

COLLECTING AND TRANSFORMING DATA INTO USEFUL INFORMATION AND ACTIONABLE INSIGHTS

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THE CHALLENGE

At Fresno State, where there are nearly 27,000 combined faculty, staff, and students, event registration and check-in processes are largely decentralized and disorganized. Therefore, creating a campus registration database to use for event check-in and post-event assessment can be incredibly challenging.

THE OPPORTUNITY

The Office of Institutional Effectiveness created a process to capture event registration data, which will be seamlessly, automatically and directly tied to the campus users' information using uniform data fields. The information gathered can then be used for event check-in and post-event feedback assessment.

We are here to help!

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THE PROCESS

Create Database

- Download latest semester's employee and student databases from PeopleSoft
- Clean data (delete duplicate, highly sensitive and unnecessary data such as SSNs, DoB, GPA, etc.)
- Map fields then consolidate data
- Create custom fields to use in Qualtrics (Fresno State username in combination with another unique identifier which will be truncated, for this demo, the last 3 digits of the employee or student ID)
- Save in .csv and prepare to upload to Qualtrics' Contacts

Note: The database does not necessarily have to be PeopleSoft generated. A login page can be created using any roster with any embedded custom data.

Create Qualtrics Registration Page

- Utilize authentication and embedded data features (Fresno State username and last 3 digits of employee/student ID)
- Add registration or check-in questions (skip questions on demographics, student level, department, college, division, etc. as these are already included in the embedded data)
- Create email triggers for registration/check-in email confirmation

Create Reports Page and/or Download Data

- Format report output
- Use embedded data to either filter or breakdown results
- Share results online via public, password-protected link or via email
- Download raw data

THE SOLUTION

A centralized event registration form built in Qualtrics that addresses campus client needs by utilizing the following Qualtrics features:

- Contact List
- Embedded Data
- User Authentication
- Piped text
- Display logic
- Customized email and other messages
- Collaboration feature with multiple users
- Downloadable raw data
- Downloadable and shareable reports

THE OUTCOME

Data originates from a central source using uniform Peoplesoft-generated and custom fields

- Seamlessly link data from one form to another (and endless other forms!)
- Help eliminate the submission of inaccurate information
- Increase productivity by automating tasks
- Easily send out communication to event registrants and attendees
- Easily create reports and share results/data
- Multiple other campus applications beyond event registration

