

Surveys and Evaluations Index

This page provides an overview of tools and strategies used to design questionnaires, deploy surveys, collect responses, and analyze results. Each entry includes a brief description and a link to the relevant Knowledge Base page or external resource. Some tools listed here may be maintained by other campus offices or appear in other Books on our Shelf. Links are provided to ensure easy navigation and to support sustainability by referencing official sources when appropriate.

Survey Creation and Deployment Tools

- **Qualtrics** – Robust survey platform used for research, instructional feedback, and data collection.
 - **Microsoft Forms** – Lightweight survey and quiz tool available through Office 365.
 - **Google Forms** – Simple form creation tool available through Google Workspace.
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Course Evaluation System

- **Watermark CES** – Official course evaluation system used for end-of-term student feedback.
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Survey Design and Analysis Tools

- **Survey Design Resources** – Guidance on writing effective survey questions and avoiding bias:
 - Writing Survey Questions – Pew Research Center
 - How to Create an Effective Survey – Qualtrics
 - Five Tips for Designing an Effective Survey – Duke Global Health Institute
 - Likert Scale: Examples and How to Use It – SurveyMonkey
 - Designing Surveys for Evaluations and Research – EdTech Books
 - **Statistical Software** – For a list of the tools that support data analysis that the university can provide, see the Statistical & Analytical Software section of the Campus Technology & Support Services Index.
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Related Tools in Other Books

- **Faculty180** – Faculty activity reporting system that includes course evaluation data as part of the collection of teaching, research, and service activity.
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