Create and Design Enterprise Surveys

Create an Enterprise Survey

Creating a new survey is a multi-step process. Providing descriptive survey information helps you share your survey with other users and helps others to understand the content and purpose of the survey.

1. Select Create Survey.
2. Type a Survey Name.
3. Type an optional Description that appears with the survey name in the list of surveys available to you.
4. Select Do not allow backtracking if you do not want to allow recipients to return to previous questions.
5. Select Submit. The Design Survey page appears. Next, create questions and customize the look of the survey.

To edit the enterprise survey after submitting, go to the Enterprise Surveys page, open the menu, and select Edit Survey Information.

After you create an enterprise survey, design the way it is presented to recipients. Add questions, customize the header or footer, and insert visual elements such as instructions, section breaks, and page breaks. All survey elements can be arranged with the drag-and-drop feature. Select Preview to see how the survey looks to recipients.

Edit the header and footer

1. Open the menu for an existing survey and select Design Survey.
2. On the design survey page, open the menu for Edit Header or Add Footer.
3. Select Edit or Add.
4. Use the content editor to format the text, insert images, add links, and embed media.
5. Select Submit.

Create questions

Point to Create Question and select a question type. Consider these factors as you select the types of questions to add.

- What you are trying to measure?
- How long will it take recipients to complete the survey?
- How do you want to compare and report on the submission data?
To form a rating scale, you can specify point values for all answer choices for all question types. The points contribute to a numerical rating for each answer. The ratings are an average of all responses and appear in analysis reports. The rating can be used to rank responses and make comparisons.

You can add tags to questions so that you can group questions during the analysis. For example, a set of questions in a course survey can be tagged with the label Student Satisfaction and another set can be tagged with Teacher Performance. These sets of questions can then be grouped based on the tags and compared.

### Question types

#### Likert scale

Likert scale questions ask respondents to indicate where their response falls in the range provided in the scale. Creating a Likert scale question is a two-step process. First, select one of the existing scales or make your own, then type the question.

- **My course was easy to navigate.**
  - Strongly agree
  - Agree
  - Neither agree nor disagree
  - Disagree
  - Strongly disagree

#### Matrix

Matrix questions are designed to measure a set of related actions using the same scale. Matrix questions combine questions, which shortens the time it takes to complete the survey. When you create the question you select a scale, type a general question, and add a set of related actions.

- **How often did your teacher**
  - give homework?
  - assign reading?
  - give tests?
  - assign group work?

### Multiple Choice

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Multiple choice questions have a lot of flexibility. Use them whenever you want to provide recipients with the option of selecting more than one answer. Questions can include formatted text, links, attachments, images, and multimedia.

Either/or

Either/Or questions ask respondents to select one of two options such as Yes or No, True or False, Agree or Disagree. Use one of the default answer sets or create your own.

Open entry

Open entry questions ask respondents to type in an answer in the text box provided. Answers can be set to accept short responses up to 255 characters or long responses up to 1000 characters.

Format survey with visual elements

Point to Create Visual Element and select one of these elements:

- Instructions: Provide as many sets of instructions as needed to help respondents answer questions or groups of questions. Use the content editor to format the text, insert images, add links, and embed media. New instructions appear at the bottom of a survey. Drag them into place.
- Section Break: Inserting a section break adds a label to a group of questions, giving respondents context around the questions. This helps respondents provide quality answers if the survey spans several topics. You can select Start section on new page if you want the section break to also function as a page break. New section breaks appear at the bottom of a survey. Drag them into place.
- Page Break: Adding page breaks to the survey limits scrolling for respondents and allows them to focus on a few questions at a time. When you add a page break, a Next Page button appears at the bottom of the survey. If you've allowed backtracking in the survey information, a Previous Page button also appears. New page breaks appear at the bottom of a survey. Drag them into place.
Create a Response Period (deliver the survey)

Response periods represent the group of people the survey is sent to (recipients) in conjunction with the time frame the survey is open to collect data. The recipients of a survey can be selected based on their course enrollment, their role within the Blackboard system, or their email address.

The type of recipients you select determines the type of reporting you can perform. Recipients who are enrolled in courses or recipients who have a role in Blackboard most likely have other demographic information stored in the system. This information can be used in reports to analyze responses based on those demographics. Recipients who are uploaded from a list email addresses are not available for demographic comparisons.

Response periods are set to collect anonymous survey responses by default.

The most efficient way to send the survey to different groups of people and during different times is to create different response periods for a single survey. You compare the results of different response periods when you analyze the survey results.

Examples

- Create an undergraduate course evaluation with response periods for the fall term and the spring term. The students taking the survey and the time frame the survey is open to collect data are different, but the questions are the same. Results from students enrolled in different terms can be analyzed based by different criteria such as their courses or the department they are affiliated with.

  If a student is enrolled in more than one course that is part of the deployment for a survey, that student will receive a notification for EACH course and will need to respond to the survey individually for each course. Each response will be associated with the course to which it applies.

- Create a post graduation survey for all alumni and distribute it by email. Create response periods for each graduation year by using different email lists. Results can be analyzed based on graduation year and by question.
Create response periods

1. Open an existing enterprise survey's menu.
2. Select Response Period.
4. Type information in on the Detailed Summary tab.
5. Survey responses default automatically to collecting anonymous responses. When Accept Anonymous Responses is checked, responses from all recipients will be anonymous. To change the default, uncheck Accept Anonymous Responses.
   If you want to use demographics to compare survey responses in reports, survey responses cannot be set to anonymous. Uncheck Accept Anonymous Responses.
6. Select Save and Continue to progress through the Select Recipients, Notify, and Scheduling tabs.
   Information about each tab is available below.
7. Select Save and Exit when you are done setting the response period parameters.

You can return to a response period for further editing. Go to the Response Periods page, open an existing response period's menu, and select Edit Response Period.

Select recipients

On the Select Recipients tab, you select survey recipients by place, by role, or by uploading email addresses. Response periods can have only one set of recipients based on their enrollment, role, email addresses.
cannot combine a list of uploaded email addresses with a set of students enrolled in a course in one response period. Instead, use the same survey and create two response periods, one for the email addresses and one for the enrolled users.

By places

Places refer to course and organization enrollments. You can send surveys to all the users who are enrolled in courses, in organizations or in both. You can narrow down the pool of recipients by including only specific course roles, courses within a term, and courses within a department or business unit if your institution has licensed community engagement.

Using this option allows you to release the results of the survey to instructors from the Scheduling tab.

This example illustrates how to send a course evaluation to students enrolled in all biology department courses in the Spring 2012 term. It assumes that locations have been created at the institution and terms added.

1. On the Choose Places tab, select Send to Location.
2. Select Find Location and then search for Biology Department.
3. Select Find Terms and then select Spring 2012.
4. Select Student under Course Roles.
5. Select Calculate or the refresh icon to see the approximate number of recipients.
6. Select Save and Exit.

By users

You can send surveys to all users based on their institutional role. You can narrow the pool of recipients by including only specific institutional roles, or institutional roles within a place such as a department or business unit if your institution has licensed community engagement and created locations.

Selecting recipients using this method limits report access to survey authors and administrators. If you need to release survey results to teachers, select recipients using the Places option. Reports can always be saved and manually distributed.

This example shows how to send an employee satisfaction survey to faculty and staff in the College of Arts and Sciences:

1. On the Choose Users tab, select Send to Users by Location.
2. Select Find Location and then search for College of Arts and Sciences.
3. Select Faculty and Staff from Available Roles select the arrow to move them to Selected Roles.
4. Select Calculate or the refresh icon to see the approximate number of recipients.
5. Select Save and Exit.

By uploading email addresses

Email addresses are uploaded to the system in a text file. You can upload the file from your computer or from the Content Collection if your institution licenses content management. Each email address must be on a separate line in the text file.

Notify recipients of survey availability

On the Notify tab, you select how recipients are notified and edit the message they receive. Recipients are notified about an available survey by course alerts, My Blackboard alerts, or email. The notification methods available depend on the type of recipients you have selected. For example, recipients selected from an uploaded email list do not receive course alerts or My Blackboard alerts.

- Course notifications appear to selected users at the top of every page in their course when their course is selected as a place to send the survey. Course notifications only appear to users who are enrolled in the course and have been selected to receive the survey based on this enrollment and their course role.
  Course notifications are not available for surveys sent to users based on their institution roles or based on an uploaded email list.
- My Blackboard is a centralized location where users receive alerts, announcements, and other types of information about their participation. Users receive notification of a survey in My Blackboard when they have a role in the system.
  My Blackboard notifications are not available for recipients who are selected from an uploaded email list.
Email notifications are available for all types of survey recipients. Email can be selected as an additional notification method when Course Notification and My Blackboard are available. It is the only notification method for uploaded email addresses.

When email notification is selected, you must enter a valid email address in the From box. Email that cannot be delivered is bounced to this email address. If you are sending a survey to a large email list, consider setting up an alternate email account for yourself that can receive large volumes of email.

You can include email addresses in the Cc box, including your own. This is optional.

Edit survey notifications

Use the text editor to personalize the notification and submission messages the recipients receive to generate timely responses. It is not possible to add images, links, or media to notification messages. The text editor includes variables to automatically populate text, such as the survey name, institution name, and the date the survey closes.

Notification messages have a subject line and a message body. Both fields are required and can be edited. Both fields can use variables. To edit a notification message follow these steps:

1. On the Edit Response Period page, access the Notify tab.
2. Under Notification Method, select Edit to open the text editor. Type a Subject.
3. Select the Insert Variable icon and select the variable to include in the message. The variable dynamically fills in the notification or message for the specific user. For example: if you select the course name variable, the name of the associated course is shown in the notification or message.
4. Type a Message.
5. Select the Insert Variable icon and select the variable to include in the message.
6. Edit the Survey Text Link.
7. Select Preview to see how the message will appear to recipients.

Edit automated system responses

Request Support
ETC@mayo.edu

Monday - Friday
8:00 - 5:00 CST
(507) 266-9087
Automated system response messages are sent to survey recipients after they have taken an action. Automated system responses have only a message body. When the survey is submitted, recipients receive the Submission Message. If the recipient attempts to submit a survey more than once, they receive the Duplicate Submission Message. If a recipient attempts to respond to a survey after the response period has ended, they receive the Unavailable Message.

1. On the Edit Response Period page, access the Notify tab.
2. Under Automated System Responses, select Edit to open the text editor for a message.
3. Type a Subject.
4. Select the Insert Variable icon and select the variable to include in the message.
5. Edit the Submission Message.
6. Select the Insert Variable icon and select the variable to include in the message.
7. Select Preview to see how the message will appear to recipients.

Schedule survey delivery and set reminders

On the Scheduling tab, you can send or close an enterprise survey immediately or schedule delivery or closing for a future date and time.

1. On the Edit Response Period page, access the Scheduling tab.
2. Make selections for the date and times the survey will be sent and closed.
3. Select Add Reminder to send email reminders to recipients who have not responded to the survey.
4. Select the time interval or pick a specific date to send the first reminder.
5. Repeat the reminder at different intervals based on the date of the first reminder.
6. Type a Subject.
7. Type a Message.
8. Edit the Survey Link Text.
9. Select Save.

Enterprise Survey Results

After the recipients have responded to the survey, you can look at individual responses or analyze the results to view an aggregation of the responses. Analyzing the results generates a report that can summarize each response period individually or show results parsed by the criteria you selected.

View Enterprise Survey submissions

1. Go to the Enterprise Surveys page to view a list of all surveys.
2. For a survey, select the number of corresponding response groups. Alternatively, you can open a survey’s menu and select Response Periods.
3. On the Response Periods page, select the Submissions Received number for a response period.
4. The Submissions page lists all respondents. If the survey was anonymous, the respondent ID is a number. If the survey was not anonymous, the respondent is identified by name.
5. Open a Respondent ID’s menu.
6. Select View to display responses in a new window.

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### Analyze results of an Enterprise Survey

1. Go to the Enterprise Surveys page to view a list of all surveys.
2. For a survey, select Analyze Results to view the survey responses.
3. Select one or more response periods.
4. Select questions to exclude from the analysis, if needed.
5. In the Compare Responses By area, select No Comparison Needed to view each response period summary and the aggregated detailed question results - OR - select comparison criteria to view results parsed by that criteria.
6. Select View Results.
Compare responses

You can select from several criteria to compare survey responses:

- **Response Period** - Select multiple response periods. Each response period displays as a separate bar in the report. If the response periods use different methods to select recipients, you might not be able to make comparisons. For example, if the survey had one response period based on uploaded email addresses and one based on course enrollment, you cannot make comparisons based on demographics because the email addresses do not include that information.

- **Demographics** - To compare survey responses by demographics, your response periods cannot accept anonymous responses. There also needs to be demographic information available in the system. If your institution collects demographic information in user accounts, it can be used to analyze responses as long as they are not anonymous.

- **Courses and Organizations** - To compare survey responses by courses and organizations, the response periods need to include that information. For example, you can send an undergraduate course evaluation to all students enrolled in courses that were taught in the fall term. You can compare the responses of all courses and organizations, or you can select specific ones. If your institution licenses Community Engagement, you can also include Business Unit Averages if these places have been created and courses are affiliated with them. Your institution must also have created an institutional
hierarchy and affiliated users, and courses to the places or locations in the hierarchy, called nodes. The response periods need to include the name of the business unit (node).

- Specified Survey Question - To compare survey responses by question, select the question you want to use.

View results for an Enterprise Survey

Survey results are generated in a report. The top of the report summarizes the response periods included in the report and how the results are compared. An overall summary of the response rate for the response periods appears next. A pie chart displays the percentages of positive and negative responses.

Detailed results for each question are provided. If you have added points to question responses, you can see the average for each response.

Open response questions appear at the bottom of the report. Expand the section to read each response.

Select Print Report to generate a PDF version of the report that opens in a new window. You can save the PDF file or print it. If the survey has open entry questions, you can print the report with or without those questions.

Export submission data

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8:00 - 5:00 CST
(507) 266-9087
You can export submission data as a .csv file so that it can be imported into a third party analysis tool. You can compare different surveys by exporting their associated response period submissions data and then importing that data into a third-party tool.

1. On the Enterprise Surveys page, locate the desired survey.
2. Select a number in the Response Group column.
3. On the Response Periods page, select the response periods you want to export.
4. Select Export Submission Data.
5. Select the delimiter to separate the data fields. You can choose tab or comma.
6. You can include responses that you excluded in the survey results.
7. Select Download.

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**Release results to instructors**

If you need to release survey results to instructors, select recipients using the Places option when creating the survey response period. A release survey results section appears on the survey scheduling tab. Check Release Survey Results to release the results to instructors. When results are released to instructors, a banner appears in their course with a View Results button for them to access the results.

If you did not select recipients using the Places option, all reports can be saved and manually distributed.