

# Qualtrics at NC State University AY 2017 – 2018 Summary Report

## **Introduction**

This report summarizes the current makeup of the NC State University brand at Qualtrics (and the OIRP-exclusive mini-brand), including the number of existing user accounts and the distribution of students, faculty/staff, and administrator account types as of July, 2018, and details and quantifies the administrative duties performed over the past academic year (July 1, 2017 through June 30, 2018).

## **Brand Summary**

As of June 30, 2018, NC State has 6,638 active accounts and an additional 22 disabled accounts, for a total of **6,660 Qualtrics accounts**. Approximately **36,200 surveys** have been created between these accounts, collecting over **2.6 million responses** in total. Between July 1, 2017 and June 30, 2018, 1,192 new user accounts joined the NC State University brand, 6,149 surveys were created, and about 460,000 responses were collected.

During account registration, users fill out the New User Form, which generates an access code based on the account holder's self-selected primary status at NC State as an administrator, faculty or staff member, graduate student, or undergraduate student. The access code assigns the Qualtrics account to a "user type" that determines the user's default number of simultaneously active surveys and questions per survey permitted based on their primary role at NC State.

As shown in Table 1, **about two-thirds of user accounts are assigned a "graduate student" (29%) or "undergraduate student" (38%) user type**, and an additional **one-fourth of accounts are assigned a "faculty/staff" user type (26%)**. 250 accounts, or **four percent of accounts, have an "administrator" user type**. The "Initial" user type comprises accounts who did not apply their access code at all (or did so incorrectly) during account registration. Accounts belonging to members of the Friday Institute and survey staff in OIRP are assigned to separate user types in order to support the complexity and volume of survey activity produced within these units. In addition, the "OIRP" user type includes a number of duplicate accounts. In an agreement made with Qualtrics in 2015, an OIRP-exclusive mini-brand was created to manage changes being made to the Qualtrics interface and the Qualtrics Mailer. New OIRP surveys are now created on accounts in this mini-brand, while old OIRP surveys remain in accounts on the main brand.

**Table 1: Distribution of User Types\***

User Type	N	%
NCSU: Admin	250	4%
NCSU: Faculty/Staff	1,732	26%
NCSU: Grad Student	1,932	29%
NCSU: UG Student	2,528	38%
NCSU: Initial	151	2%
Friday Institute	27	<1%
OIRP	17	<1%

\*Some discrepancies exist between the self-selected primary status associated with the account and the actual role of the user(s) at NC State conducting the projects within the account. For example, the account used by the National Initiative for Leadership and Institutional Effectiveness (NILIE) was created by a graduate student and is listed as a “graduate student” user type, while the NILIE team is comprised of both graduate students and faculty.

Table 2 provides a breakdown of the distribution of surveys and collected responses by User Type. Although graduate and undergraduate student user types comprise the largest proportion of user types in the brand, other types of users generate the majority of all survey activity. Members of the **Friday Institute** make up under one-half percent of users, but create three percent of all surveys and **generate 12 percent of all survey responses**. **Administrators** make up four percent of all users, but **create nine percent of all surveys** and generate nine percent of all survey responses. **Faculty and staff** make up one-fourth of account holders, but **create 42 percent of all surveys and generate 40 percent of all survey responses**.

**Table 2: Distribution of Survey Activity by User Type**

User Type	% of Users	Surveys		Responses	
		N	%	N	%
Friday Institute	>1%	1k	3%	307k	12%
NCSU: Admin	4%	3k	9%	241k	9%
NCSU: Faculty/Staff	26%	15k	42%	1025k	40%
NCSU: Grad Student	29%	12k	32%	779k	30%
NCSU: UG Student	38%	4k	11%	162k	6%
NCSU: Initial	2%	>1k	>1%	1k	>1%
OIRP	>1%	1k	2%	69k	3%

In addition to primary status, the New User Form collects information about the college or division to which a user belongs at the time of account registration. As shown in Table 3, survey activity varies greatly by college/division. While just 10 percent of account holders are from the **College of Education (CED)**, Qualtrics users in CED **create 15 percent of all surveys and collect one-fourth of all survey responses**. Two-thirds of the survey responses in CED are collected by two units affiliated with the College, the Friday Institute and National Initiative for Leadership and Institutional Effectiveness (NILIE). Similarly, while members of the **Division of Academic and Student Affairs (DASA)** make up just four percent of users, they **create seven percent of all surveys and nine percent of all survey responses**.

**Table 3: Distribution of Survey Activity by College/Division\***

College/Division	% of Users	Surveys		Responses	
		N	%	N	%
Poole College of Management	18%	3k	10%	274k	12%
College of Humanities and Social Sciences	16%	7k	21%	492k	21%
College of Agriculture and Life Sciences	11%	3k	8%	98k	4%
College of Engineering	11%	3k	8%	128k	5%
College of Education	10%	5k	15%	609k	26%
College of Natural Resources	6%	2k	5%	73k	3%
Division of Academic and Student Affairs	4%	2k	7%	202k	9%
College of Sciences	4%	1k	2%	49k	2%
The Graduate School	4%	1k	2%	46k	2%
College of Design	2%	1k	3%	25k	1%
College of Textiles	2%	<1k	1%	13k	1%
College of Veterinary Medicine	1%	1k	2%	52k	2%
Other Academic units	1%	<1k	1%	32k	1%
Other Non-Academic units	5%	3k	9%	173k	7%
Other	4%	1k	4%	101k	4%

\*College/division information is missing for 622 account holders (9% of all accounts) due to changes in the account registration process and user form over time, along with mismatches between the email address submitted in the New User Form and the email address used during account registration.

Thirty-five percent of user accounts were active between July 1, 2017, and June 30, 2018, including one-fifth of those registering their accounts prior to July 1, 2017. Those creating their accounts prior to AY 17-18 and logging in between July 1, 2017 and June 30, 2018 comprise a small, but impressive group of power users, creating 62 percent of all surveys and collecting about three-fourths of all survey responses.

**Table 4: Distribution of Survey Activity by Login Activity**

Login Activity	Users		Surveys		Responses	
	N	%	N	%	N	%
New account created on or after July 1, 2017	1,192	18%	2,471	7%	88,213	3%
Existing account, last login: on or after July 1, 2017	1,161	17%	23k	62%	1875k	73%
Existing account, last login: prior to July 1, 2017	4,284	65%	11k	31%	621k	24%
Total	5,445	100%	34k	100%	2496k	100%

### **Support Log and Other Activity for AY 17-18**

This section of the report quantifies the Brand Administrator's annual activity serving in an administrative and support capacity for the NC State University brand during AY 17-18. For each Qualtrics-related phone call received, the date and the general reason for the call were noted. All emails or in some cases, the primary email address of the Brand Administrator (forwarded to the support email account), were categorized into one of 23 issue-specific email folders once a resolution had been reached.

Between July 2017 and June 2018, the Brand Administrator received approximately **314 unique inquiries** or issues needing attention — **49 by phone** and **265 by email**. These figures, however, **underrepresent the volume** of calls and emails received and addressed. Calls received from the same person on the same day, calls made to a specific person or the Qualtrics Support team in order to resolve an issue, and multiple email replies within an email thread are not recorded as the goal was to quantify the number of discrete issues presented by users rather than the number of calls/emails. Additionally, not all email exchanges initially received on the Brand Administrator's primary email account may have been forwarded to the Qualtrics support email account and consequently documented if the user making an inquiry did not follow up in an email to confirm its resolution.

The majority of emails can be rolled up into 12 broader categories. As shown in Table 3, the single most common type of issue presented can be classified as "training" (16% of all unique email threads). This category does not constitute extensive one-on-one support; instead it covers emails from users submitting account-related questions along with their New User Forms, requests for training materials/resources, and simple software usage questions. Users with more extensive support needs were provided with contact information for Qualtrics Support.

The second most common type of issue consists of account-owners needing to upgrade their account from an "Initial" user type (11% of all unique email threads) in order to gain full account permissions. Sometimes this was a result of the user not self-selecting one of the major primary status categories when creating their New User Form. The majority, however, appear to be created by users who did not apply the access code they were given to their account during the registration process. In the academic year 2016 – 2017, twice as many "initial" user-type upgrade requests were made (22% of all requests that year) compared to AY 2017 – 2018. The significant drop in these requests is likely due to changes that were made to the layout of the New User Form in the summer of 2017 in order to increase the visibility of the access code and the instructions on how to apply it.

About 30 percent of emails came from requests for a change in account permissions to increase the number of simultaneously active surveys permitted on an account or the question limit per survey, to obtain access to personally identifiable information (PII) data, advanced Qualtrics features, or separately priced add-ons, or to enable non-accessible question types. Not all requests resulted in an upgrade. Seven of 15 account holders requesting the ability to use non-accessible question types withdrew their requests after recommendations were made with alternative ADA-compliant question types that suited their needs.

The "Other" folder accounts for 16 percent of support emails, but in estimation comprises a significantly larger portion of time. This folder represents obscure and one-off issues, often problematic errors/glitches on an individual's account, email distribution errors, and issues affecting the brand as a whole. Beginning in early May, 2018, and persisting until early July, a major error occurred in the account registration process that prevented new users from receiving full account permissions at the

time of registration. The New User Form was modified with a notice about the issue and detailed instructions on how to obtain full account permissions manually.

**Table 5: Types of Support Provided**

<b>Type of request</b>	<b>N</b>	<b>%</b>
Training	43	16%
Upgrade Initial User Type	29	11%
Account created outside brand	22	8%
Feature upgrade requests/inquiries (e.g., separately priced add-ons)	21	8%
Permissions - Question limit	19	7%
Approval Request - Sharing	18	7%
Permissions - Accessibility	15	6%
Transfer survey ownership	15	6%
Permissions - Survey limit	14	5%
Permissions - PII	13	5%
"Other" folder (e.g., Qualtrics errors)	43	16%
All other folders	13	5%