

Using Qualtrics to collect Teaching Feedback

Qualtrics is a powerful software tool that is intended for research studies and intensive data analysis. Here, we will show you how you can set up a form to collect feedback from your students.

A) To obtain a Qualtrics Account

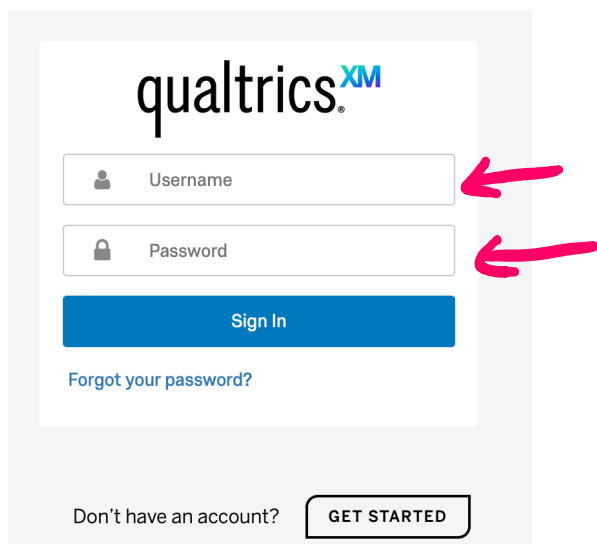
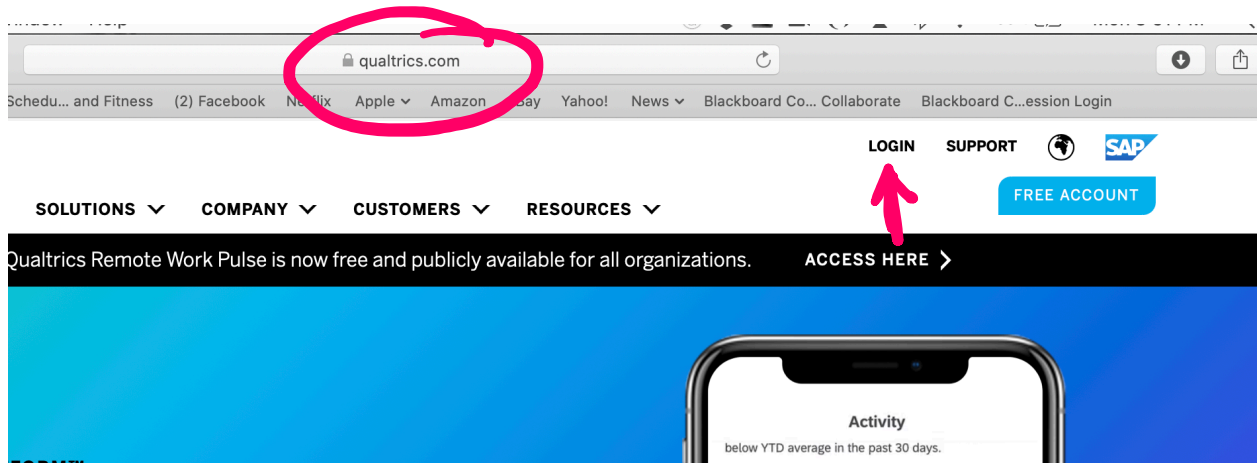
Before beginning, please ensure that you have a Qualtrics account.

1. Go to uwindsor.qualtrics.com.
2. If you have previously used Qualtrics but can not remember your password, enter your UWinID@uwindsor.ca in the **Username** field and click the **Forgot your password?** link. If you have an existing Qualtrics account a password reset email will be sent to your UWindsor email account.
3. If you are new to Qualtrics, click the **Please click here to create an account** link. Then enter your UWindsor email address (UWinID@uwindsor.ca) and create a password.

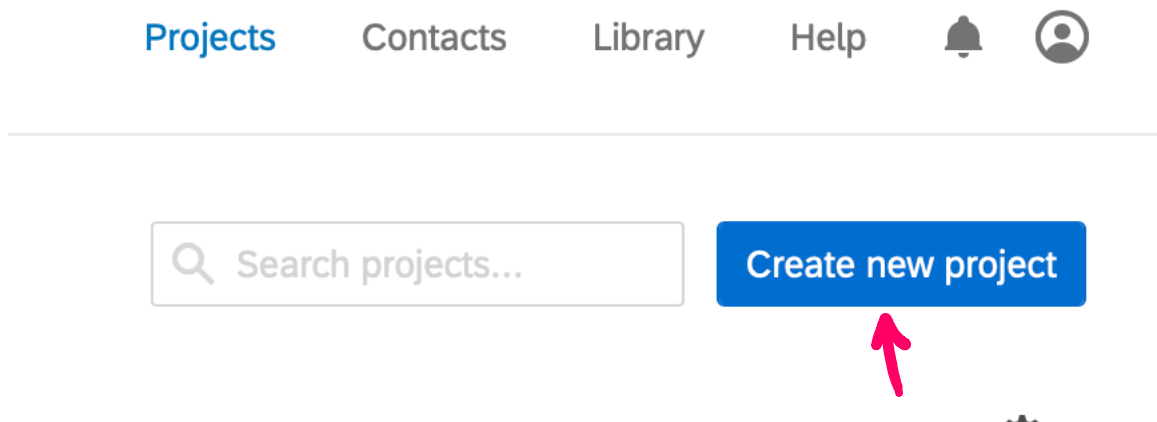
[Visit the Qualtrics site for an overview of the tool and how to get started.](#)

B) To set up your feedback form in Qualtrics:

1. From the Teaching Feedback email, [save the QSF file](#) with the Teaching Evaluation templates and note the location where you have saved it (eg., Downloads, Desktop, etc.).
2. Navigate to [Qualtrics.com](https://qualtrics.com) in your browser and log in. Enter your UWinID@uwindsor.ca in the **Username** field and your Qualtrics password in the **Password** field. Click the **Sign In** button.



3. Once logged in click on the **Create new project** button:



4. On the **Create new** screen in the **Create your own** section, click the **Survey** option.

Create new

[Give feedback](#) ✕

 CoreXM  CustomerXM  EmployeeXM  ProductXM  BrandXM

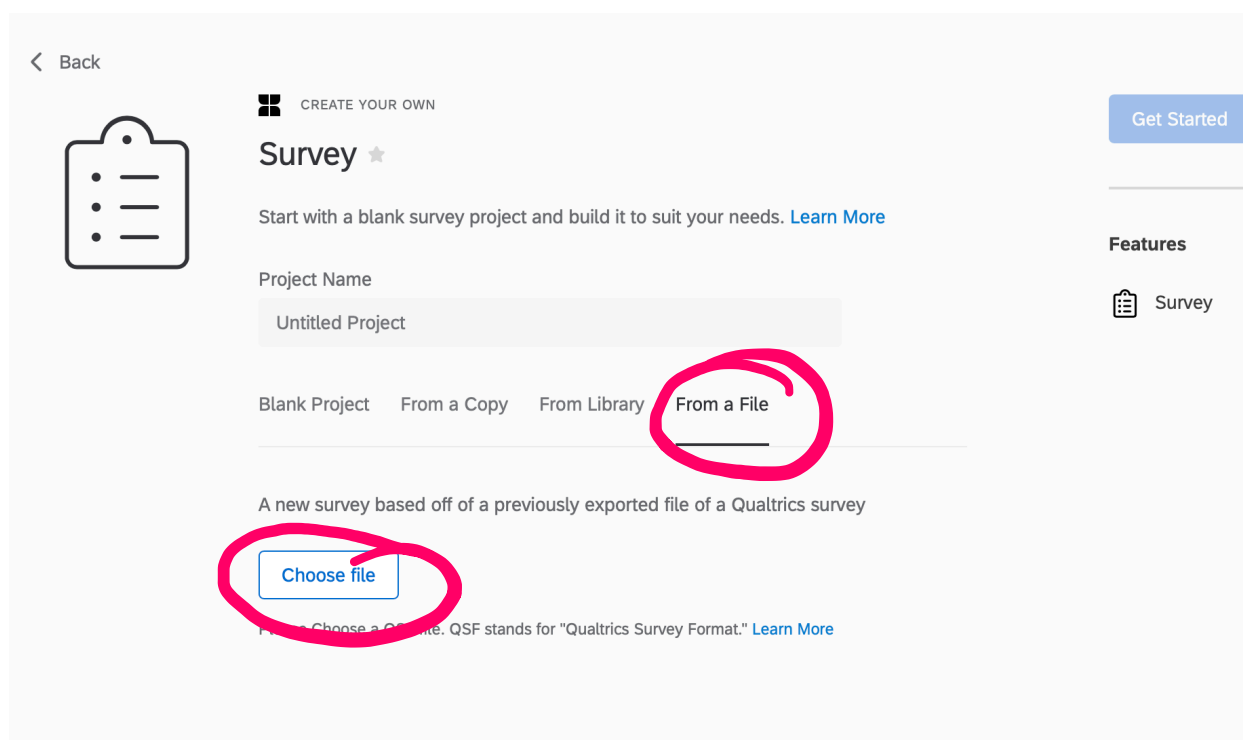
Create your own

Build a project from scratch or use previous resources

Create your own ▾

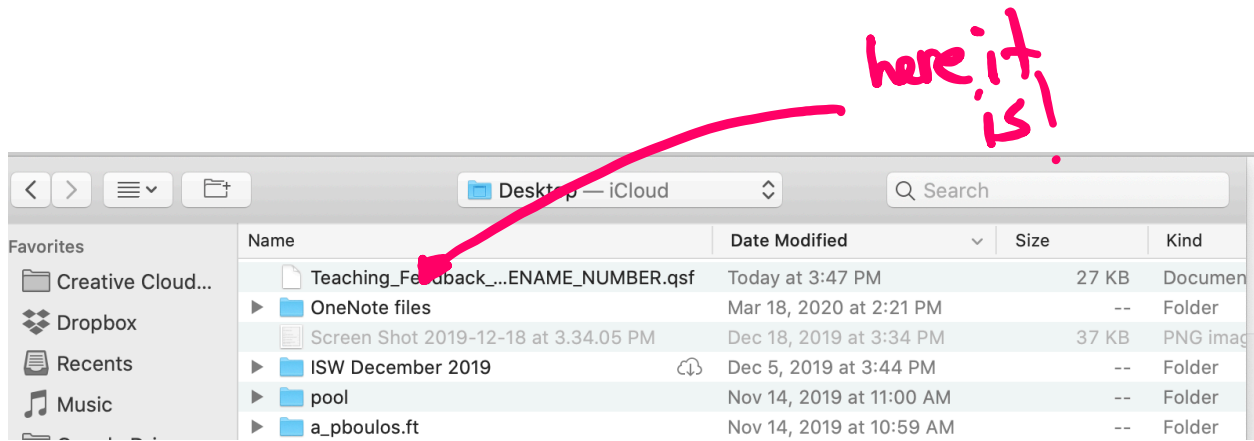
 Survey

5. On the **Survey** screen, click **From a File** and then click the **Choose file** button:

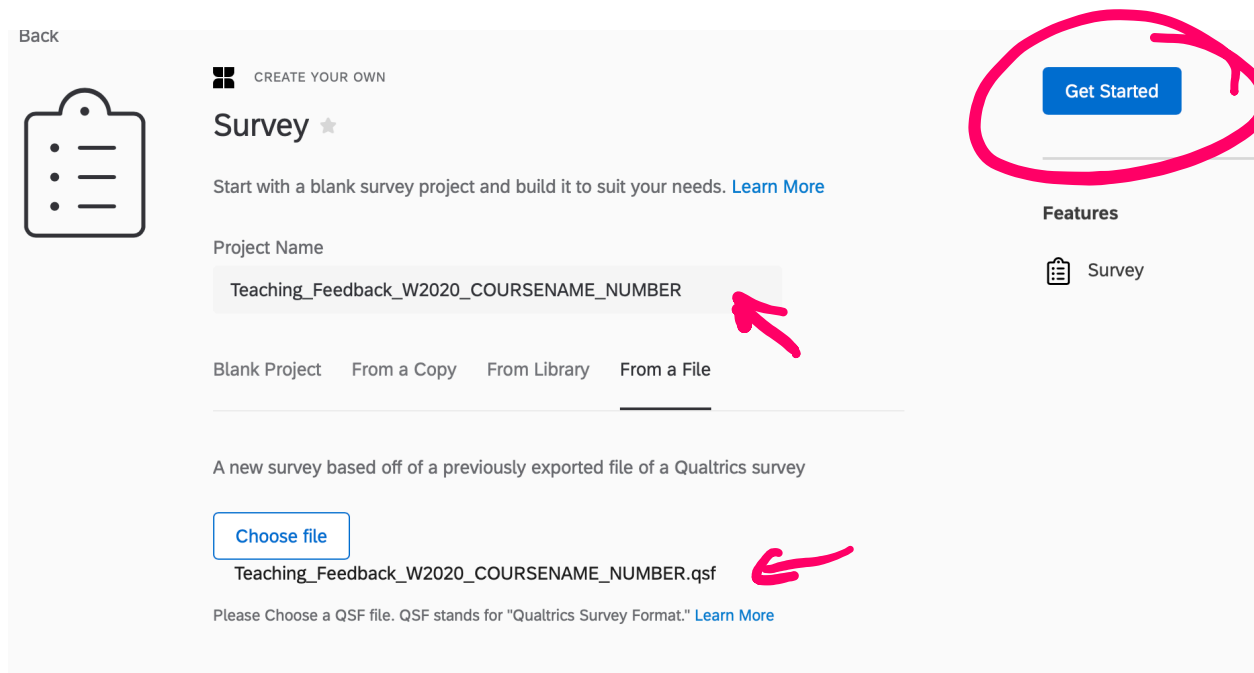


The screenshot shows the 'Survey' creation interface. At the top left is a 'Back' button. The main header includes 'CREATE YOUR OWN' and 'Survey' with a star icon. A 'Get Started' button is in the top right. Below the header, there's a description: 'Start with a blank survey project and build it to suit your needs. [Learn More](#)'. A 'Project Name' field contains 'Untitled Project'. Below this are four tabs: 'Blank Project', 'From a Copy', 'From Library', and 'From a File'. The 'From a File' tab is selected and circled in red. Below the tabs, a text line reads: 'A new survey based off of a previously exported file of a Qualtrics survey'. Underneath this text is a 'Choose file' button, also circled in red. At the bottom, there's a note: 'Please Choose a QSF file. QSF stands for "Qualtrics Survey Format." [Learn More](#)'. On the right side, there's a 'Features' section with a 'Survey' item.

6. Navigate to the location where you saved the QSF file emailed to you and choose it.



7. You will now see the QSF file listed. Click the **Get Started** button:



8. The Survey form will now be open in Qualtrics. Before we customize your feedback form options, let's make sure we have the right number of copies for the courses you teach. To do this click the **Projects** link at the top of your screen.

Teaching_Feedback_W2020_COURSENAME_NUMBER

iQ Score: Fair

Instructions

Block Options ▾

Display This Question:
Invalid Logic [Click Here to Edit Logic](#)

9. Now it is time to make copies. Click on the **ellipsis, (...)**, to the right of the screen and then click **Copy Project**:

Type	Project name	Last modified ↑	Status	Creation date	Responses	⚙️
Survey	Teaching_Feedback_W2020_COURSENAME_NU...	Mar 23, 2020	New	Mar 23, 2020	0	⋮
Survey	Teaching Feedback W2020 TEMPLATE	Mar 23, 2020	New	Mar 23, 2020	0	⋮
Survey	UTC Half-Course Blackboard Boot Camp Particip...	Mar 23, 2020	Active	Aug 10, 2020	1	⋮
Survey	WJEA 2021 Contract Mandate	Mar 20, 2020	Active	Mar 25, 2020	1	⋮

Activate

Collaborate

Rename project

Copy project

Edit survey

In the **Copy Project** window, click the **Copy Project** button:

Copy Project

Copy to

Account

Library

Other User

Project name

Teaching_Feedback_W2020_COURSENAME_NUMBER - Copy

Folder



Cancel

Copy Project

10. 

11. Repeat for the number of courses for which you would like to get Feedback. Note that when you copy a project '-Copy' is appended to the project name.
12. Now click on the copy to open it and the first thing we will do is to rename the project. When duplicating the form, we recommend you rename it for each course in which you will be using the form. Our suggested naming convention is: **LastName Teaching Feedback W2020 Course #####**.

For example, if your course name and number is PHIL 2540 then insert that by clicking on the project name just under the menu and make the changes:

XM Teaching_Feedback_W2020_COURSENA... Projects Contacts

Survey Actions Distributions Data & Analysis Reports

Look & Feel Survey Flow Survey Options Tools Preview

Teaching_Feedback_W2020_COURSENAME_NUMBER - Copy IQ Score: Fair

Instructions Block Options

Display This Question: Invalid Logic Click Here to Edit Logic

Instruction s

Customize your survey.
This screen is for instructional purposes only and will not be shown to respondents.

1. Add a custom welcome message just before the first question.
2. Remember to delete the questions from the feedback forms you do not wish to use. (instructions below)
3. Customize rest of the survey questions if needed (see below for possible Additional Questions).

Survey Actions Distributions Data & Analysis Reports

Look & Feel Survey Flow Survey Options Tools Preview

BOULOS Teaching_Feedback_W2020_PHIL 2540 IQ Score: Fair

Instructions Block Options

Display This Question: Invalid Logic Click Here to Edit Logic

Instruction s

Customize your survey.
This screen is for instructional purposes only and will not be shown to respondents.

13. NOTE: any changes you make to the project will be saved automatically. Click on the 'Projects' label at the top of the page and it will take you back to the listings of all your projects. Your changes will be saved.

Notice

Type	Project name	Last modified ↑	Status	Creation date	Responses	⚙️
★ Survey	BOULOS Teaching_Feedback_W2020_PHIL 2540	Mar 24, 2020	○ New	Mar 24, 2020	-	⋮
★ Survey	Teaching_Feedback_W2020_COURSENAME_NU...	Mar 24, 2020	○ New	Mar 23, 2020	-	⋮

Shared with me 4

Uncategorized 27

14. Re-open the project to make your changes. The instructions are included in the **Customize your survey** panel. This panel will not be shown to your respondents.

15. Distribution of the survey/feedback form can be done through Qualtrics. This will require downloading class rosters and uploading them to Qualtrics. Invitations to

provide feedback can be handled through Qualtrics automatically (along with reminders). These invitations can be made unique to each student; however their identity will not be connected to their response. Instructions for this process will be made available.

C) Import student contact email addresses for distribution

Qualtrics: Importing a Contact List from a File For Use in Sending out Feedback Form to Students

Please note: The instructions below assume you have student email addresses downloaded to a spreadsheet.

(Adapted from the Qualtrics help pages. (<https://www.qualtrics.com/support/survey-platform/contacts/contact-list-overview/#ImportingContactsFromACSVFile>))

Importing a Contact List from a File

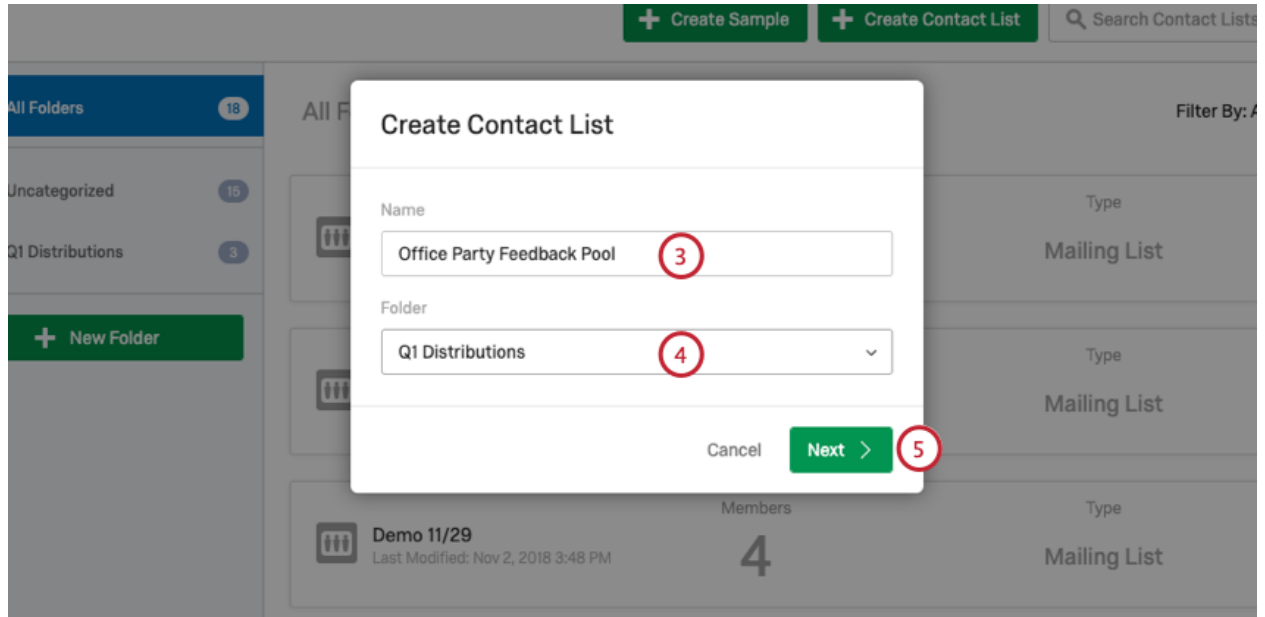
1. Go to the **Contacts** page.

The screenshot shows the Qualtrics interface. At the top, the 'Contacts' tab is highlighted with a red box and a circled '1'. Below the navigation bar, there are two buttons: '+ Create Sample' and '+ Create Contact List', with the latter highlighted by a red box and a circled '2'. A search bar for contact lists is also visible. The main content area displays a list of contact lists under the heading 'All Folders'. The list includes columns for 'Members' and 'Type'.

Folder Name	Members	Type
4/13/18 Last Modified: Mar 30, 2018 11:50 AM	6	Mailing List
CSAT Contact List Last Modified: Aug 30, 2017 3:23 PM	4	Mailing List
Demo 11/29 Last Modified: Nov 2, 2018 3:48 PM	4	Mailing List

2. Click **Create Contact List**.

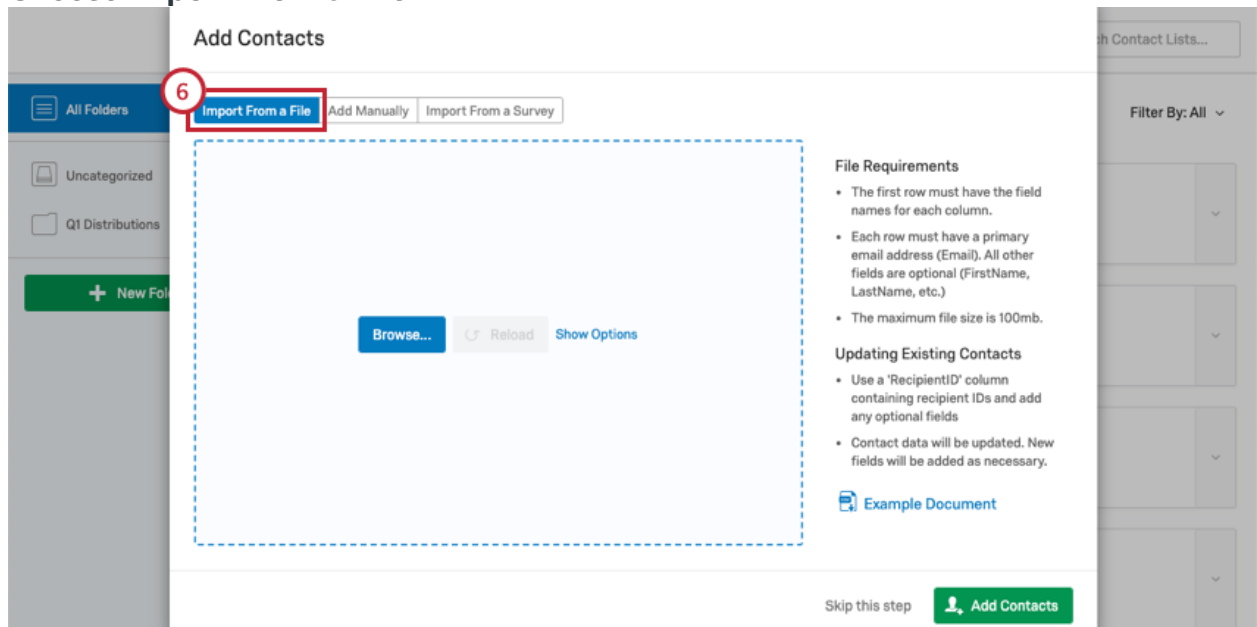
3.



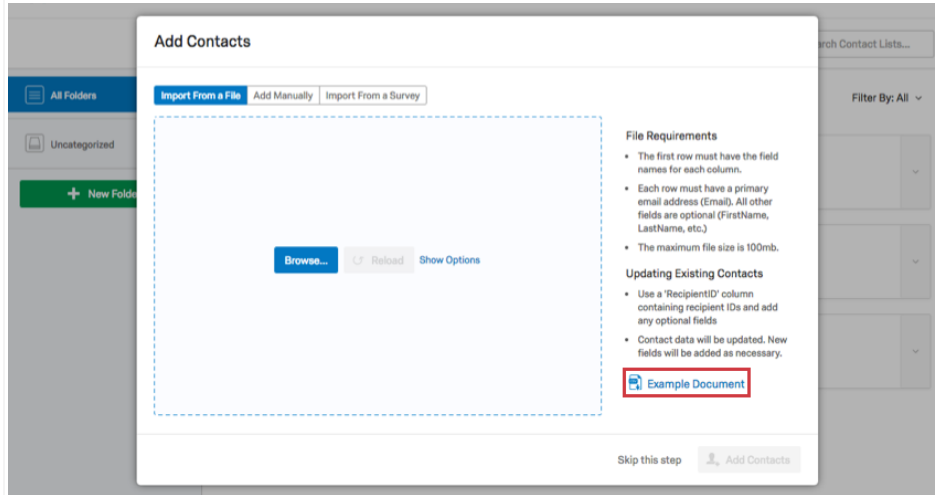
4. Assign your contact list to a folder (if no folder is assigned, your list will be placed in the default “Uncategorized” folder).

5. Click **Next**.

6. Choose **Import From a File**.



7. Create a file in Excel or another spreadsheet software. This is the Class Roster list. It should have email addresses (required) and names (optional).



8. Make sure you have a column titled **Email**.

	A	B	C	D	E	F	G	H	I	J	K	L
1	Email	FirstName	LastName	Language	Gender	Age						
2	billsmith@email.com	Bill	Smith	EN	Male	37						
3	harry.t@email.com	Harry	Tyler	ES	Male	38						
4	robertb@email.com	Robert	Baxter	EN	Male	45						

9. Fill out / add other desired columns (FirstName, LastName, Language, custom Embedded Data fields, etc.). Note that order of columns doesn't matter. However, spelling, capitalization, and spacing does matter.
10. Add contacts to your spreadsheet, with one row for each contact (each contact **must** have an entry in the Email column, though other columns may have blank cells).
11. Save the file as a **CSV (Comma Separated Values) with UTF-8 encoding**, or as a **TSV (Tab Separated Values)**. Note that the maximum file size for a contact list upload is 100 MB.

12.

Add Contacts

12 Browse... Reload Show Options

ExampleMailingList.csv 3 Contacts

- The maximum file size is 100mb.

Updating Existing Contacts

- Use a 'RecipientID' column containing recipient IDs and add any optional fields
- Contact data will be updated. New fields will be added as necessary.

Example Document

Verify Fields

Fields	First Contact	Next Contact	Third Contact
FirstName	Bill	Harry	Robert
LastName	Smith	Tyler	Baxter
Email	billsmith@email.com	harrytyler@email.com	robertbaxter@email.com
ExternalReference			

Skip this step Add Contacts 14

13. Review the **Verify Fields** preview of your contact list. If a field has not been properly recognized, click on the field name to view a dropdown of options and select the correct field.

Qtip: If the data is not formatted correctly in the preview (e.g., bunched up instead of divided into columns), your data may not be separating (or “delimiting”) correctly. To fix, select the blue **Show Options** link and choose a different **Delimiter** and/or **Enclosure**.

Browse... Reload Delimiter: Comma Enclosure: " "

ExampleMailingList.csv 2 Contacts

14. Click **Add Contacts**.