

A Checklist of the Top 10 Things to Remember Before Launching Your Zarca Survey



10. Customize Error Messages

Customizing error messages provides participants with additional information and creates a positive relationship between you and future survey takers.

Customize your error message by thanking participants for accessing the survey. Tell the participant that the survey is a) closed or b) they have already taken the survey. Provide contact information so that participants can submit their opinions or address any questions with you.

9. Brand Your Survey

Branding gives your surveys instant credibility. You can brand your survey by using the Zarca color palate, hexadecimal codes, or the Zarca matching template.

Customizing your opening text provides the participant with necessary information to take your survey. To obtain a checklist of what information should appear in your opening text, select the light bulb icon to the left of the Opening Text field on the Settings page.

8. Choose the Appropriate Answer Format

Consider your survey goals when creating your questions. Ask the appropriate types of questions so that your reports will reflect your desired result. Learn about the available question types in the User Guide or via the View Answer Types link in the edit survey interface.

7. Is the Survey Too Long?

Encourage people to take your survey: 1) Ask the most necessary of questions, 2) Use branching, 3) Allow people to save responses and return later, 4) Offer incentives.

6. Do your participants know you?

Rule: The stronger the affinity, the higher the response rate. The lower the affinity, the lower the response rate. Encourage participation: 1) Notify participants prior to launch. 2) Sender's name should be well known. 3) Email subject line should not be ambiguous. 4) Launch your survey on the appropriate day and time.

5. Customize Your Survey Invitation

Personalize your email invitation using mail merge. Inform participants of: 1) Survey purpose, 2) What will be done with collected info, 3) Target audience, 4) How long to complete survey, 5) Saving & printing options, 6) Confidentiality & Anonymity, 7) Deadline for completion, 8) Incentives you are offering.

4. Place K12 Insight on Your Buddy List

Ensure delivery of your email invitations. Pass along the Zarca Readiness Plan to your organization's email administrator.

3. Should Your Survey Be Anonymous?

Make your survey anonymous and/or confidential if you are asking sensitive questions to encourage participation.

Confidential: Survey Creator can associate response with individual.

Anonymous: Survey Creator cannot associate email or IP address with respondent's response.

2. Choose the Correct Survey Type

The type of survey you deploy will ultimately determine the way you distribute your survey and how people can respond. Determine what is most important in the survey initiative, what types of functions you'd like to use, and how scientific you would like your results to be.

Private with Unique Key: Remember the "one person, one invitation" rule. Functionality enabled: a) Saving & continuing later; b) Sending intelligent reminders; c) Pre-filling the survey with data; e) Tracking responses
CANNOT: Use group distribution lists OR post link on website for public use

Public without Key: a) as many people as desired can take the survey numerous times; b) URL for survey is short and often used on websites; c) used with group distribution lists

CANNOT: Track responses, save and continue later, send intelligent reminders, pre-fill the survey with data

Private with Common Key: a) multiple responses per person but special key needed; b) used w/ group distribution lists

CANNOT: Track responses, save and continue later, send intelligent reminders, pre-fill the survey with data

1. Send Test Surveys

Make sure your survey is error free and ready for launch. If you don't, you risk your survey's integrity and the overall integrity of your organization. Send test invitations to colleagues or your Zarca Strategic Account Manager.