

# SurveyManager

## Quality monitoring

## University

### Project outline

A regional university sought a sophisticated survey application that would support its internal research unit. The unit conducts a wide range of surveys on staff and student issues, and assists staff in conducting web surveys for their academic research projects.

The types of internal uses include:

- Student satisfaction, student attrition and graduate student progress
- Staff climate and staff exit surveys
- Corporate issues, eg success of new branding
- Elections to boards and committees.

The university decided to purchase Survey Manager from ASR to support its survey and data collection needs.

### Survey Manager Capabilities

The university performs between 20 and 30 projects annually using Survey Manager, with many projects occurring concurrently. The average respondent pool is from one to two thousand and the largest recent study has involved more than six thousand respondents.

Survey administrators receive a download from the student administration system and/or the staff payroll that meets their project specifications, eg, example all new-starts, and the respondent pool is then directly loaded into Survey Manager.

Survey Manager has the ability to sort by respondent attribute and to perform mass emails using a data merge from the application database. The university uses Survey Manager to send mass notifications to particular groups, such as all students who are about to graduate.

The university is now evaluating Kiosk, a new module of Survey Manager. This module allows surveys to be deployed locally by Facilities and Departments under guidelines set by the central administrators of Survey Manager.

“Centralise all web data collection into a single database”