Improving Student Engagement with Digital Advising Communications
12.02.2016
Ben Forche

Please find a list below of additional resources from the "*Improving Student Engagement with Digital Advising Communications"* webcast. These resources aim to equip you with tools you may use to develop or enhance your own advising communication plans. If you wish to print only certain resources, you may click their respective links to jump directly to them in the packet.

Pre-Webcast Resources

4601 DTC Blvd., Suite 800, Denver, CO 80237
T: +1 720.488.6800 | F: +1 303.221.2259
www.academicimpressions.com

Communication Plan

CAMPAIGN	AUG				SEPT				OCT				NOV				DEC				JAN				FEB				MAR				APR				MAY				JUN				JUL			

Communication Plan

CAMPAIGN: ____

				CAMPUS PARTNER				
COMM DATE	MESSAGE	AUDIENCE	AUTHOR	OFFICE	CONTACT PERSON	CONTACT INFO	COMM DATE	DELIVERY METHOD

Communication Plan

CAMPAIGN: ____

				CAMPUS PARTNER				
COMM DATE	MESSAGE	AUDIENCE	AUTHOR	OFFICE	CONTACT PERSON	CONTACT INFO	COMM DATE	DELIVERY METHOD

Communication Plan

CAMPAIGN: ____

				CAMPUS PARTNER				
COMM DATE	MESSAGE	AUDIENCE	AUTHOR	OFFICE	CONTACT PERSON	CONTACT INFO	COMM DATE	DELIVERY METHOD

Communication Plan

CAMPAIGN: ______________________________________

				CAMPUS PARTNER				
COMM DATE	MESSAGE	AUDIENCE	AUTHOR	OFFICE	CONTACT PERSON	CONTACT INFO	COMM DATE	DELIVERY METHOD

Communication Plan

CAMPAIGN: ____

				CAMPUS PARTNER				
COMM DATE	MESSAGE	AUDIENCE	AUTHOR	OFFICE	CONTACT PERSON	CONTACT INFO	COMM DATE	DELIVERY METHOD

Communication Plan

CAMPAIGN: ____

				CAMPUS PARTNER				
COMM DATE	MESSAGE	AUDIENCE	AUTHOR	OFFICE	CONTACT PERSON	CONTACT INFO	COMM DATE	DELIVERY METHOD

Communication Plan

CAMPAIGN: ____

				CAMPUS PARTNER				
COMM DATE	MESSAGE	AUDIENCE	AUTHOR	OFFICE	CONTACT PERSON	CONTACT INFO	COMM DATE	DELIVERY METHOD

CAMPAIGN: REGISTRATION DATES AND DEADLINES

					CAMPUS PARTNER				
SEM	WK/ DATE	MESSAGE	AUDIENCE	AUTHOR	OFFICE	CONTACT PERSON	CONTACT INFO	COMM DATE	DELIVERY METHOD
AU	1	Last day students can add - 1st Friday	All studnets	Ben	Registrar				Email, Twitter, FB
AU	1	Last day for 100% refund - 1st Friday	All studnets	Ben	Registrar				Twitter, FB
AU	2	Last day to add w/instructor permission - 2nd Friday	All studnets	Ben	Registrar				Twitter, FB
AU	2	Last day for 75% refund - 2nd Friday	All studnets	Ben	Registrar				Twitter, FB
AU	2	DNP - week 3	All studnets	Ben	Registrar				Twitter, FB
AU	4	Last day to drop without "W" - 4th Friday	All studnets	Ben	Registrar				Email, Twitter, FB
AU	4	Last day for 50% refund - 4th Friday	All studnets	Ben	Registrar				Twitter, FB
AU	9	Priority Scheduling	All studnets	Ben	Registrar				Twitter, FB
AU	9	Graduating Seniors Scheduling	All studnets	Ben	Registrar				Twitter, FB
AU	10	Last day to drop with "W" - 10th Friday	All studnets	Ben	Registrar				Email, Twitter, FB
AU	10	Rank 4 Scheduling	Rank 4	Ben	Registrar				Twitter, FB
AU	11	Rank 3 Scheduling	Rank 3	Ben	Registrar				Twitter, FB
AU	12	Rank 2 Scheduling	Rank 2	Ben	Registrar				Twitter, FB
AU	13	Rank 1 Scheduling	Rank 1	Ben	Registrar				Twitter, FB
SP	1	Last day students can add - 1st Friday	All studnets	Ben	Registrar				Email, Twitter, FB
SP	1	Last day for 100% refund - 1st Friday	All studnets	Ben	Registrar				Twitter, FB
SP	2	Last day to add w/instructor permission - 2nd Friday	All studnets	Ben	Registrar				Twitter, FB
SP	2	Last day for 75% refund - 2nd Friday	All studnets	Ben	Registrar				Twitter, FB
SP	2	DNP - week 3	All studnets	Ben	Registrar				Twitter, FB
SP	4	Last day to drop without "W" - 4th Friday	All studnets	Ben	Registrar				Email, Twitter, FB
SP	4	Last day for 50% refund - 4th Friday	All studnets	Ben	Registrar				Twitter, FB
SP	9	Priority Scheduling	All studnets	Ben	Registrar				Twitter, FB
SP	9	Graduating Seniors Scheduling	All studnets	Ben	Registrar				Twitter, FB
SP	10	Last day to drop with "W" - 10th Friday	All studnets	Ben	Registrar				Email, Twitter, FB
SP	10	Rank 4 Scheduling	Rank 4	Ben	Registrar				Twitter, FB
SP	11	Rank 3 Scheduling	Rank 3	Ben	Registrar				Twitter, FB
SP	12	Rank 2 Scheduling	Rank 2	Ben	Registrar				Twitter, FB
SP	13	Rank 1 Scheduling	Rank 1	Ben	Registrar				Twitter, FB

CAMPAIGN: MAJOR APPLICATION DEADLINES

					CAMPUS PARTNER				
SEM	WK/ DATE	MESSAGE	AUDIENCE	AUTHOR	OFFICE	CONTACT PERSON	CONTACT INFO	COMM DATE	DELIVERY METHOD
AU	1	Dietetics - due 1st Friday	pre-diet	Ben	n/a				Email, FB
AU	2	Special Education - due 9/25	pre-spled	Ben	n/a				Email, FB
AU	2	T&L BSEd's - due 9/15	pre-bsed's	Ben	n/a				Email, FB
				Ben	n/a				Email, FB
SP	1	Dietetics - due 1st Friday	pre-diet	Ben	n/a				Email, FB
SP	2	T&L BSEd's - due 1/15	pre-bsed's	Ben	n/a				Email, FB
SP	4	Exercise Science - due 3/1	pre-exersci	Ben	n/a				Email, FB
SP	4	HPNES - due 3/1	pre-hpnes	Ben	n/a				Email, FB
SP	6	Exercise Science - due 3/1	pre-exersci	Ben	n/a				Email, FB
SP	6	HPNES - due 3/1	pre-hpnes	Ben	n/a				Email, FB
SP	7	Exercise Science - due 3/1	pre-exersci	Ben	n/a				Email, FB
SP	7	HPNES - due 3/1	pre-hpnes	Ben	n/a				Email, FB
SP	11	PETE - due 3/29	pre-pete	Ben	n/a				Email, FB
SP	12	PETE - due 3/29	pre-pete	Ben	n/a				Email, FB

CAMPAIGN: GRADUATION

					CAMPUS PARTNER				
SEM	WK/ DATE	MESSAGE	AUDIENCE	AUTHOR	OFFICE	CONTACT PERSON	CONTACT INFO	COMM DATE	DELIVERY METHOD
AU	1	First day of classes - AU, SP, SU	Rank 4	Grad Dir	n/a				Email
AU	2	80+ hrs	Rank 4	Grad Dir	n/a				Email
AU	4	80+ hrs - AU Grads	Rank 4	Grad Dir	n/a				Email, Twitter, FB
AU	11	Newly admitted Special Ed students	R2-spled	Grad Dir	n/a				Email
AU	11	80+ hrs - SP Grads	Rank 4	Grad Dir	n/a				Email
SP	1	First day of classes - SP, SU	Rank 4	Grad Dir	n/a				Email
SP	2	80+ hrs	Rank 4	Grad Dir	n/a				Email
SP	4	80+ hrs - SP Grads	Rank 4	Grad Dir	n/a				Email, Twitter, FB
SP	10	Students admitted to competitive majors	R2-comp majors	Grad Dir	n/a				Email
SP	11	80+ hrs - SU Grads	Rank 4	Grad Dir	n/a				Email
SU	1	First day of classes - SP, SU	Rank 4	Grad Dir	n/a				Email
SU	2	80+ hrs	Rank 4	Grad Dir	n/a				Email
SU	4	80+ hrs - SU Grads	Rank 4	Grad Dir	n/a				Email, Twitter, FB
SU	11	80+ hrs - AU Grads	Rank 4	Grad Dir	n/a				Email

CAMPAIGN: COLLEGE SUCCESS

					CAMPUS PARTNER				
SEM	WEEK DATE	MESSAGE	AUDIENCE	AUTHOR	OFFICE	CONTACT PERSON	CONTACT INFO	COMM DATE	DELIVERY METHOD
AU	1	Reflect on last semesters' habits	all students	Ben	WDL				YouTube, Social Media
AU	2	Motivation (distractions)	all students	Ben	WDL				YouTube, Social Media
AU	3	Time Management	all students	Ben	WDL				YouTube, Social Media
AU	4	Learning Styles	all students	Ben	WDL				YouTube, Social Media
AU	5	Test Preparation	all students	Ben	WDL				YouTube, Social Media
AU	6	Advising Office Hours	all students	Ben	UGSS				YouTube, Social Media
AU	7	Academic Progress - soliciting feedback	all students	Ben	WDL				YouTube, Social Media
AU	8	Instructor office hours	all students	Ben	WDL				YouTube, Social Media
AU	9	Motivation	all students	Ben	WDL				YouTube, Social Media
AU	10	Burnout	all students	Ben	WDL				YouTube, Social Media
AU	11	Have you scheduled classes yet?	all students	Ben	WDL				YouTube, Social Media
AU	12	Papers (peer-reviews & writing center)	all students	Ben	WDL				YouTube, Social Media
AU	13	Spring Cleaning! *(but not your papers and syllabi)*	all students	Ben	WDL				YouTube, Social Media
AU	14	Study Groups	all students	Ben	WDL				YouTube, Social Media
AU	15	Wellness (Physical)	all students	Ben	WDL				YouTube, Social Media
AU	16	Wellness (Cramming)	all students	Ben	WDL				YouTube, Social Media
SP	1	Reflect on last semesters' habits	all students	Ben	WDL				YouTube, Social Media
SP	2	Motivation (distractions)	all students	Ben	WDL				YouTube, Social Media
SP	3	Time Management	all students	Ben	WDL				YouTube, Social Media
SP	4	Learning Styles	all students	Ben	WDL				YouTube, Social Media
SP	5	Test Preparation	all students	Ben	WDL				YouTube, Social Media
SP	6	Advising Office Hours	all students	Ben	UGSS				YouTube, Social Media
SP	7	Academic Progress - soliciting feedback	all students	Ben	WDL				YouTube, Social Media
SP	8	Instructor office hours	all students	Ben	WDL				YouTube, Social Media
SP	9	Motivation	all students	Ben	WDL				YouTube, Social Media
SP	10	Burnout	all students	Ben	WDL				YouTube, Social Media
SP	11	Have you scheduled classes yet?	all students	Ben	WDL				YouTube, Social Media
SP	12	Papers (peer-reviews & writing center)	all students	Ben	WDL				YouTube, Social Media
SP	13	Spring Cleaning! *(but not your papers and syllabi)*	all students	Ben	WDL				YouTube, Social Media
SP	14	Study Groups	all students	Ben	WDL				YouTube, Social Media
SP	15	Wellness (Physical)	all students	Ben	WDL				YouTube, Social Media
SP	16	Wellness (Cramming)	all students	Ben	WDL				YouTube, Social Media

CAMPAIGN: OUTREACH *(at-risk groups)*

				CAMPUS PARTNER				
SEM	WEEK DATE	MESSAGE/AUDIENCE	AUTHOR	OFFICE	CONTACT PERSON	CONTACT INFO	COMM DATE	DELIVERY METHOD
AU	1	Competitive Pre-Majors w/GPA 2.5-3.0	Ben	none				Email
AU	2	International Students	Ben	OIA				Email
AU	3	First Generation	Ben	none				Email
AU	4	Transfer	Ben	none				Email
AU	5	Regional Campus Change	Ben	Regionals				Email
AU	6	Post-Traditional	Ben	none				Email
AU	7	Fresh Start	Ben	none				Email
AU	8	FERPA	Ben	none				Email
AU	9	Veteran's	Ben	Vet Affairs				Email
AU	10	Pre-Health, Pre-Law	Ben	Pro Col				Email
AU	11	Major Changers	Ben	none				Email
AU	12	Honors	Ben	Hon Dir				Email
AU	13	Athletes	Ben	Athletics				Email
SP	1	Competitive Pre-Majors w/GPA 2.5-3.0	Ben	none				Email
SP	2	International Students	Ben	OIA				Email
SP	3	First Generation	Ben	none				Email
SP	4	Transfer	Ben	none				Email
SP	5	Regional Campus Change	Ben	Regionals				Email
SP	6	Post-Traditional	Ben	none				Email
SP	7	Fresh Start	Ben	none				Email
SP	8	FERPA	Ben	none				Email
SP	9	Veteran's	Ben	Vet Affairs				Email
SP	10	Pre-Health, Pre-Law	Ben	Pro Col				Email
SP	11	Major Changers	Ben	none				Email
SP	12	Honors	Ben	Hon Dir				Email
SP	13	Athletes	Ben	Athletics				Email

Master Communication Plan

CAMPAIGN	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL
Registration Dates & Deadlines												
Major Application Deadlines												
Graduation												
College Success												
Outreach *(at-risk groups)*												

THE BASICS TO CREATING AN HTML NEWSLETTER FROM SCRATCH

Benjamin M. Forche, M.Ed.
Coordinator of Advising Communication
The Ohio State University

ACADEMIC IMPRESSIONS

HTML Lingo

Tag: A set of direcitons for the browser follow. Tags are indicated by text withing <> (*brackets*).

You must "open" and "close" every tag. To open a tag, simply write the directions inside your brackets.

Open: <html>

To close a tag, or indicate you are done with that set of directions, simply add a "/" in the second set of brackets. Make sure the "/" is immediately following the first <.

Close: </html>

The set of directions, text inside the "<>" must be identical.

Common Tags Explained

<html> - Needed to start a html file
<head> - Hidden info about your html file
<style> - default font attributes for your html file

<body> - Where all of your content lies
<table> - just like Word, adding a table, but it gives structure to your file to ensure content lies in exact spot
<tr> - table row
<td> - table column
<a href> - inserting a hyperlink
<img> - inserting an image

 - line break
<hr> - horizontal line
<strong> - bold
<i> - italic
<blockquote> - indent
 - unordered list (bullets)
 - ordered list (numbers or letters)
 - list item (the actual text of what you want bulleted)
<bgcolor> - background color
<!-- text --> - to enter a note only visible in code

Flow of Every HTML File

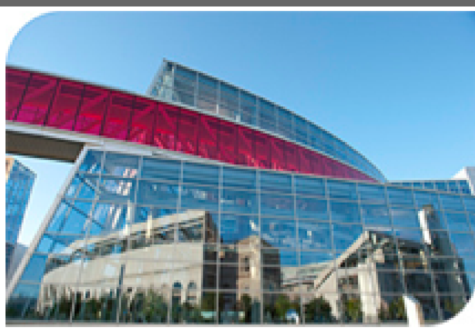
```
<html>
<head>
<style> (if desired)
    * {font-size:12px}
</style>
</head>

<body>
<table>
    <tr>
            <td>I’m an indiviual cell</td>
    </tr>
</table>
</body>
</html>
```

HTML Example

May 1st, 2014 | Vol.2 Ed.8

Office of Undergraduate Student Services



ehe-ugss@osu.edu
ehe.osu.edu/ugss
(614) 292-9261

In This Issue...

- Congratulations, SP14 Graduates
- Planning to Graduate in 2014?
- Am I on track? Need to plan out your degree?
- SU14 Important Dates
- Summer GRE Study Plan
- SU14 Internship in Disability Studies and Social Work
- Surveys

Congratulations, SP14 Graduates!

Congratulations, graduates! You should feel proud of your achievements – we are incredibly proud of you! Celebrate your hard work and successes from the past few years and keep us posted on where you land!

While you are closing the door on your undergraduate experience, you are also opening the door to the vast community of Ohio State alumni around the world. Be sure to keep in touch with us and keep us informed of the great things you're sure to do. To stay connected, visit ehe.osu.edu/alumni-and-friends/.

Go Buckeyes!

Follow us!

EHEAdvising
EHEStudentServices
@OSUEHE_Advising

EHE Internships Webpage

Looking for an internship? The College of Education and Human Ecology has a webpage dedicated to assist students in finding an internship.

ACADEMIC IMPRESSIONS

<head> *(invisible info)*

```
<html>
<head>
<title>Academic Advising News</title>
<style>
        #Header {color:#FFFFFF; font-weight:bold}
        h1 {font-size:26px; font-weight:bold; color:#bb0000;}
        h2 {font-size:24px; font-weight:bold; color:#bb0000;}
        a {color:bb0000;}
        * {font-size:12px}
</style>
</head>
```

<style> *(CSS style - default font selections)*

```
<style>
        #Header {color:#FFFFFF; font-weight:bold}
        h1 {font-size:14px; font-weight:bold; color:#bb0000;}
        h2 {font-size:24px; font-weight:bold; color:#bb0000;}
        a {color:bb0000;}
        * {font-size:12px}
</style>
```

First you create a unique identifier, which can be any combination of letters and numbers, but I recommend something short. The identifier is the text before the "{". Basically, whenever you put that identifier in a tag, later in the file, you are giving the dirction to apply that font attribute to the text within the tag.

Example

```
<h1>This style is saying change font to size 14px, bold, & color to #bb0000 (OSU red)</h1>
```

Result

This style is saying change font to size 14px, bold, & color to #bb0000 (OSU red)

You can create as many style codes as you want, but just make sure you "open" and "close" each tag!

<body>

This is where all of your content lies that you want to be visible to the viewer.Typically, I always add a **<table>** immediately after the **<body>**. This is to ensure the content you are typing shows up in the same place for everyone that view the file.

<table>

The first thing you want to indicate the **size** of your table. The numbers you enter for the size will be measured in pixels. Early computers had a screen resolution size of 800 pixels wide. Most computers today can be upwards of 2400 pixels wide. However, to ensure your entire audience can see the full product, **set your width to 800**.

```
<body>
<table width=”800” height=”250” border=”0”>
```

The **height** is soley up to you. You can leave this blank if you wish, or simply not list it. In the example below, I know the exact size of the elements in my table, so I indicated a height.

The **border** is simply that; the lines between each cell. I usually set the border to “0” or invisible, for aestheic reasons.

Columns & Rows

In the coding world, this part is a bit redudant. While in excel, you can just tab over to the next cell, in coding you have to type each cell. You also view coding by row, list each column in that row, then move on to the next row. Below is an example of a table with 3 rows and 2 columns.

Example Coding

```
<table width=”200”>
<tr>
        <td>Good Morning!</td>
        <td></td>
</tr>
<tr>
        <td></td>
        <td>Dec. 8, 2014</td>
</tr>
<tr>
        <td colspan=”2”>What!?</td>
</tr>
</table>
```

Result

<table>
<tr><td>Goodmorning</td><td></td></tr>
<tr><td></td><td>Dec. 8, 2014</td></tr>
<tr><td colspan="2">What!?</td></tr>
</table>

<table> *(continued)*

Colspan

If you noticed in the last example, I introduced a new tag; colspan. Colspan, if you haven't guessed, basically means to merge cells, but you need to indicate how many cells you are merging.

In the first row, we are indicating how many columns are in this table. You need to ensure the number of columns remains the same between each set of <tr>.

<table> *Newsletter Example*

```
<table width=”800” height=”250” border=”0”>
        <tr>
                <td colspan=”3” height=”212”><a href=”http://ehe.osu.edu/ugss/” title=”Head-
er800-212”><img src=”http://farm9.staticflickr.com/8516/8540381202_f437c06bed_c.jpg” width=”800”
height=”212” alt=”2Header800-300”></a></td>
        </tr>
        <tr height=”8” bgcolor=”#bb0000”>
                <td width=”266” align=”center”>May 1st, 2014</td>
                <td width=”266” align=”center”> </td>
                <td width=”266” align=”center”>Vol.2 Ed.8</td>
        </tr>
        <tr>
                <td height=”50” width=”800” colspan=”3” bgcolor=”#666666” align=”center”>Office of Un-
dergraduate Student Services</td>
        </tr>
</table>
```

<body>

<a href>

This tag is used when you want to hyperlink text in your newsletter, either to send the users to a website, or open their email client to send an email.

UGSS Website

You’ll notice the “close” tag is shorter with <a href>. This is one of the exceptions when closing a tag. You always need to include the http:// in the first portion of the website for this tag to work. Below is how the coding above looks in the newsletter.

UGSS Website

mailto: Send an email

It’s very common to list someone’s email address in one of your newsletters, like an advisor, instructor, etc. You can hyperlink an individuals email so that when the user clicks on the link, their email client is automatically opened. You simply just type the word “mailto:” then the email address. Below is the coding to hyperlink my email address.

bforche@gmail.com

You don’t have to type the exact email, I could just hyperlink my name to my email. Example below.

Ben Forche

You’ll want to include color and photos to ensure your readers attention. First, in order for photos to be visible in your newsletter, you need to make sure they are posted live on a website. I use FlickR for all of my photos. Fortunately, FlickR does the coding for you! Simply find your photo, click Share, and choose HTML; Viola! Your html coding is ready, just copy and paste.

But, you should still know the basics of the <img> tag. In the example below, we’ll be inserting one of my wedding photos from my personal website; amandaandbenjamin.com. The process is nearly identical to hyperlinking.

<img src=” http://amandaandbenjamin.com/Benjamin_%26_Amanda_Forche/Welcome_files/shapeimage_1.png”>

No close tag?
Yes, that’s right.
This tag actually does not have a close tag.

Coding Challenge: Hyperlink a photo!

 & Lists

This is another tedious coding process; the creation of lists. The crucial element in creating lists is ensuring you close each tag. Below are two list examples.

Remember: = unorder list, <ol> = ordered list

Code

```
<ul>
        <li>Milk</li>
        <li>Bread</li>
        <li>Ice Cream</li>
        <li>Cheese</li>
</ul>
```

Result

- Milk
- Bread
- Ice Cream
- Cheese

Code

```
<ol>
        <li>Grocery Store</li>
        <li>Cook Food</li>
        <li>Eat</li>
        <li>Clean</li>
</ol>
```

Result

1. Grocery Store
2. Cook Food
3. Eat
4. Clean

This is a basic guide intended to familiarize participants with the basics of HTML coding. This guide does not include all options within HTML coding. If you would like more information or have questions about HTML coding, feel free to contact the author of this document; Benjamin M. Forche, M.Ed. <bforche@gmail.com>

ACADEMIC IMPRESSIONS

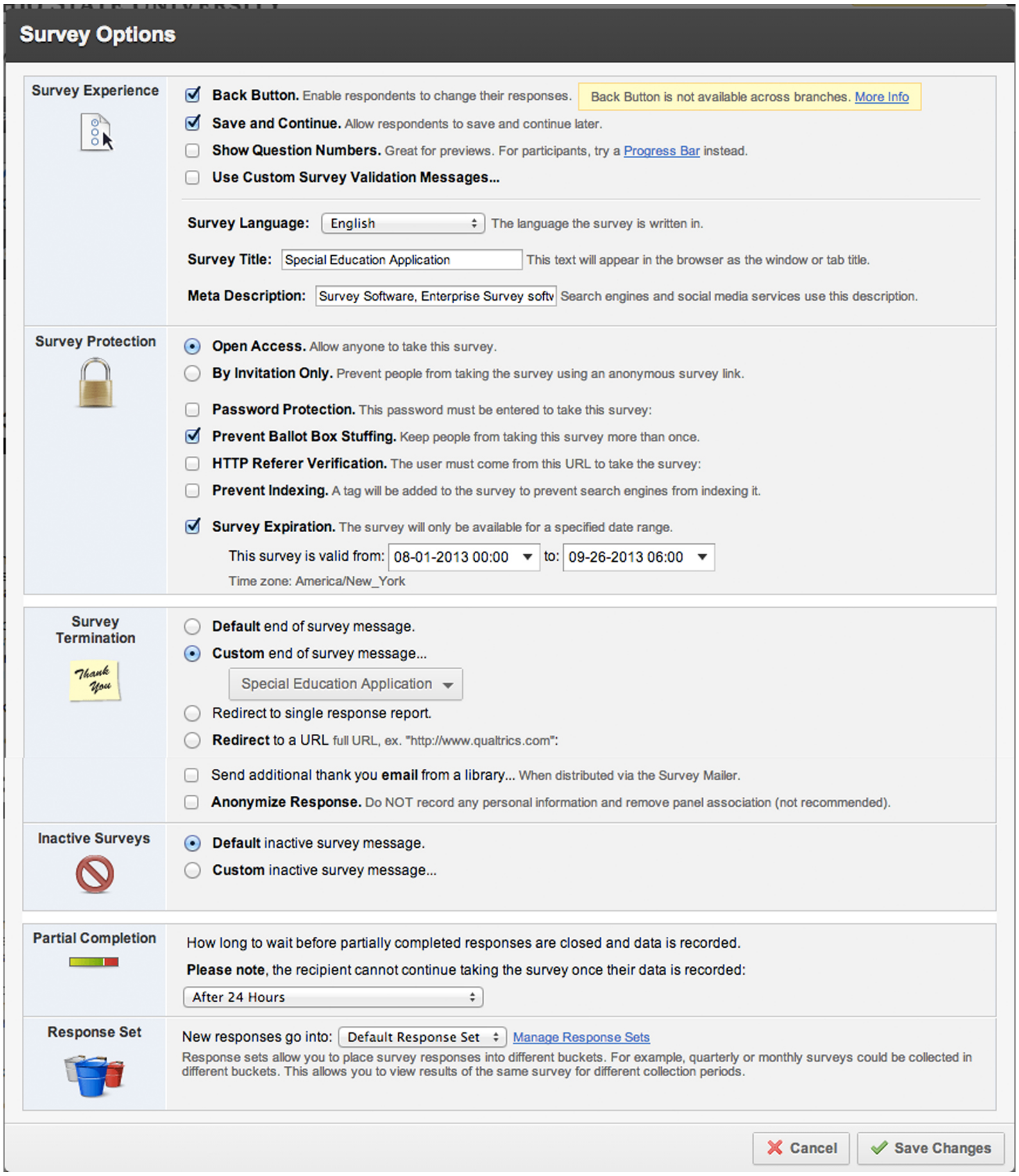
Qualtrics Quick Guide
The Ohio State University Academic Advising Conference 2014

Benjamin M. Forche, M.Ed.
Forche.6@osu.edu
Office of Undergraduate Student Services
College of Education and Human Ecology

THE OHIO STATE UNIVERSITY
COLLEGE OF
EDUCATION AND HUMAN ECOLOGY

qualtrics

Survey Options



Save and Continue – Allows a user to stop and save their progress, then come back later to finish. However, a drawback with this option, if you change survey in any way, after it's published, any users with saved progress will not see changes.

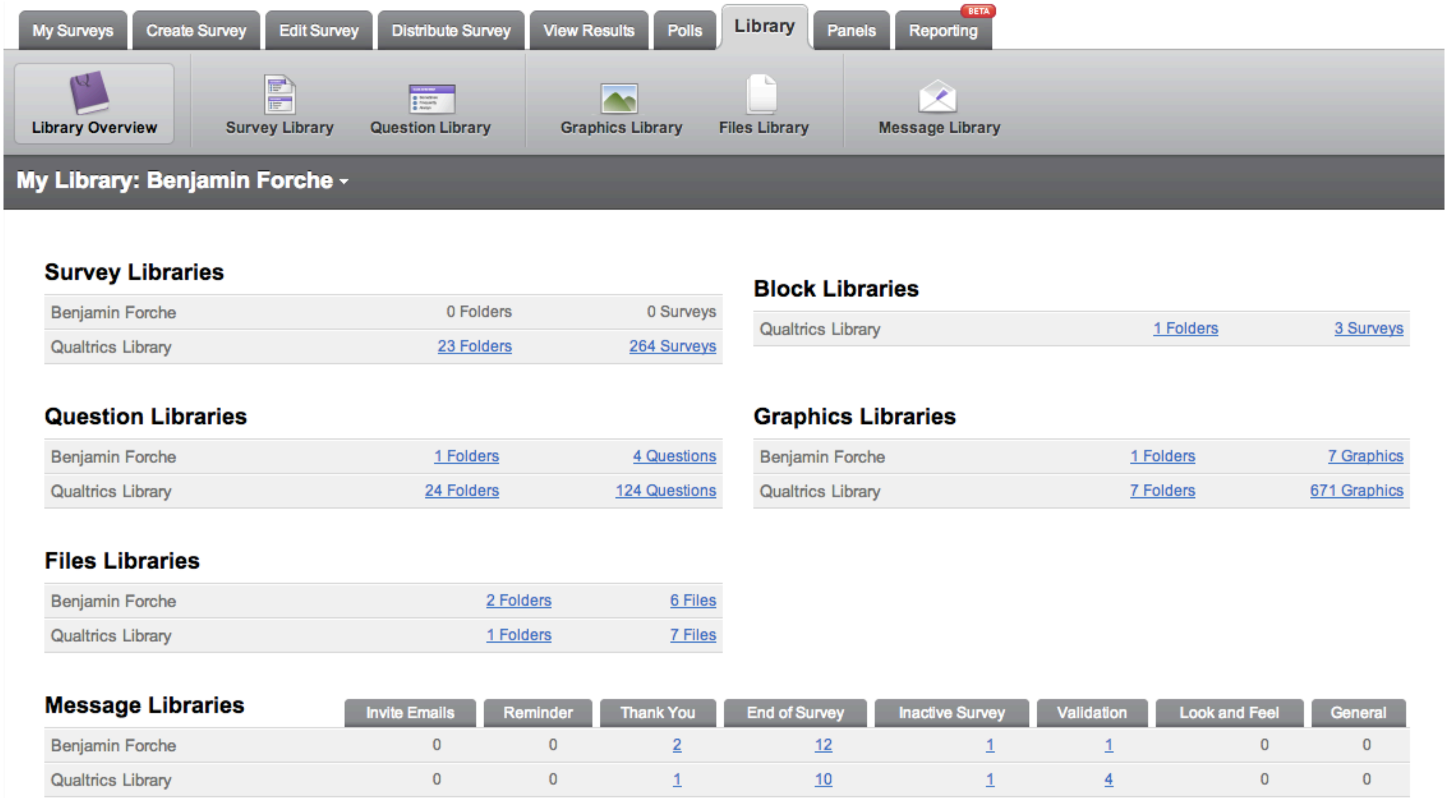
Survey Expiration – Extremely useful when you have an end date for a survey. Indicate time using military time.

Survey Termination – What user views after completing a survey

- **Default** – simple end of survey message – not personal – strongly discourage
- **Custom** – allows you to create any sort of completion message – very customizable
- **Single Response Report** – not very visually pleasing, but provides a confirmation to user of what was submitted
- **Redirect** – sends user to a webpage after survey is completed – caution: user generally feels survey was not submitted
- **Thank you email** - only works if you are using Qualtrics Survey Mailer – time demanding on developer

Partial Completion – instructs survey what to do with partially completed surveys after set period of time

Libraries



Qualtrics Library vs. Personal Library

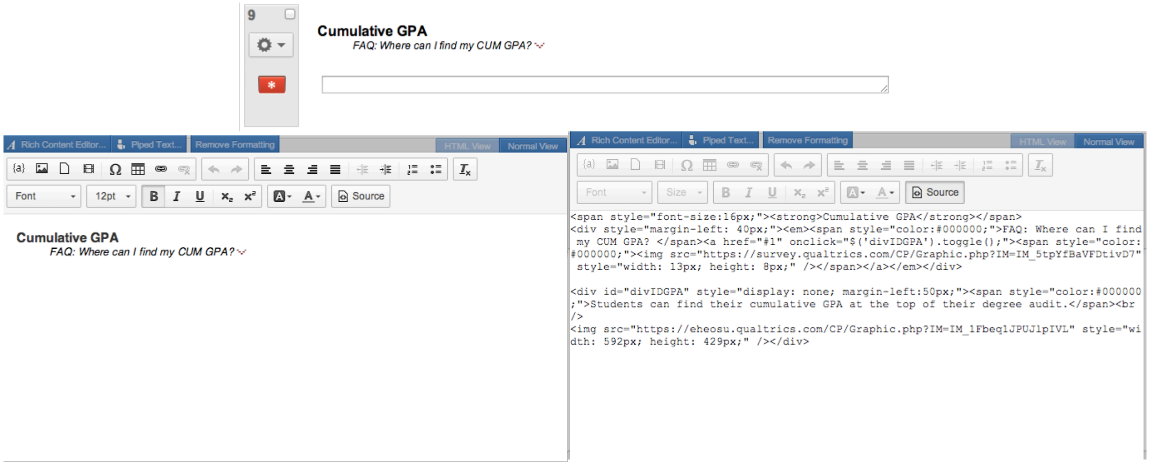
- **Qualtrics** – hundreds of sample questions, graphics, and files for use
- **Personal** – files, graphics, and questions you save to your library – extremely recommended. Cuts down time on future survey creation

Graphics – Location where all photos are stored for your surveys like, college logo, screen shots, etc.

Files – Where all files are stored for your surveys like, word and pdf documents

Message Library – Should you decide to utilize **Custom Message** for **Survey Termination**, this is where your messages are stored.

Hidden Drop Down Text in a Question



Coding Explained

Most of the code will be automatic after your have entered your text. The automatic code is indicated in **blue** text below. In this question, when the down arrow is clicked, an image appears. This code is automatic as well. The red down arrow is a Qualtrics graphic. The **black** text below is what you typed when creating your question. The coding you need to type to create the hidden drop down text/graphic is in **red** text.

Cumulative GPA

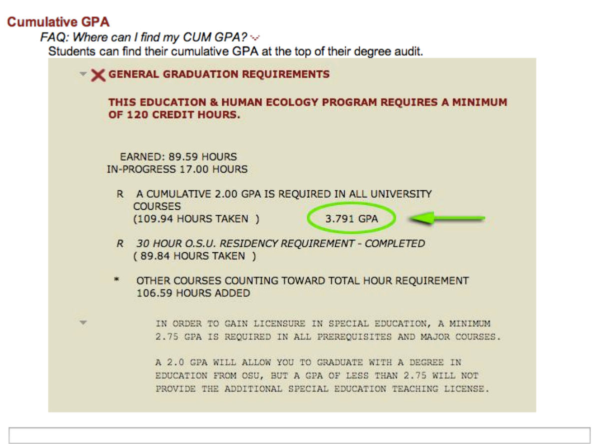
<div style="margin-left: 40px;">FAQ: Where can I find my CUM GPA? </div>

In this first section, you are creating a link that says, when the user clicks (onclick=) the red down arrow (img src=…) the section that is titled GPA (divIDGPA) will be displayed.

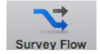
<div id="divIDGPA" style="display: none; margin-left:50px;">Students can find their cumulative GPA at the top of their degree audit.
</div>

In this second section, all you need to do is give this division (div) an ID (id= "divID…"). This ID can be whatever you want, but do not use spaces, and make sure it matches the ID in the first section.

End Result

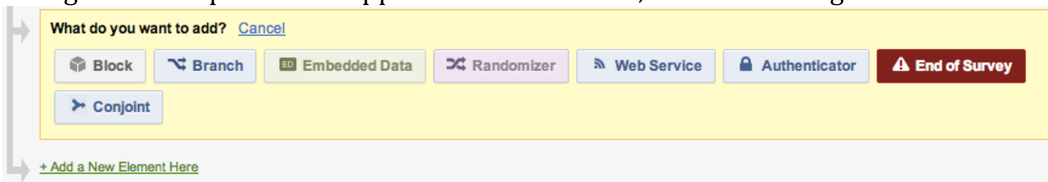


Creating a Survey Flow – A survey flow is used when you want answers from one survey, carried to a second survey.

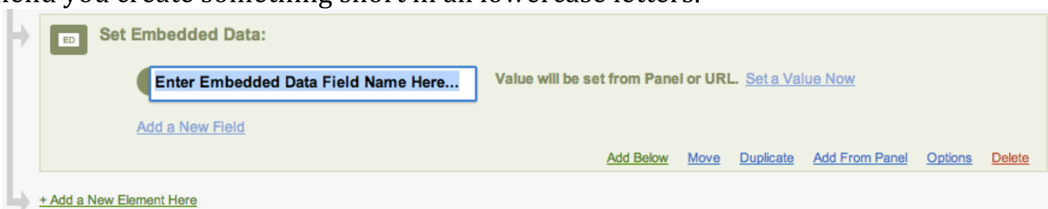
First, click on the Survey Flow icon in the top menu bar. 

Then, the Survey Flow menu will appear. You'll need to click on + Add a new element here.

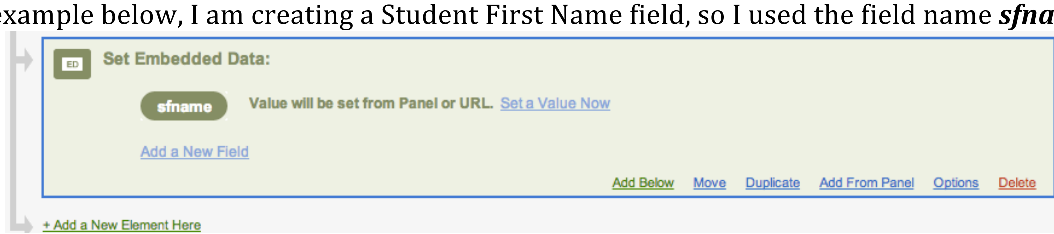
The following menu of options will appear. In this instance, we are creating an ***Embedded Data*** set.



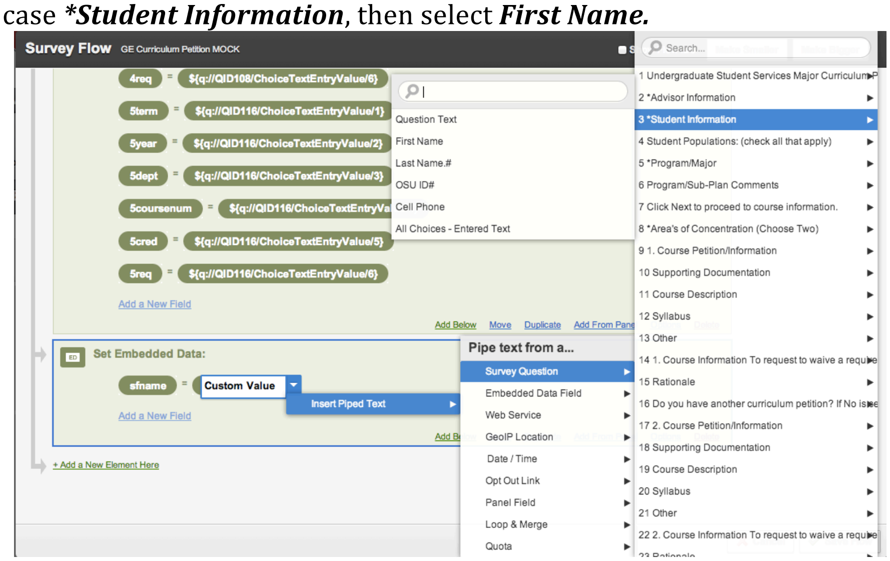
First, you need to create your ***Embedded Data Field Name***. This can be any combination of letters and numbers. I recommend you create something short in all lowercase letters.



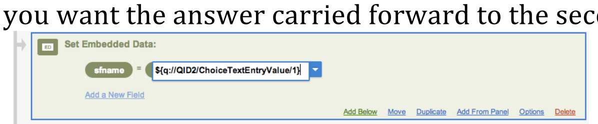
In the example below, I am creating a Student First Name field, so I used the field name ***sfname***.



Next, you need to Set a Value Now. We are identifying the embedded data for sfname to be what the user types in the box for Student First Name. So you need to select that question as the value. Simply click the arrow down, choose ***Insert Piped Text***, then choose ***Survey Question***, find your question that asks for the student's first name, in this case ****Student Information***, then select ***First Name.***



You have now created your first Survey Flow of an Embedded Data Set. You'll need to do this for each question, where you want the answer carried forward to the second survey.

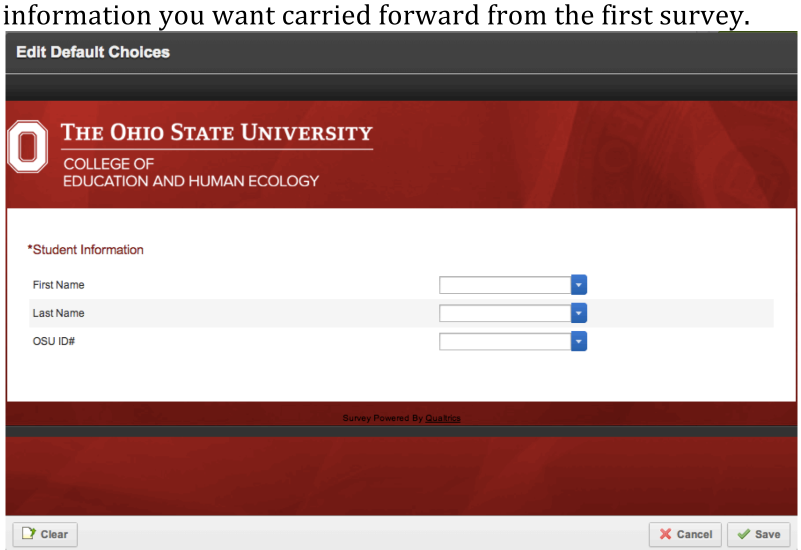


Survey Flow for 2nd Survey – You need to create a survey flow in the second survey, if you want answers from the first survey carried forward into this survey.

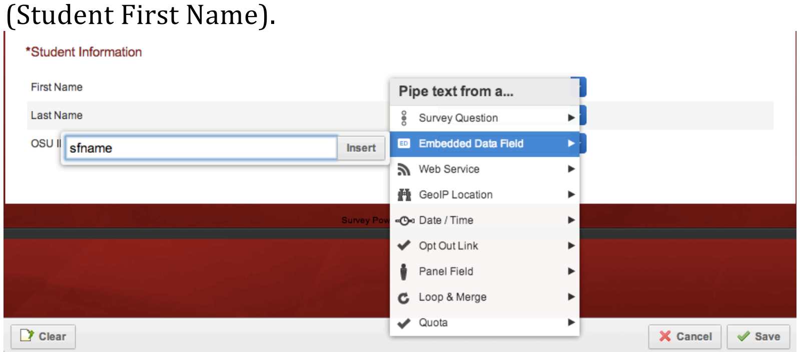
However, in this survey flow, you only need to identify ***Embedded Data Field Name***. It must match the field name from the first survey exactly. Do not select Set a Value Now.

After you have created your survey questions in the second survey, and you have identified all of ***Embedded Data Field Names***. You need to select ***Add Default Choices*** for each of your questions.

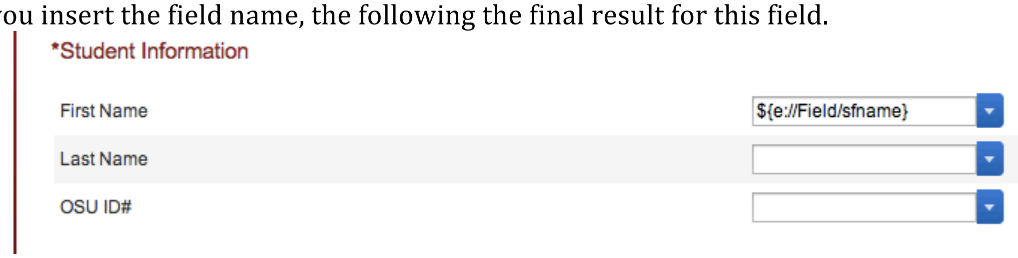
When you click ***Add Default Choices***, the following screen will appear. Click the blue drop down arrow for each field of information you want carried forward from the first survey.



Then choose, ***Embedded Data Field***, and type the field name you created earlier in the ***Survey Flow***. We created sfname (Student First Name).



After you insert the field name, the following the final result for this field.

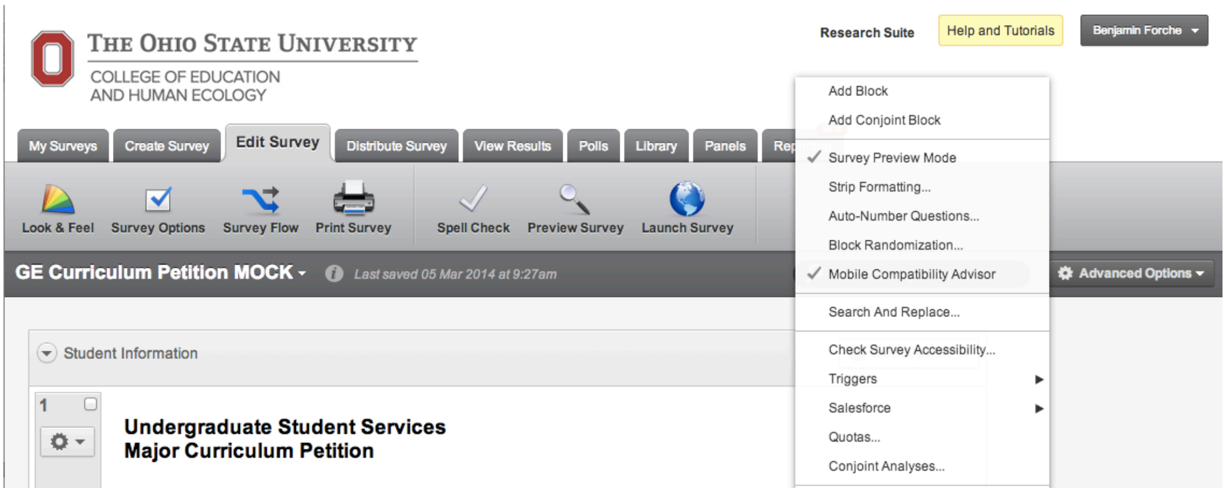


Carrying Forward Answers from One Survey to Another

After you have completed both surveys, with survey flows in each survey, you are ready to enable the feature for answers entered in the first survey to be carried forward into the second survey. Make sure you activate both surveys before proceeding.

First, we need to visit the ***Advanced Options*** in the first survey. The ***Advanced Options*** are accessed when editing the survey. The ***Advanced Options*** is a button on the right-hand side of the screen.

Helpful Tip: *At this point, it is a good idea to select* ***Auto-Number Questions…*** *before proceeding. I generally delete the letter Q listed and only use numbers. The auto corrects so all of your questions' numbers are in order.*



Choose **Triggers** -> **Email Triggers** to continue

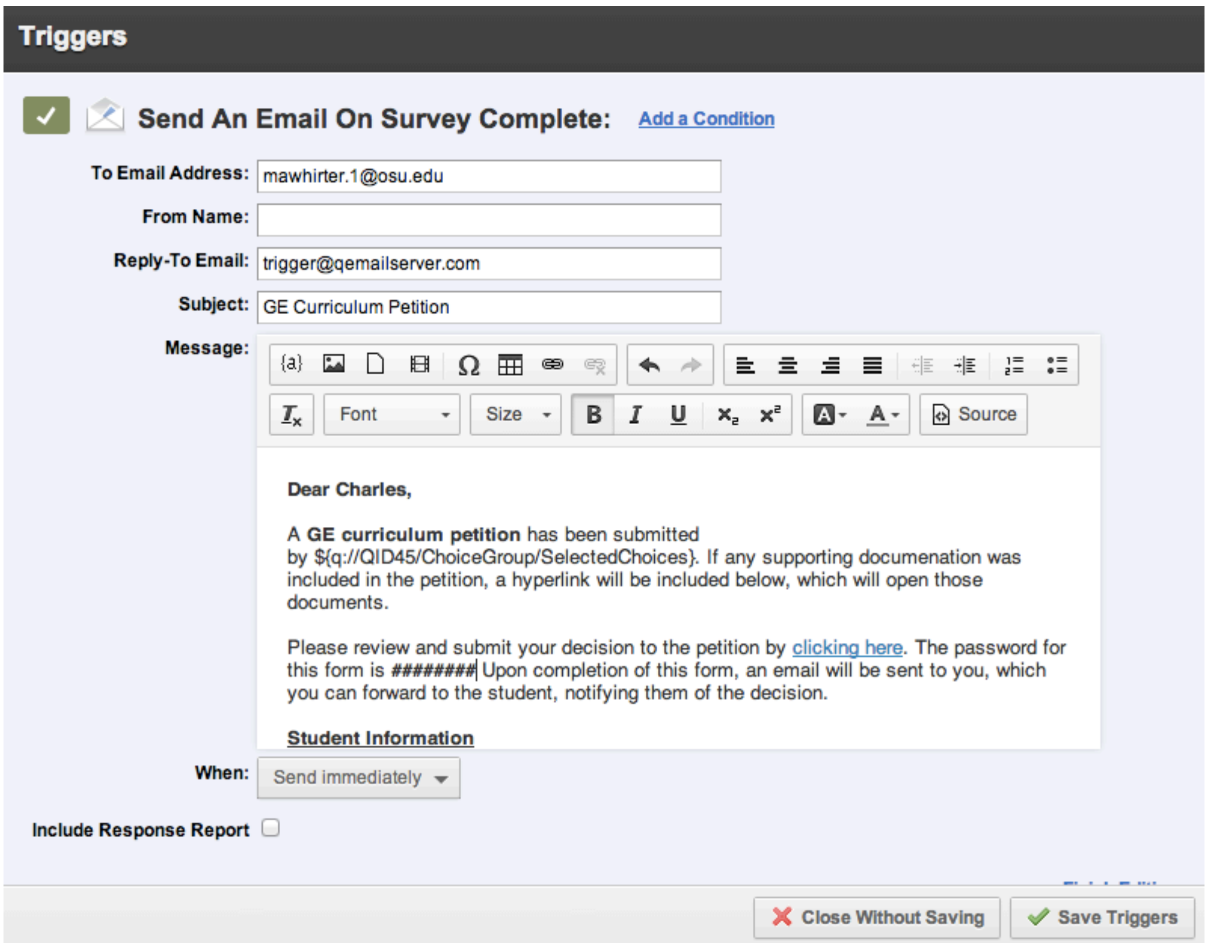
Email Triggers

An email trigger is an email that gets sent to a predetermined receiver when a survey is completed.
Note: Qualtrics currently does not have a way to change the email receiver based on information entered in a survey.

Create the email message you would like sent to the receiver. The receiver is ultimately who will be completing the second survey. At some point in your email, you should have a line to the effect of "Click here to complete your survey".

To personalize the email a little further, you can use ***Piped Text*** {a}. This can be helpful to provide more accurate information, like instead of saying "This student wishes to petition…." you can use ***Piped Text*** and include the student's actual name "Brutus Buckeye.1 wishes to petition…" All you need to do is select the question you would like to pipe the text in to the email.

Include Response Report – This option is also helpful, as it will include a full summary of the survey submission at the end of your ***Email Trigger***.



Carrying Forward Answers from One Survey to Another - CONTINUED

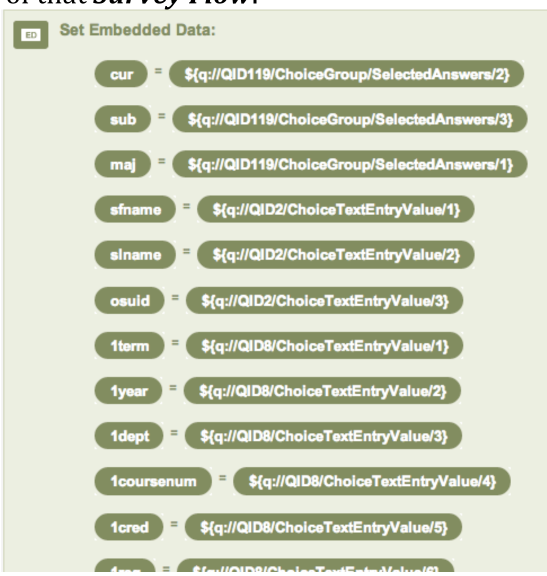
After you have created your email trigger, it is time to hyperlink a portion of your email to link to the second survey and carry forward answers from the first survey to the second survey.

First, we need the second survey's link. This is found on the ***Launch Survey*** button. Copy the survey link.

For this next step it easier to type in a Word document, then copy and paste it back into Qualtrics. In your Word document, paste the second survey's link.

https://eheosu.qualtrics.com/SE/?SID=SV_6Exgm9Y1L96Y7T7

Now comes the extremely tedious part. I have not found a better, faster, easier, etc. way to do this. At the end of the hyperlink, you need to add all of the values for each ***Embedded Data Field*** you want carried forward. **Be sure to include no spaces!** You can copy each field by visiting your ***Survey Flow*** from your first survey. Below is a small portion of that ***Survey Flow***.



Below is the beginning portion of what the link will look like when you are finished. In this example, I have only included the first three fields. I also added a little color so you can see each field a little easier.

https://eheosu.qualtrics.com/SE/?SID=SV_6Exgm9Y1L96Y7T7&cur=${q://QID119/ChoiceGroup/SelectedAnswers/2}&sub=${q://QID119/ChoiceGroup/SelectedAnswers/3}&maj=${q://QID119/ChoiceGroup/SelectedAnswers/1}

Some of this you need to manually type. To start each field, you need to type **&**, then the field name you assigned, **cur**. Then, you can copy and past the value from your ***Survey Flow***. This is easier to do in Word because Qualtrics gives you a very small window and it easy to forget which field you're on, because undoubtedly you will have many to enter.

Once you have the link complete, copy it. Go back to your ***Email*** Trigger in Qualtrics. Find the statement you created, something along the lines of "Click here to complete your survey." Highlight the portion of the text you want linked to the second survey. Then, click the hyperlink button, . Finally, simply paste (Apple = Command+V, Windows= Ctrl+V) the link.

You have now successfully completed a workflow survey. Now answers recorded in the first survey, will carry forward to the second survey. This helpful when someone needs to cast a decision on a petition, application, etc.

P.S. You may want to have a few people test this to ensure all of your fields carry forward.