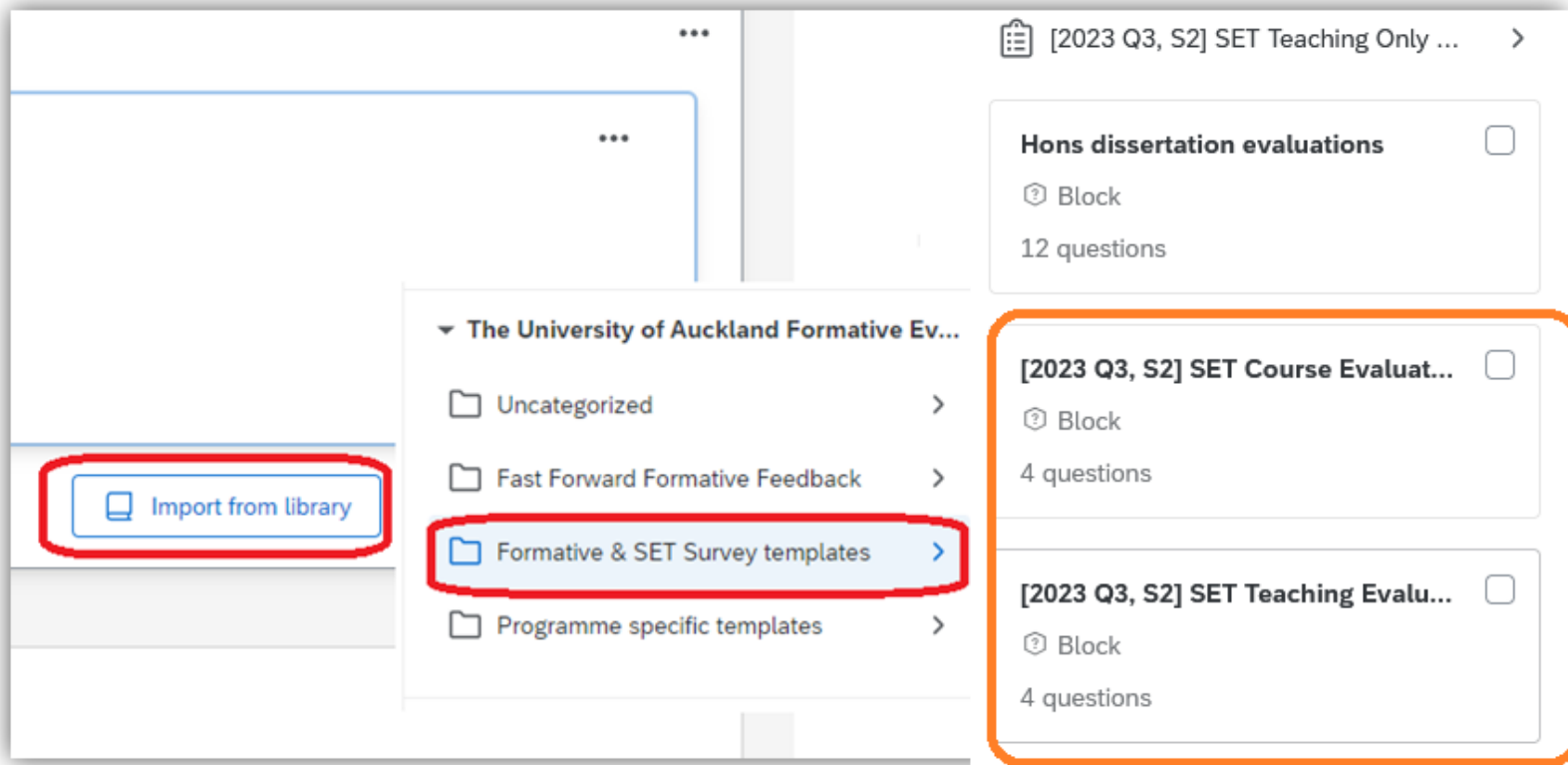
The next time the collaborators log in to **Qualtrics**, they will be able to see the shared survey via the following:

1. In Qualtrics, click on the '**Projects**' tab.

2. Click on **Folder icon** if your folder pane is not already open.

3. Select the '**Shared with Me**' folder, the shared survey is in the list.
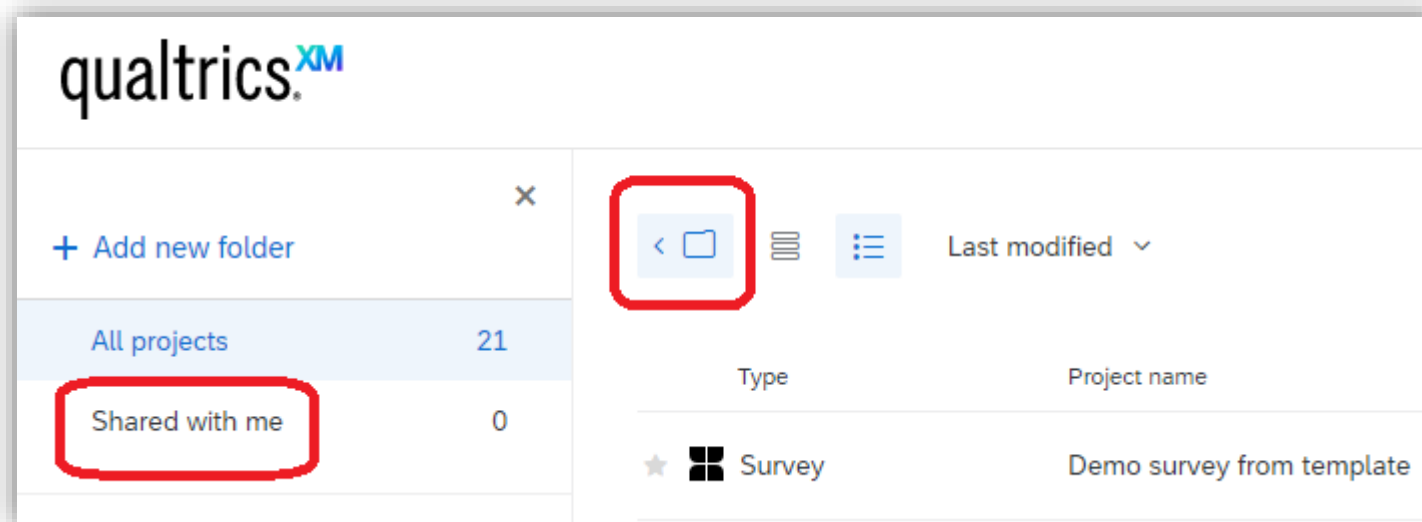
Appendix I – Importing SET Question Blocks

To import SET/OLE question blocks into an existing survey, first create the survey. Then navigate to where you wish to insert the question block, and select '**Import from library**' >> under the '**The University of Auckland Formative Evaluation Templates**' section, choose '**Formative & SET Survey templates**'. The SET course and teacher question blocks are listed at the end of the subsequent list with 'block' in their names.

Please visit here for moving, copying, deleting questions: https://www.qualtrics.com/support/survey-platform/survey-module/editing-questions/creating-questions/