Web Surveys: Gathering Information While Saving Time, Money, and Effort

Showcase “Best Practice”

► **Process Improved:** Learn about available resources to help you plan, design, create and deliver Web surveys. Web surveys can be cost effective and easy to use. The range of possibilities includes departmental surveys, customer feedback, and program evaluation. The benefits of online surveys include ease of creation and dissemination, long-term cost savings, and improved anonymity. Web surveys are definitely an option to consider. See examples and meet others who are designing, developing, and conducting Web surveys.

► **Unit(s):** Division of Information Technology and the UW Survey Center

► **Customers of the Process and Their Needs:** Customers for both WebSurvey@UW and the UW Survey Center are very diverse. They consist primarily of faculty, staff and researchers across campus who want to survey their constituents to get information related to a specific project, or service offering.

► **Problem/Opportunity Statement:** There are several issues related to surveying constituents that range from who to survey, how to design the survey to get the results you need, how to deploy the survey to get the best response rate and how to analyze the data. Along with all of this is locating the best tool that will allow you survey your constituents easily and effectively.

► **Changes Made:** A collaborative effort between the UW Survey Center and the WebSurvey@UW Project Team provides a way for customers to get the survey design and analysis help they need, while providing an on-line survey tool that is cost effective and very easy to use.

► **Results:** We have been collaborating for the past year and customer feedback has been very favorable. The WebSurvey@UW tool continues to get very high praise from its customers and the UW Survey Center offerings have become more visible to the campus community as a whole. This collaboration has provided a winning solution for the services and for the customers that use the services.
Lessons Learned: Prior to moving the WebSurvey@UW tool into production we had a 6 month pilot period. During this pilot period, we had members of the UW Madison faculty and staff community at large and in particular members of the UW Survey Center help us test the application and also develop user documentation.

The documentation in particular has been of great help to the current users of both services and includes documents that detail survey best practices, frequently asked questions and information about other campus survey resources.

Next Steps: We believe that through on-going collaboration, the UW Survey Center and the WebSurvey@UW tool will continue to enhance the overall experience of survey creation, deployment and analysis for survey owners/creators and respondents.

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