Mid-Semester Evaluation
Using Qualtrics to create and distribute the MSE Using an Open Access URL

The Office of Institutional Research and Planning (OIRP) has developed a process and created materials for instructors to administer the online Mid-Semester Evaluation (MSE) to their students using Qualtrics. This document outlines the process for creating, distributing, and generating reports for the MSE that you will need to go through for each individual class you want to evaluate. For more details about Qualtrics visit http://oirp.ncsu.edu/srvy/gltx. If you want to learn more about using Qualtrics, or have a Qualtrics question, visit http://www.qualtrics.com/university/researchsuite/.

This document summarizes the steps to:
- Create an account on Qualtrics
- Copy the MSE survey template to your own Qualtrics account
- Edit your MSE
- Generate the survey URL
- View and download results

While the detailed steps below might appear daunting at first glance, it is actually a relatively fast and easy process. However, if you need assistance, please contact OIRP at ncsu_surveys@ncsu.edu. While we cannot create and administer the MSE for you, we can help you better understand how to do it on your own.

CREATING AND LOGGING IN TO YOUR QUALTRICS ACCOUNT
All instructors wanting to administer the MSE must have their own account on Qualtrics. If you already have a Qualtrics account you can skip this step and move on to the next one.

1. Create an Account
   a. Go to www.ncsu.qualtrics.com and click on the link to “Create a Qualtrics account.”
      i. NOTE: DO NOT create a “Free account” directly from www.qualtrics.com. If you do that you will not be under our NCSU license, will not be able to access the MSE, and will have only limited permissions.
   b. Carefully follow all of the instructions to create a new Qualtrics account. As a new user you must complete a brief survey as a part of the account creation process so that your account will be set up with the appropriate permissions as an NC State user.

2. Login
   a. Go to www.ncsu.qualtrics.com and click on the “Qualtrics Login” link under “Current Users”
   b. Login to your account by typing in your username (the email address you used to create the account) and password in the upper right corner and clicking on LOGIN

COPYING THE MSE TEMPLATE TO YOUR ACCOUNT
A copy of the MSE survey has been placed in a Qualtrics folder that all NC State users can access. All the formatting and options have been appropriately set in the survey.

1. Login to your Qualtrics account
2. At the top of the screen, click the Library tab
3. In the row below the Library tab click Survey Library
4. Where it says My Library: [YOUR NAME] click on the arrow next to your name.
5. In the dropdown list click on **Group Library: North Carolina State University**
6. In the section called **Mid-Sem Eval** there are four versions of the MSE listed. Click Copy to the right of **“NC State Mid-Semester Evaluation”**
7. In **Copy Library Survey** window:
   a. Click on the arrow for the dropdown box for “Destination” and select **My Account: [Your Name]**
   b. In the “Survey Name” field **add your course/section number and semester/year to the end of “NC State Mid-Semester Evaluation.”** For example, you could name your MSE **“NC State Mid-Semester Evaluation: SOC101_001 Fall 2014”**  
   [Note: The **“WITHOUT HEADER” template for the MSE does not include any way to identify the course/section or semester/year, so you must include it in the name of the survey unless you want to edit the copied version of the template in your own Qualtrics account.]
   c. **Click Copy**
8. Repeat steps 6-7c above for each course/section needed

**EDIT YOUR MID-SEMESTER EVALUATION(S)**

You only need to do this step if you want to view your MSE and/or if you want to revise it in any way. For example, you could add a “descriptive text” item to include your name and the name of the course at the top of the survey, or add new “multiple choice” or “text entry” questions.

1. Login to your Qualtrics account
2. Click on the **Edit Survey** tab at the top of the page
3. Click on the name of the MSE you want to edit
   a. Note: If you have saved the MSE in a specific folder in your survey directory, you need to make sure you are in that folder.
4. Add any other questions you would like to include on the MSE for this course, and/or revise the ones currently in the template.
5. **IMPORTANT NOTES:**
   a. The last ‘question’ [called ‘submit’] in the template MUST BE the final question in your MSE.
   b. DO NOT edit anything under the “Look & Feel” tab
   c. DO NOT edit anything under the “Survey Options” tab
   d. There is no ‘save’ button - Qualtrics surveys are automatically saved when revised
   e. There is no ‘undo’ button...

**GENERATE THE SURVEY LINK**

The steps below show how to generate your survey link. The survey link can be used by anyone to access the survey and is therefore considered ‘open-access’. The survey link can be copied and pasted into emails, handouts, web pages, etc. for distribution.

1. Login to your Qualtrics account
2. Click **Distribute Survey** tab
   a. Make sure the name of the survey listed in the dark grey bar is the MSE you want. If it’s not, click on the down arrow next to the name of the survey, and select the appropriate MSE from the list.
3. Click **Activate your survey to collect responses**
4. Copy the survey link to distribute to students
VIEWING AND DOWNLOADING RESULTS

Through Qualtrics you can view results and/or download reports and/or data while the survey is still ‘live’ and/or after you ‘close’ it. There are lots of things you can do in Qualtrics to customize reports as well as different ways you can download your results; in this document we focus on the basics in describing how to download your results and view reports in Qualtrics.

1. Login to your Qualtrics account
2. Click View Results
   a. Make sure the name of the survey listed in the dark grey bar is the MSE you want. If it’s not, click on the down arrow next to the name of the survey, and select the appropriate MSE from the list.
3. To download a record-level data file (i.e., one record per respondent) with results, click on Download Data.
   a. On the screen you will have the ability to customize your datafile, but it is fine to go with the default options.
   b. In the middle of the page click next to the CSV icon where it says ‘This is a Comma Separated Values format of the raw data that can be easily imported into Excel, Access, or other programs. Each value in the response is separated by a comma, and each response is separated by a newline character.’ (You can also select the SPSS file, or one of the other options if you prefer a different format.)
      i. A message may appear prompting you to click the bar at the top of your screen. If so, click that bar to download, and then click next to the CSV icon again.
   c. In the File Download box, click Open or Save to view your responses.
   d. Save the file to the appropriate directory on your desktop or shared drive.
   e. Note: In addition to responses to each question on your MSE, the downloaded file will automatically include some information generated by Qualtrics, such as the “StartDate” and “EndDate” for each respondent (the time when they logged into the survey and the time when the submitted it). You can ignore/delete any of this additional information as you see fit.
4. To generate reports and statistics directly from Qualtrics, click on ‘Results’ to the right of the name of the survey.
   a. Click on View Reports
   b. Under “Select a Report” click on Create a New Report
   c. All the questions in your MSE will be listed down the right side of the screen, with results for each question on the right. Simply scroll down the page, and use the arrows to see results for the next question.
      a. You can edit the way the results are displayed, and the information included in the tables by moving your cursor into the table of results for a given question. You will then have the option to delete the table entirely, or change the “table options.”
   d. To download a report on results, to the right of “Export Report” click on the icon for a Word document, Power Point, Excel file, or PDF to download the type of document you want. You will probably want to play with this a bit to see which type of file works best for you.
Appendix A: Alternate Qualtrics Templates for the Mid-Semester Evaluation

OIRP has developed two slightly different Mid-Semester Evaluation templates. Each is accessible via Qualtrics in the “Group Library: North Carolina State University” “Mid-Sem Eval” folder.

1. **NC State Mid-Semester Evaluation**
   - This version includes the 4 open-end questions for the MSE.
   - This version also includes 4 separate “descriptive text” fields for “Course/Section Number,” “Name of Course,” “Name of Instructor,” and “Semester/Year.” Students completing this version of the MSE would be expected to provide the requested information, just as they would answer any other question. The information provided by students in each of the respective fields would be included on the record of each individual’s responses.
   - Instructors will obtain the link to the survey, and provide it to students any way they see fit.
   - This administration methods means the survey is “open access,” i.e., you cannot control who can access the survey, nor how many times an individual can submit it.

2. **NC State Mid-Semester Evaluation: WITHOUT HEADER**
   - This version includes only the 4 open-end questions for the MSE.
   - Instructors using this form would need to either appropriately re-name the survey or add items to it to identify it as being for a specific course/session. Unless added to the survey questions, there will be nothing on the data file of responses (i.e., an individual record) to indicate the name of the course/section.
   - Instructors will obtain the link to the survey, and provide it to students any way they see fit.
   - This administration methods means the survey is “open access,” i.e., you cannot control who can access the survey, nor how many times an individual can submit it.