How to Use Extension Qualtrics Surveys for Online Programming and Demographics

CSU Extension has created two surveys in Qualtrics that are accessible to all staff. The Extension Online Programming Survey is a generic evaluation of online/distance programming to help you understand ways to grow your online programming as well as limitations and barriers. Please consider using this survey anytime you deliver a program via Zoom, Facebook Live, MS Teams, Articulate, etc.

The Extension Demographics Reference Survey is a survey of standard demographic information you can use to gather insights about your audience and for reporting purposes. Please consider using this survey anytime you offer online or face-to-face programming that can be evaluated via Qualtrics. You can attach either or both surveys to an existing survey (i.e. a nutrition or livestock survey) or you can use either or both surveys without any other survey content. They are considered "reference surveys" so they cannot be edited. Both surveys are available in English and Spanish. Below are instructions for accessing and using the surveys in Qualtrics.
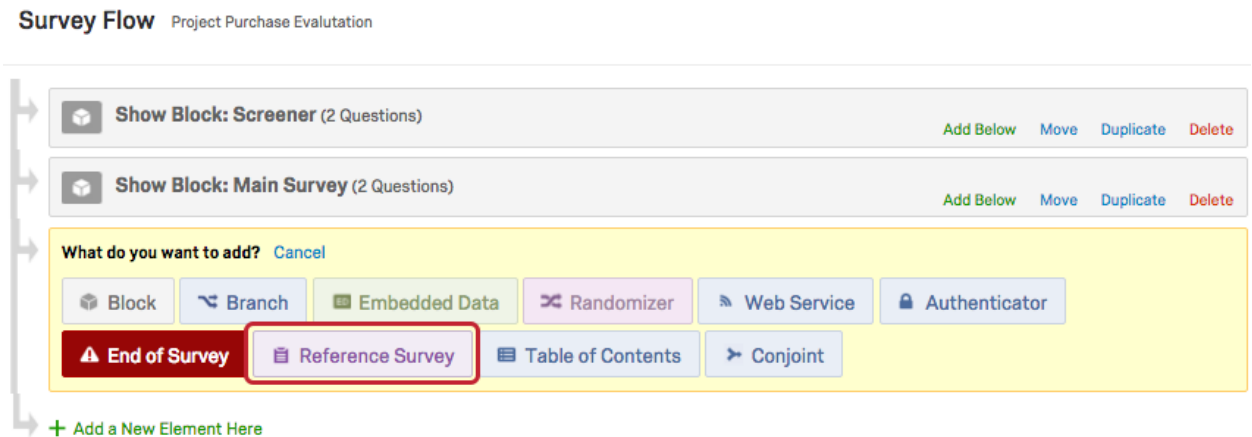
1. Login to Qualtrics with your CSU eID and password.
2. Under Projects, either Create a New Project or open an existing survey. (See Qualtrics's Survey Basics or CSU's Qualtrics Training and Support webpage for more information.)
3. Open your **Survey Flow** in the Survey tab.
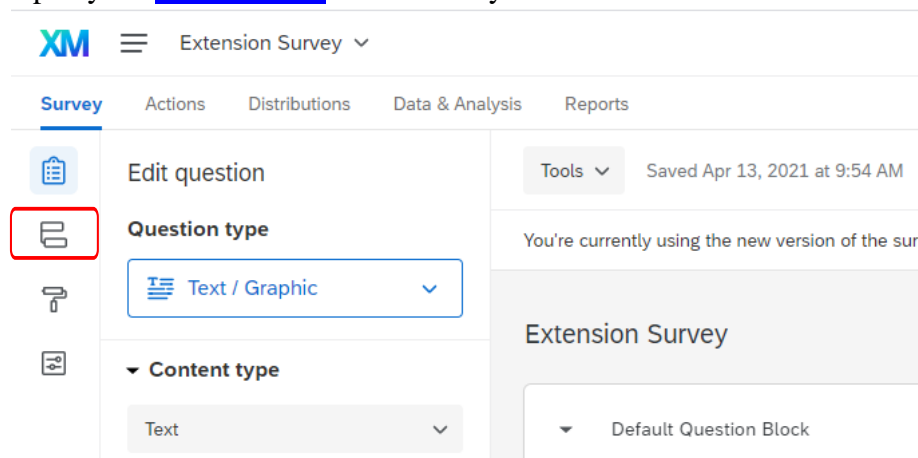
4. Click **Add Below** or **Add a New Element Here**.

5. Choose **Reference Survey**.

6. Choose the **CSU Extension Library** and then choose the survey you want to reference. For **online programming**, choose both the Extension Online Programming Survey and the Extension Demographics Survey. For **face-to-face**, only choose the Extension Demographics Survey.
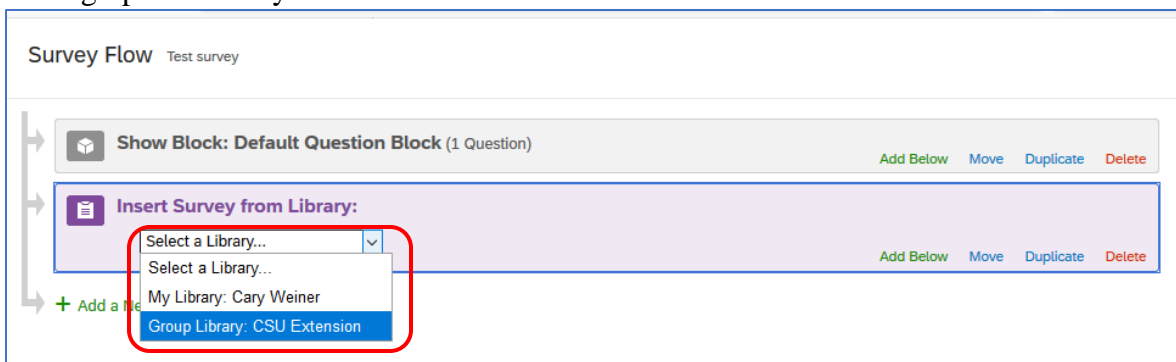
7. If the Reference Survey is not in the desired location in the survey flow, use the **Move** option to drag the element to the correct place.
8. Click **Save Flow**.

After you've added your Reference Survey element, you will see the Reference Survey blocks in your survey editor (though they will not be editable) and in your actual survey. You will be able to see the surveys added from the CSU Extension Library and continue editing/building other parts of the survey.

When distributing your survey, consider inserting a link into your chat (i.e. in Zoom). To increase your response rate, consider requiring completion of the survey to access presentation materials or recordings. A link to materials or recordings can be provided after a survey is completed using Qualtrics's survey termination feature.