Campus Labs: Baseline
Planning and Creating a Survey Worksheet

Creating an effective survey takes strategic prior planning, and consideration of certain key points.

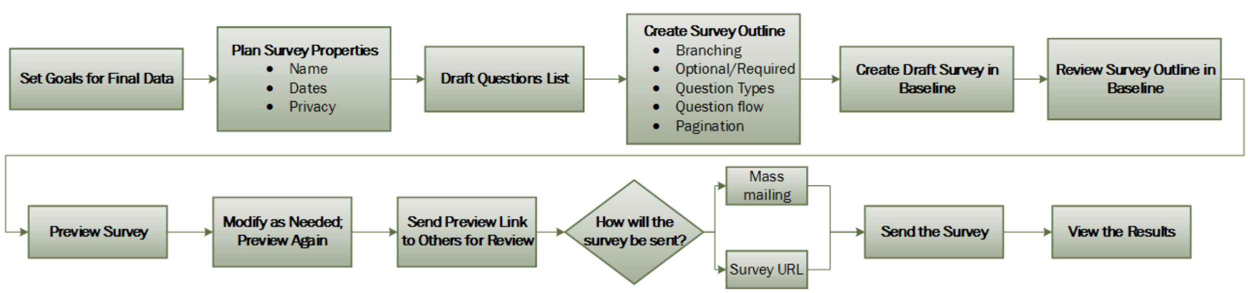
First, consider if Baseline is the right tool for your project and collaborators.

- **Faculty or Staff member?** You already have access to Baseline through your HWS log-on within your department.
- **Partnering with a community member?** Be aware that they will *not* have access to Baseline to edit the survey or retrieve reports.

First time creating a Baseline survey? Consider submitting a helpdesk ticket to meet with a support staff or consult the instruction guides available on this HWS webpage to guide your survey design.

When you are ready to proceed, we suggest following the process outlined below:

Creating A Survey: A Visual Checklist



Use the following worksheet, and the referenced guides, to clarify your survey planning and execution.

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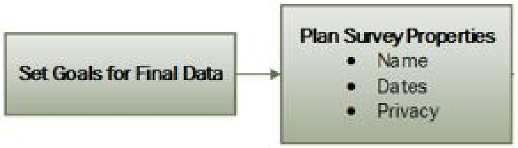
Pre-planning:



1. What final data do you need? Examples would be: quality of a service, effectiveness of a program, demographic data, interest level, frequency of an event or practice, etc. Be as specific as possible.

2. How will you use the data?

3. Who is your audience for this survey?

4. When will you release the survey? You will need this for the "open date" for the survey.

5. How long will it be available? You will need this for the "close date" for the survey.

6. What will you call your survey?

7. Who will preview your survey before you send it?

8. Under which department listing should the survey be listed (if you are a member of more than one department)?

9. Does this need to be confidential?

    a. If so, from whom does this need to be hidden?

    Note: when you get into Baseline you will need to adjust the advanced options (see Creating and Sending a Survey guide for details).

Campus Labs: Baseline
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Planning:

Based on your goals for the results, write down below the questions you'd like to ask in the survey.

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Planning and Creating a Survey Worksheet

Review your Survey Questions:

Create Survey Outline
- Branching
- Optional/Required
- Question Types
- Question flow
- Pagination

1. How many questions do you have?

2. Can certain questions be skipped by certain respondents?

   If you have more than 22 questions, consider using conditional branching to reduce fatigue in your respondents. See the guide Creating Conditional Branching in a Survey.

3. Based on the number of questions, decide if the survey will deploy on just one page?

4. If you will use more than one page, which questions would logically go on the same page?

   Use your question list from the Planning section above to organize the question order, conditional branching logic, and/or page divisions.

Draft the Survey in Baseline

Create Draft Survey in Baseline

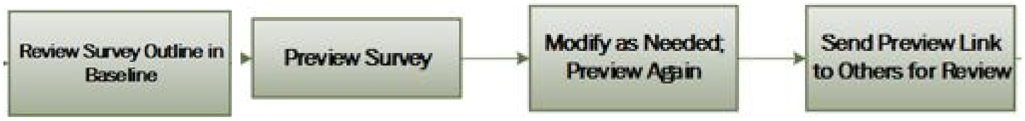
Create the survey in Baseline. Follow the guides for creating questions (Adding a Basic Question and Fixing Question Errors). Submit a helpdesk ticket for assistance with creating and editing the survey.

1. Based on the questions you've identified, your question types will vary. Start by adding questions in the types you think will be effective. See the guide Question Types and Uses for details.

2. Are your answer choices appropriate to the question? See the guide Writing Effective Questions & Answers.

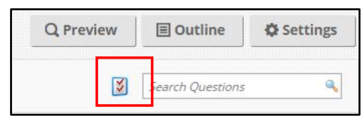
Campus Labs: Baseline
Planning and Creating a Survey Worksheet

Review and Edit Survey Draft:

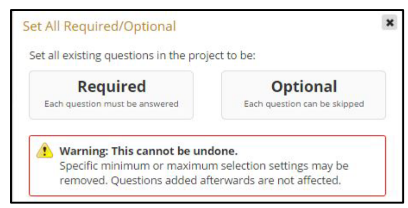


1. Use the **Outline** button to review details including branching and required questions. **Questions are required by default**; any single question may be made optional or all questions may be made optional. If you wish all responses to be optional, you can manage this on a global level.

    a. Move the cursor to the right side of the page and select the icon to set all required/optional.

    b. Select the desired option.

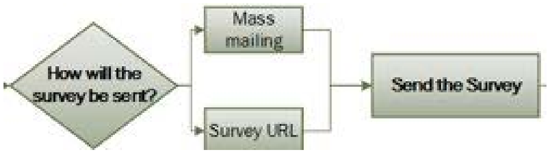
    

2. Use the **Preview** button within Baseline to take your survey, **thinking specifically of question order.** Rearrange your questions as necessary: questions should be ordered general to specific; facts to opinions; least sensitive to most sensitive.

3. When finished, **pretend you're a respondent (not yourself) and preview the survey again.** Consider the flow of questions, ease of use, length of survey, etc. How does taking this survey make you feel? Does your branching work in every case? The survey **Outline** will help in seeing the full view of the survey design.

4. Have your list of survey previewers (from the pre-planning stage) review the preview version critiquing for flow, respondent perspective or inability to progress through the survey.

Deploying the Survey:



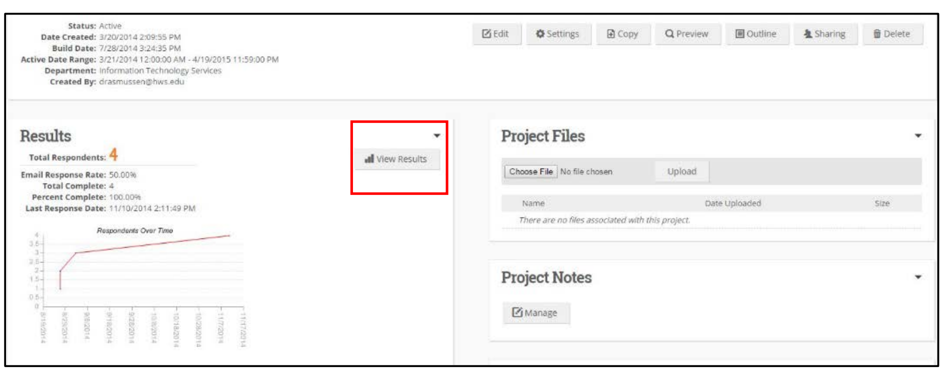
There are two options for sending out your survey:

1. The **Generic Survey URL** can be pasted into the body of an e-mail and sent to respondents. Note: this method will allow respondents to take the survey more than once.
2. The **Mass Mailing Tool** can be used to send a unique URL to each respondent. This unique URL has benefits such as limiting responses to a single submission, allowing the respondent to stop and return to the survey later to complete it, and also offers a method to set-up automatic reminder notices for those who have not yet completed the survey.

See the guide [Sending a Survey] for details.

Viewing the Results:

Results may be viewed from the survey **Dashboard**.



Baseline Survey Tool from Campus Labs
Creating and Sending a Survey

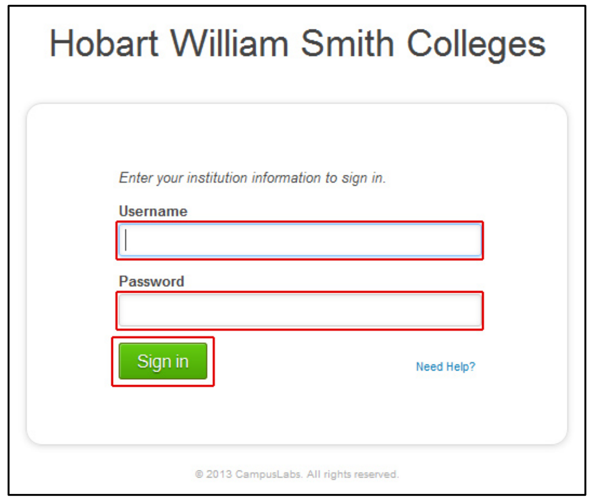
The campus-wide tool for creating surveys is called Baseline. Users are grouped by department, and each survey within a user's account is called a project. Workspaces within Baseline are configured to support collaboration. Accordingly, by default, all of the individuals within your own campus organization or department have access to survey projects created within the group's designated space. Private research space can be created upon request, by submitting a ticket to the Helpdesk. Follow the instructions below to get started.

To create a new survey project:

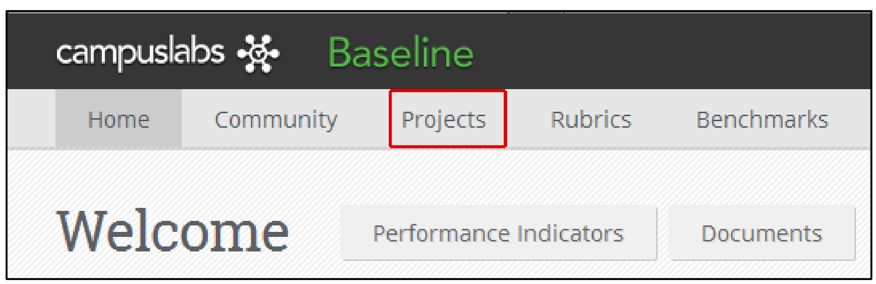
1. Go to Baseline at **http://www.hws.edu/baseline**

   We recommend bookmarking this link for future reference.

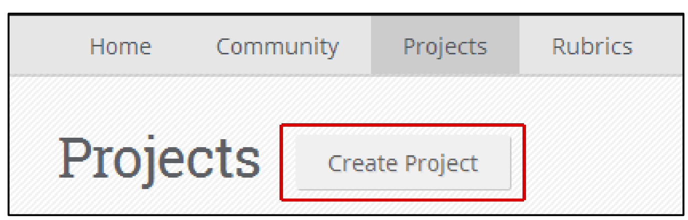
2. At the login page, enter your **HWS username and password**
3. Click **Sign In**



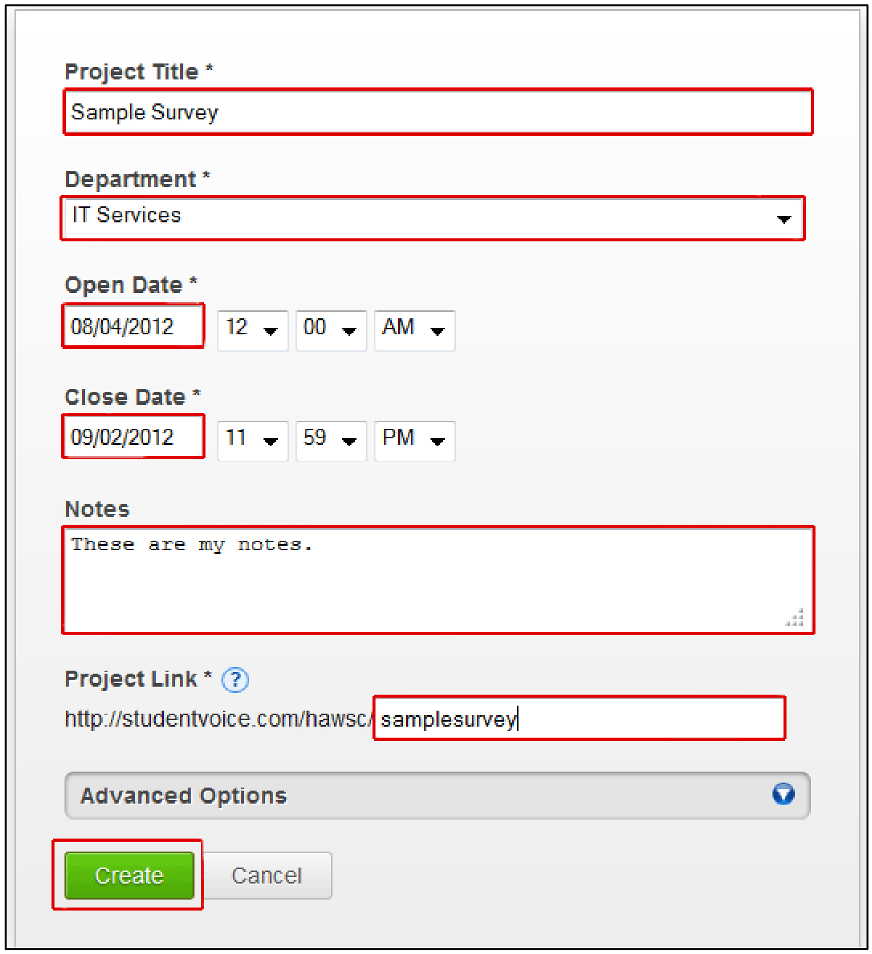
4. On the upper menu, click **Projects**



5. To the right of the Projects header, click **Create Project**



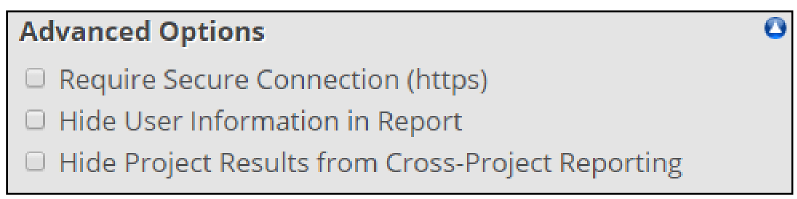
6. Complete the project information:



   - Enter a survey **title** (including the semester and year in the project title may be helpful for later searches)
   - Select your **department**
   - Select dates for the survey to **open** and **close**
   - Enter any **notes** about the project
   - Complete the unique **link** to the survey

7. Click on the arrow for the **Advanced Options** dropdown menu

8. Decide if advanced options are required for privacy or security and click on the applicable boxes:

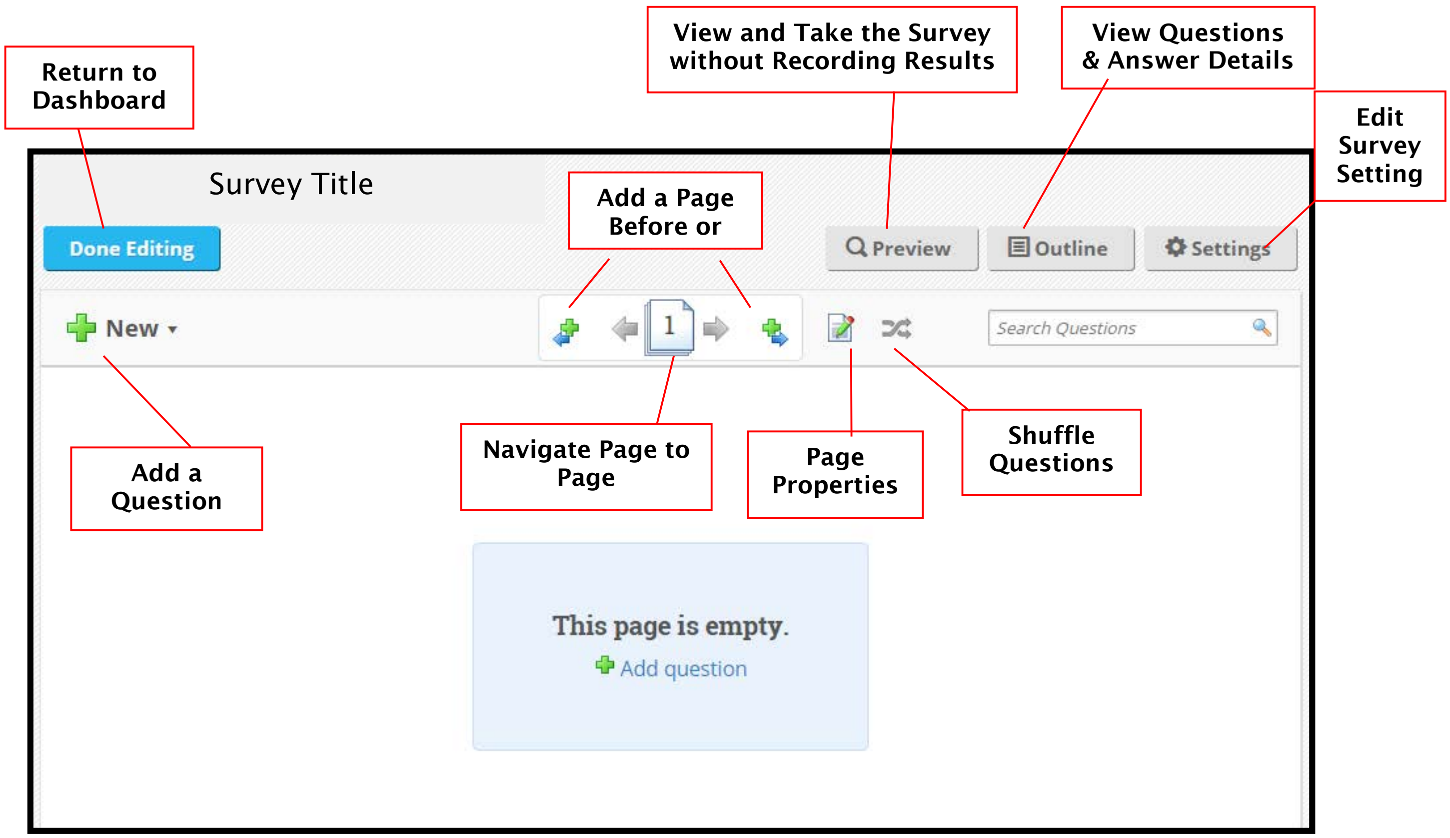


   - Requiring a **Secure Connection** would be advantageous if you do not have images in your survey and you want extra security
   - If you do not want the possibility of a user's name to appear in a downloaded excel file (possible if using Mass Mailing) then select **Hide User Information in Report**
   - If complete privacy is desired, including the prevention of these survey results from being accessible in another survey, select **Hide Project Results from Cross-Project Reporting**

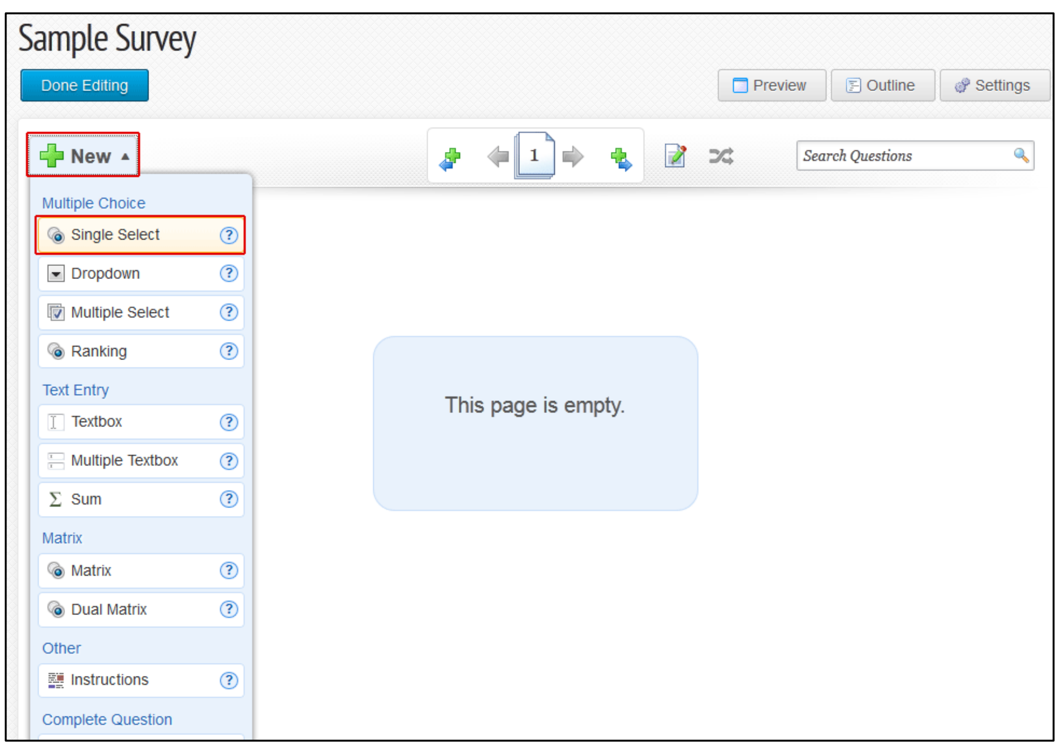
9. Click **Create**

   An empty survey will be created and a survey editing page will appear.

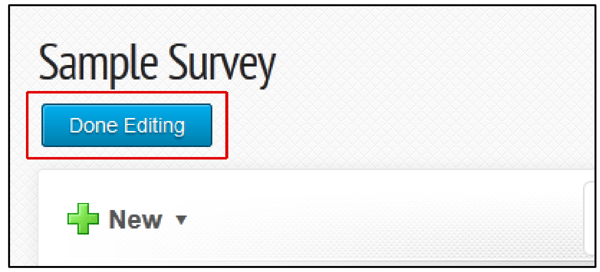
Baseline Survey Edit Window



10. At the upper left, click **New** to begin adding questions
11. From the list that appears, select the **question type**



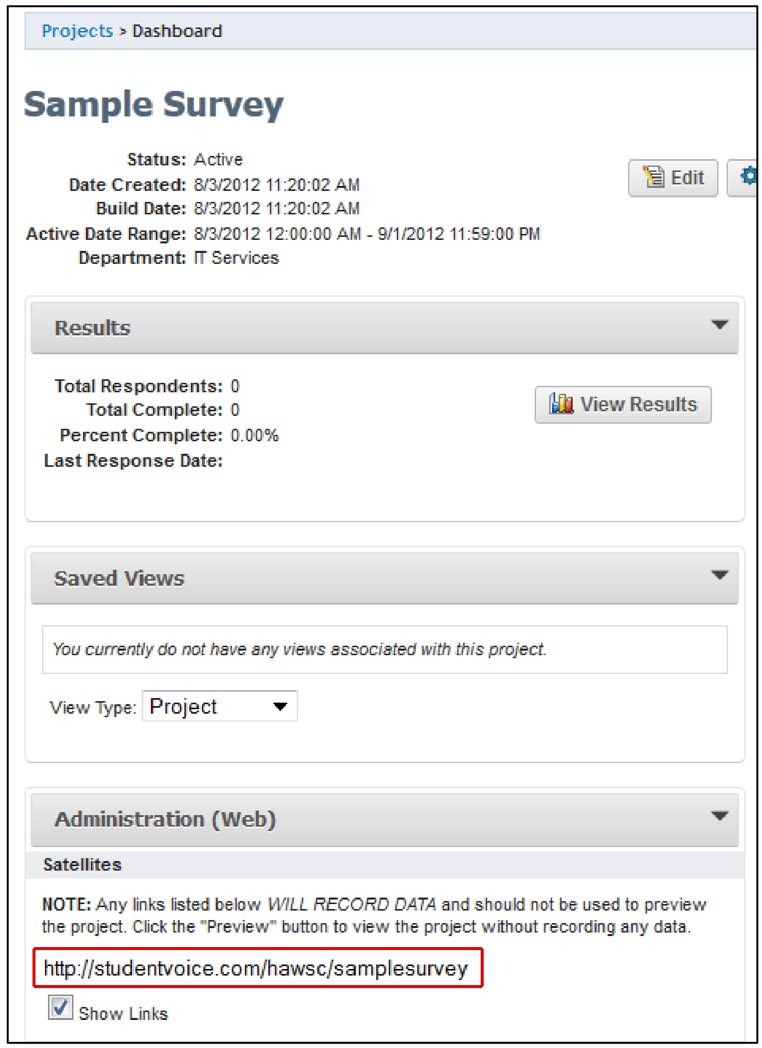
12. After adding all the questions, at the upper left of the page, click **Done Editing**



13. Send the survey to recipients, using either of the following:

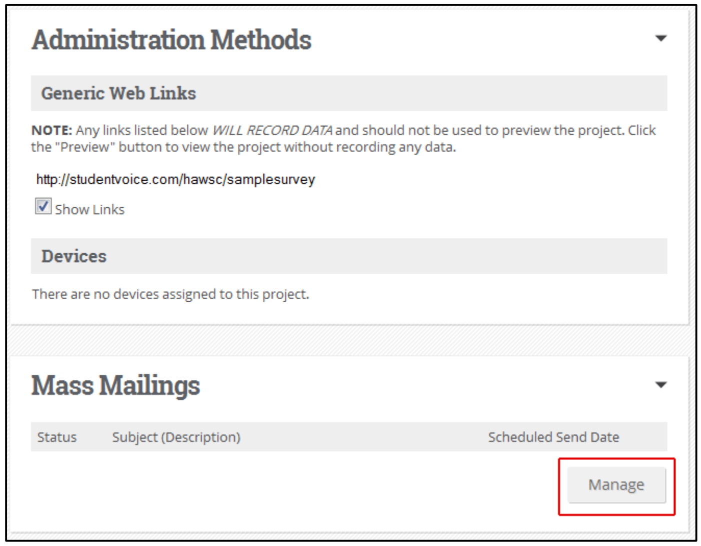
- In the left column, under Administration (Web), the unique link to the survey will be shown, and may be copied and pasted into an e-mail to survey recipients

  Note: If you use this option, responses are anonymous (unless you add a validation) and respondents can access the link an unlimited number of times.



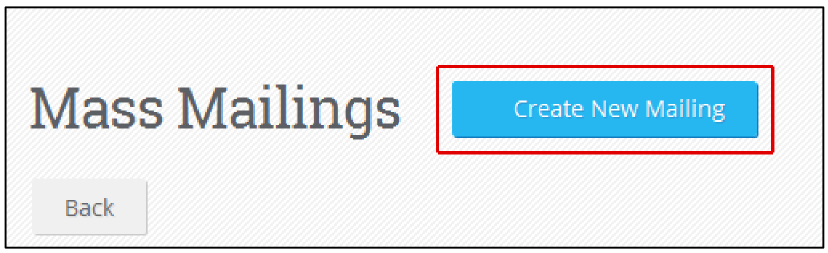
- Alternatively, below the Administration area, use the Mass Mailings feature to send a group of recipients the link to the survey

  Note: With this option, a unique link is sent to each e-mail address so respondents are identified and may only complete the survey once; respondents may leave the survey and return to it where they left off; reminders may be sent to non-respondents only.

  a. Click **Manage**

  b. On the Mass Mailings page, click **Create New Mailing**

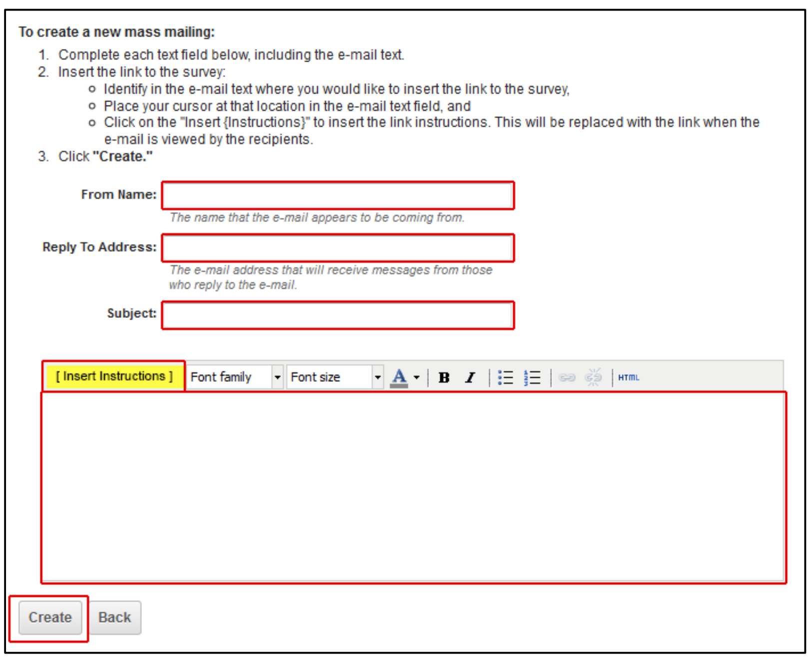
  

  c. Follow the instructions on the Blank Mailing page to **compose the message**

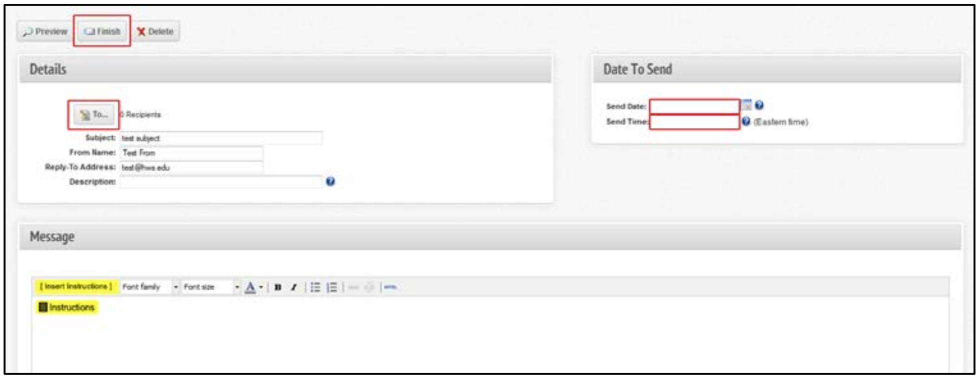
  d. Within the message, where you want the survey link to appear click the yellow **[Insert INSTRUCTIONS]** button

  Note: It will appear as just [INSTRUCTIONS] in the message text; this is normal.

  e. Click **Create**

f. Follow the instructions on the mailing completion page to **select recipients** and schedule the **date/time** to send the e-mail



g. To ensure your e-mail is what you want, above the Details area, click the **Preview** button

h. When your e-mail is ready, click **Finish**

If you have any trouble with the above process, please contact the Help Desk in the Library Learning Commons or 315-781-4357 (ext. 4357/HELP on campus) or helpdesk@hws.edu.

Baseline (Campus Labs) Surveys
Writing Effective Questions and Answers

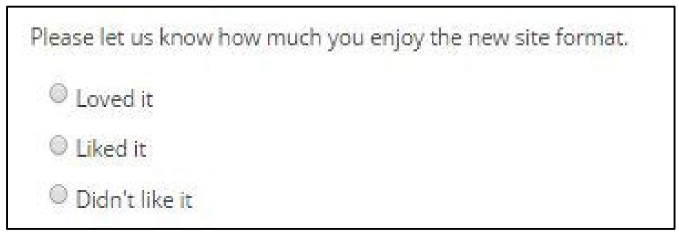
Without effective questions and appropriate answer choices you won't get accurate or valid data from your survey. Below is a list of common pitfalls when writing survey questions. Avoiding these 7 pitfalls will increase the likelihood that your survey provides the data you desire.

Avoid Pitfalls when Writing Questions

1. Avoid Leading Questions

Description:

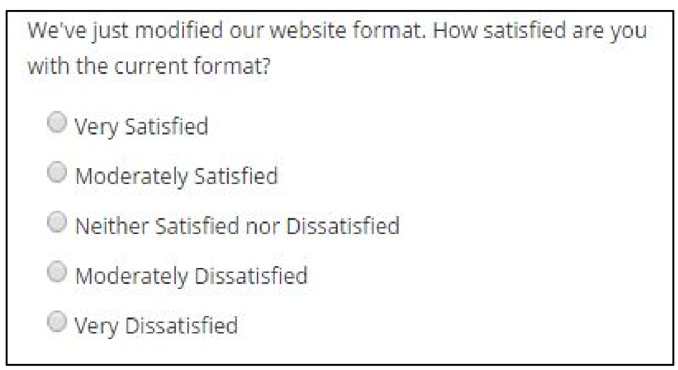
Leading questions unknowingly guide the participant toward a certain stance- either positive or negative. Not only may this limit the data you obtain, but in some cases it may invalidate the results. If questions such as this are needed to glean specific information, try to balance out the survey by including a different stance in another question.



Example of a leading question

Resolution:

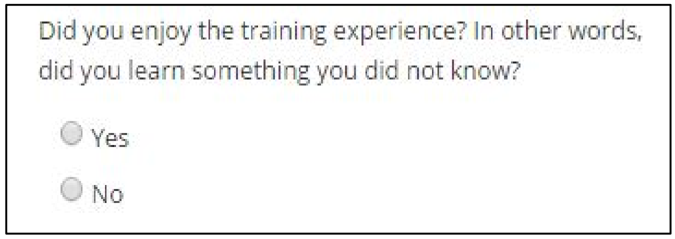
This question has been redesigned by replacing "enjoy" with "satisfied". Note that the question is also framed to offer a bit more detail about the context and why the question is being asked. In addition, the answer choices are bipolar- both positive and negative options are available.



Leading question is resolved

2. Avoid Double-Barrel Questions

Description:



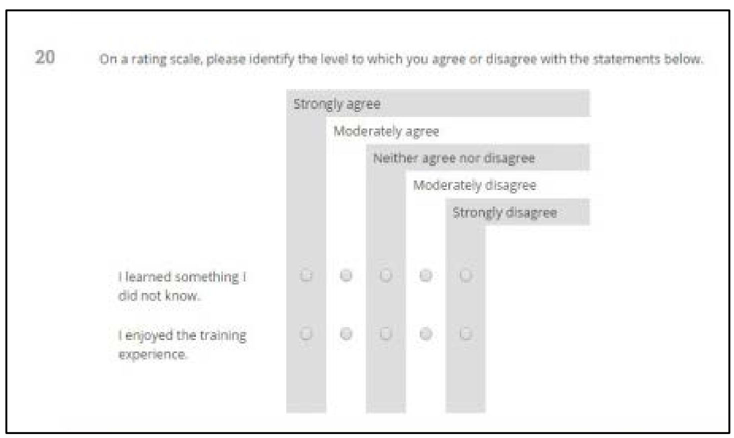
Example of a double-barrel question

Double- barrel questions ask two or more questions within the same prompt. This is a very common pitfall as surveyors often include details that are related in context within the same question or add a similar prompt in an attempt to clarify a question. But if multiple dimensions exist in one question (such as "enjoy" and "learn"), the data won't provide the right information, because it isn't clear which question the respondent is answering.

Resolution:

To resolve double-barrel questions, divide prompts or several dimensions into different questions or use a matrix. With a matrix, several related questions can be asked that have the same rating scale but participants answer each prompt independently.

Double-barrel question is resolved through separation

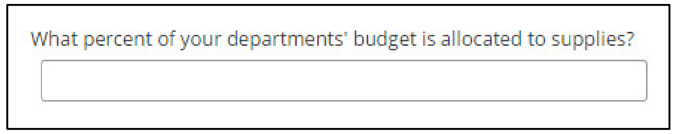


Double-barrel question is resolved through a matrix

3. Avoid Questions that Assume

Description:

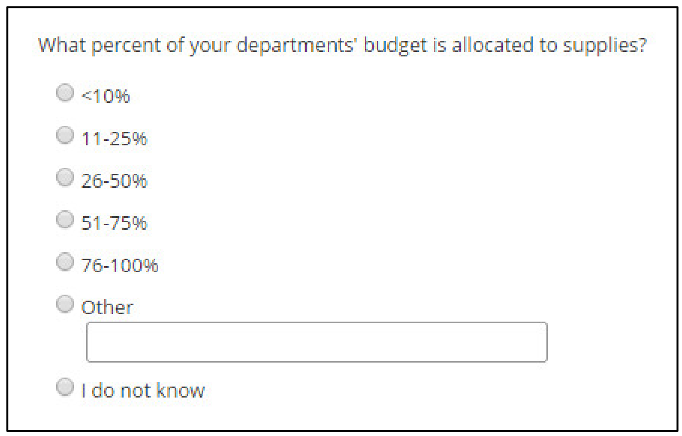
Asking questions using acronyms, jargon, or technical terms assumes that the participants understand the questions enough to answer accurately. And in some cases, assumes the participants have knowledge about something they may not.


What percent of your departments' budget is allocated to supplies?

Example of an assuming question

Resolution:

Remove any acronyms, jargons or technical terms. If you wish to include questions that some participants may not be able to answer, provide an opt-out option such as "I do not know".


What percent of your departments' budget is allocated to supplies?

- <10%
- 11-25%
- 26-50%
- 51-75%
- 76-100%
- Other
- I do not know

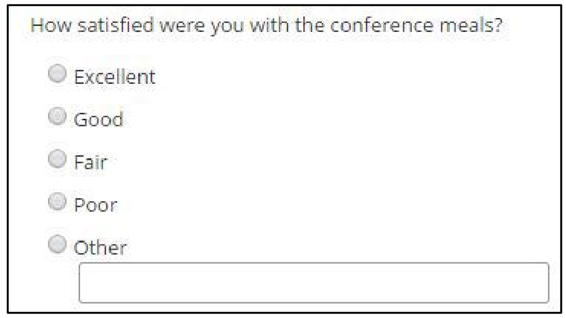
Assumptions are now resolved

Avoid Pitfalls when Writing Answer Choices

4. Match the Question with Appropriate Answer Choices

Description:

If you are asking about satisfaction, be sure your answer choices relate to satisfaction and not to another measure such as quality.



Answer choices are incompatible with the question

Resolution:

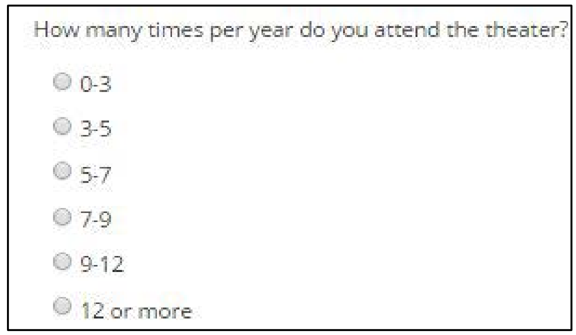
If there is not congruence between the question and the answers, modify the answers so they correspond to the most accurate measure. Baseline offers a list of recommended scales for survey questions at this link:
http://baselinesupport.campuslabs.com/entries/21990098

Question is now compatible with answer choices

5. Use Mutually Exclusive Answer Choices

Description:

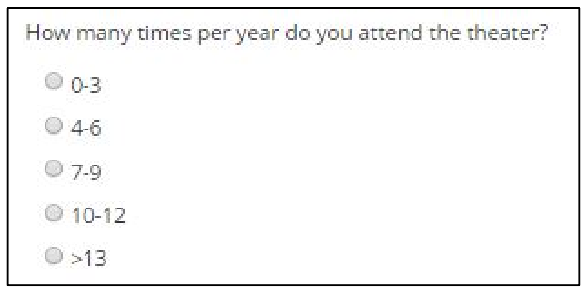
It is very common to overlap choices, especially with a number range. In the example to the right, respondents would need to select 2 different answers if they attend the theatre 3 times per year. Be sure each answer choice is mutually exclusive of the others.



Answers are not mutually exclusive

Resolution:

To avoid overlapping answer choices, review each answer separately and compare it to the answer before and after it. If there is overlap, modify the ranges as needed.



Answers are now mutually exclusive

6. Use Collectively Exhaustive Answer Choices

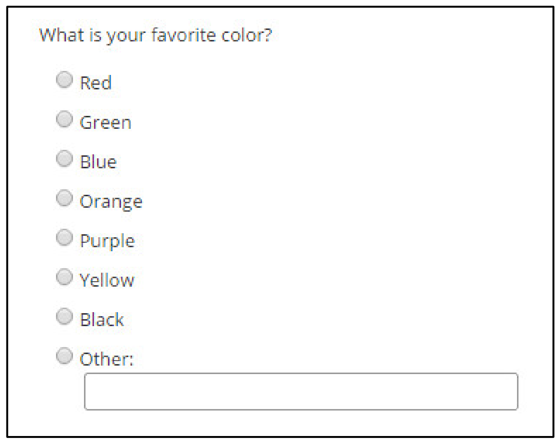
Description:

To aid filtering of final data, it is helpful to list possible options instead of using an open textbox. However, be sure that all possible choices are available in the list of answer choices.

Answers are not collectively exhaustive

Resolution

Try to be as exhaustive as possible. List as many options as are feasible and then include an open textbox to elicit less common answers.



Answers are much more exhaustive

7. Use Opt-outs Sparingly

Opt-outs are often options such as “I do not know”, “I’m not sure”, “I can’t recall”, or NA. At times, these options can offer more exhaustive data and are helpful for the respondents. However, too many of these options may limit the breadth and value of the data collected.

References:

The Research Bunker Blog. (April 27, 2010) Mutually Exclusive & Collectively Exhaustive Survey Tips by George K. https://rmsbunkerblog.wordpress.com/2010/04/27/mutually-exclusive-collectively-exhaustive-survey-tips-market-research-syracuse-survey/

Survey Monkey. Help Center Design Tutorials. Retrieved from: http://help.surveymonkey.com/categories/getting-started/tutorials/design-tutorials

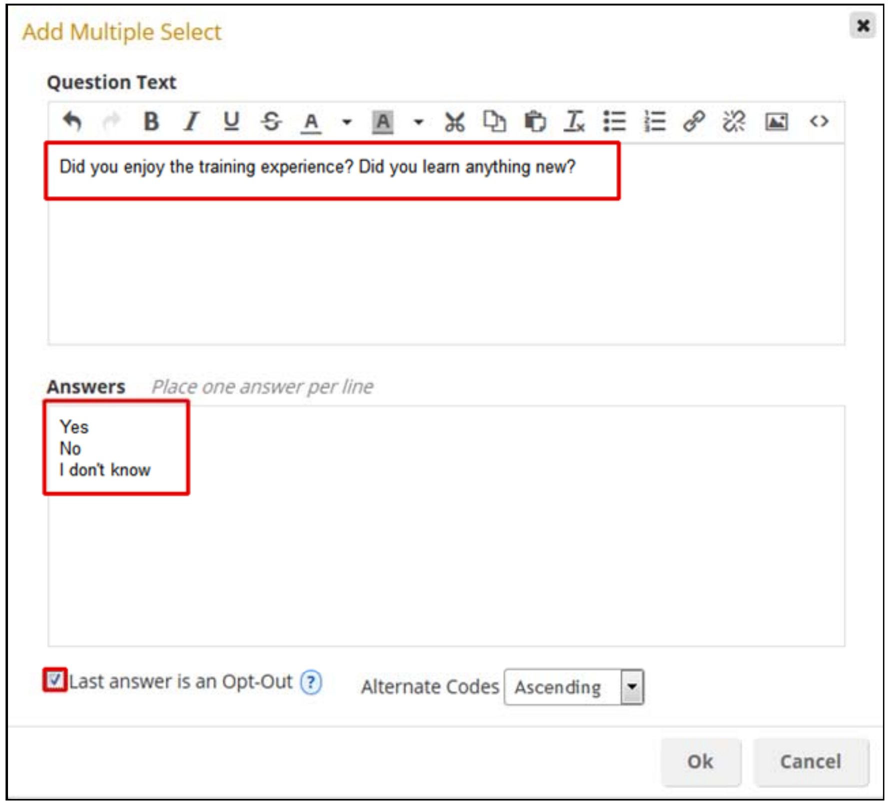
Campus Labs. Survey Design Best Practices Webinar. Retrieved from: http://baselinesupport.campuslabs.com/entries/53788845

Baseline: Adding a Basic Question with Answers

November 7, 2014

Scenario: You are writing a survey about a training experience, and want to know if people enjoyed the experience, and whether or not they learned something new.

You may choose the multiple select question type.

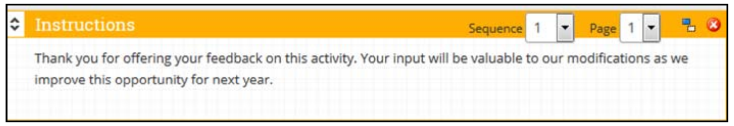
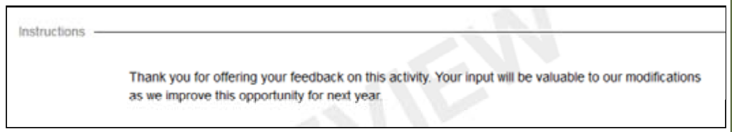
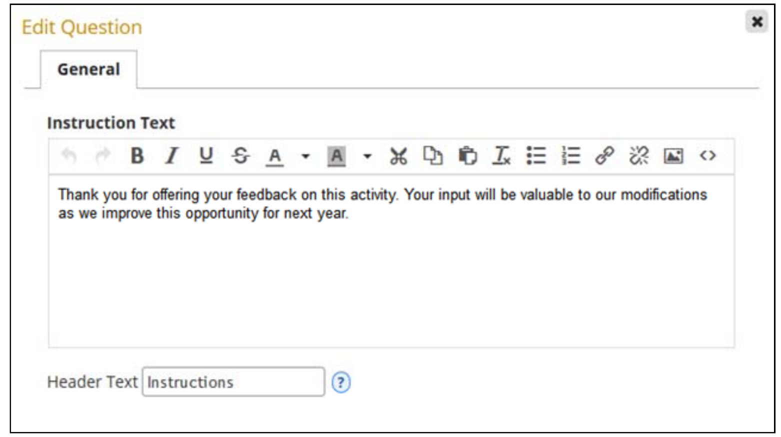
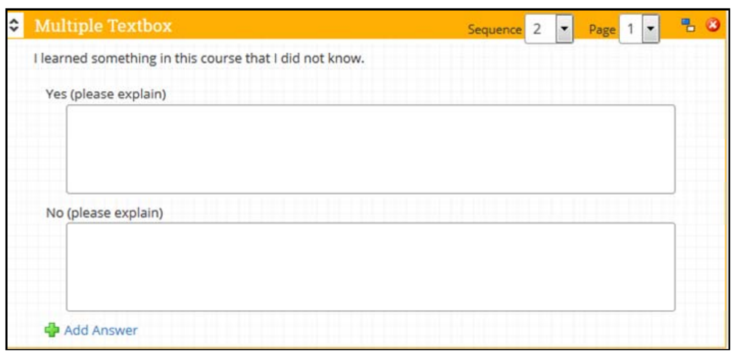
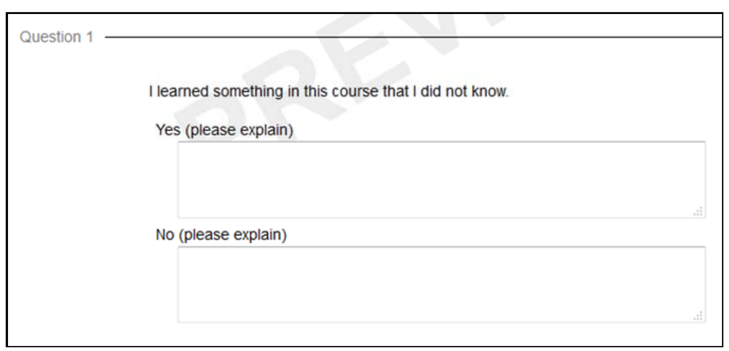
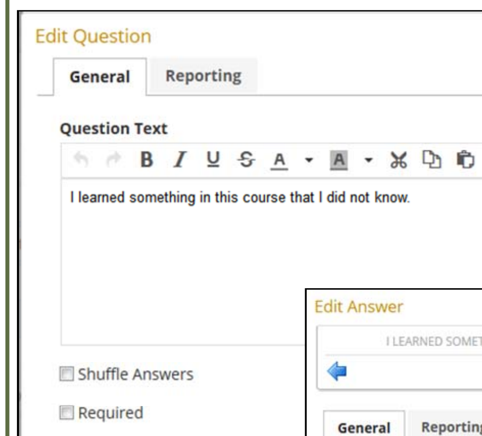
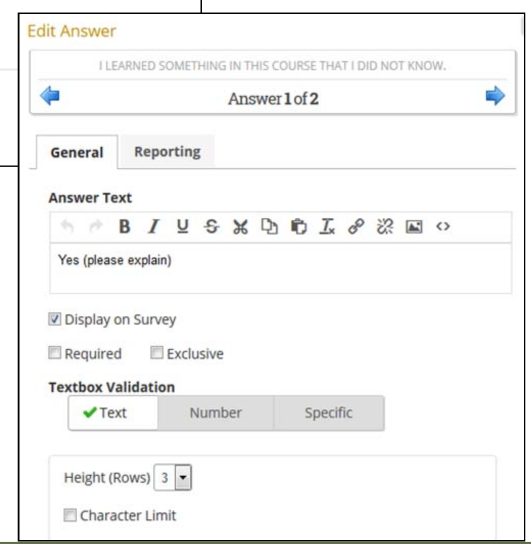


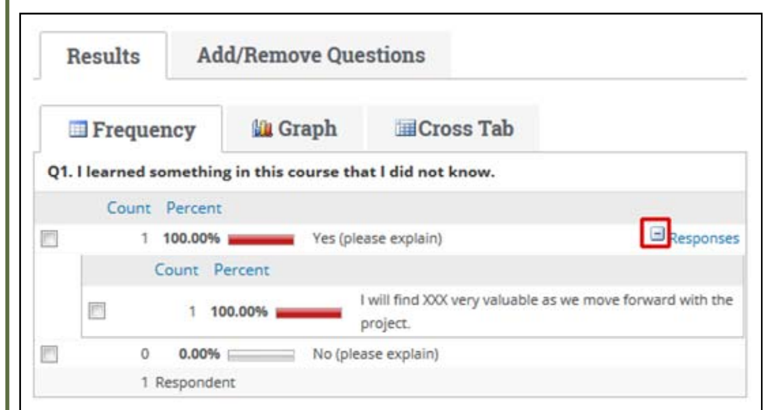
Enter the question text in the top part, and the answer text in the bottom part (one answer per line). If you want the last answer as an opt-out (such as not applicable) check the box below; click OK to add the question.

Your question has been added.

Baseline Question Types and Report Outcomes

November 7, 2014

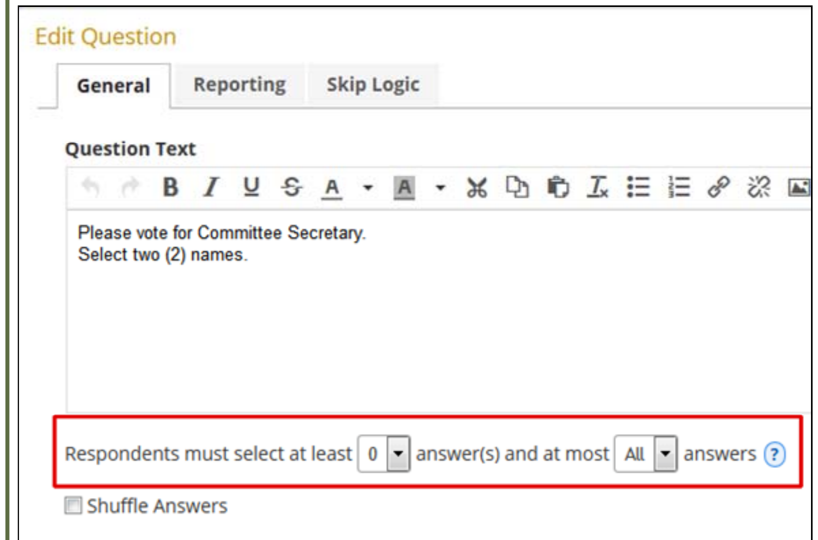
<table>
<tr><th>Question Type</th><th>Correct Use Example</th><th>Editing Options</th><th>Report Results</th></tr>
<tr>
<td>Instructions
</td>
<td>Explanatory text about the survey itself, instructional text for the current page or section, or background or consent information.

</td>
<td>Adding text in the Header Text field will display text to the left side of the instruction text on the survey.
</td>
<td>Instruction questions are not shown in the survey results.</td>
</tr>
<tr>
<td>Multiple Textbox
</td>
<td>Use when there are multiple free answer options for the question. In the answer text area, enter the label and instructions for each textbox.

</td>
<td>
The question editor offers the options to shuffle the answers and make the question required.

The answer editor offers character limiting, display, required, and exclusive options.

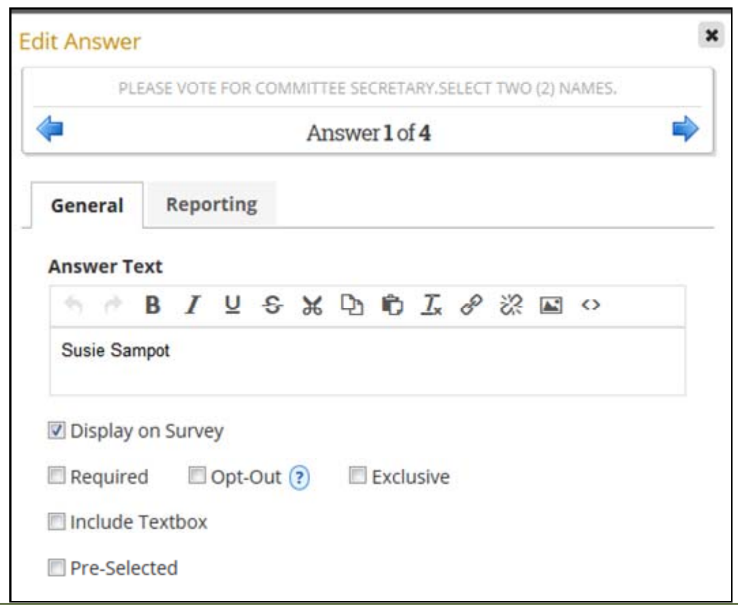
For exclusivity, be aware that only one answer may be chosen by a respondent, but all answers will be available.</td>
<td>Click the + symbol next to Responses to expand the text responses.
</td>
</tr>
</table>

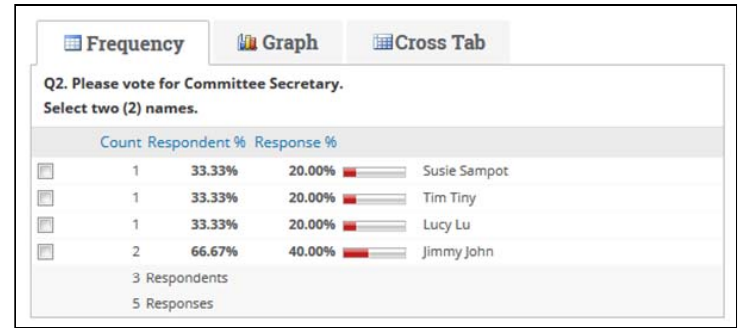
Baseline Question Types and Report Outcomes

November 7, 2014

Question Type	Correct Use Example	Editing Options	Report Results
Multiple Select	Multiple select questions offer check boxes so that more than one answer may be chosen, such as “check all that apply”. In the instruction text, indicate how many answers are desired.	In the question editor, the required number of answers may be set. In the answer editor, you can designate an answer as an opt-out (such as not applicable), include a textbox, pre-select answers, or make answers exclusive. For exclusivity, be aware that only one answer may be chosen by a respondent, but all answers will be available.	







Baseline Question Types and Report Outcomes

November 7, 2014

<table>
<tr><th>Question Type</th><th>Correct Use Example</th><th>Editing Options</th><th>Report Results</th></tr>
<tr>
<td>

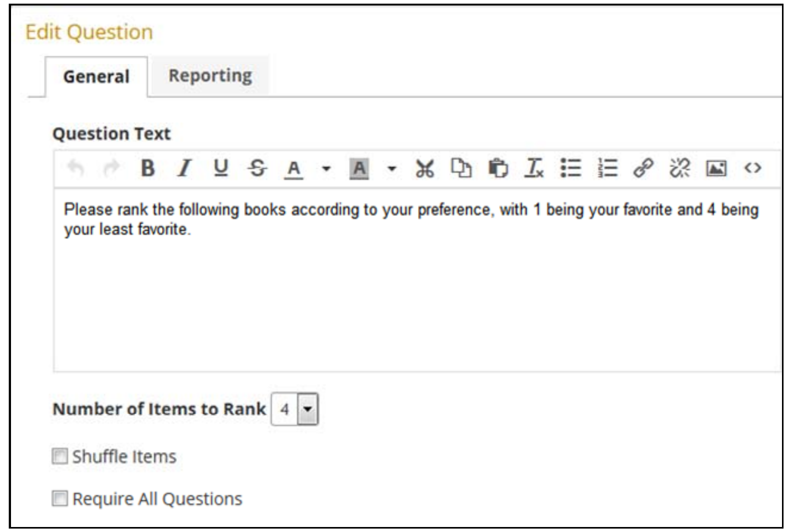
Ranking

</td>
<td>

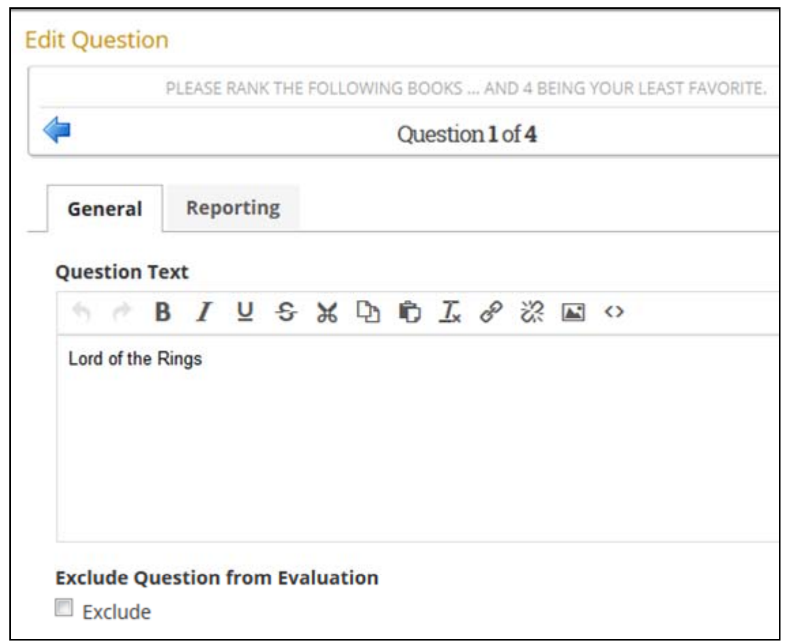
Enter a list of items to prioritize. In your instruction text, be sure to indicate the direction of the scale. Each rank order may be assigned to only one answer option.

</td>
<td>

In the question editor, you may shuffle the items to rank, require that all be ranked, and indicate the number of items that complete the answer.

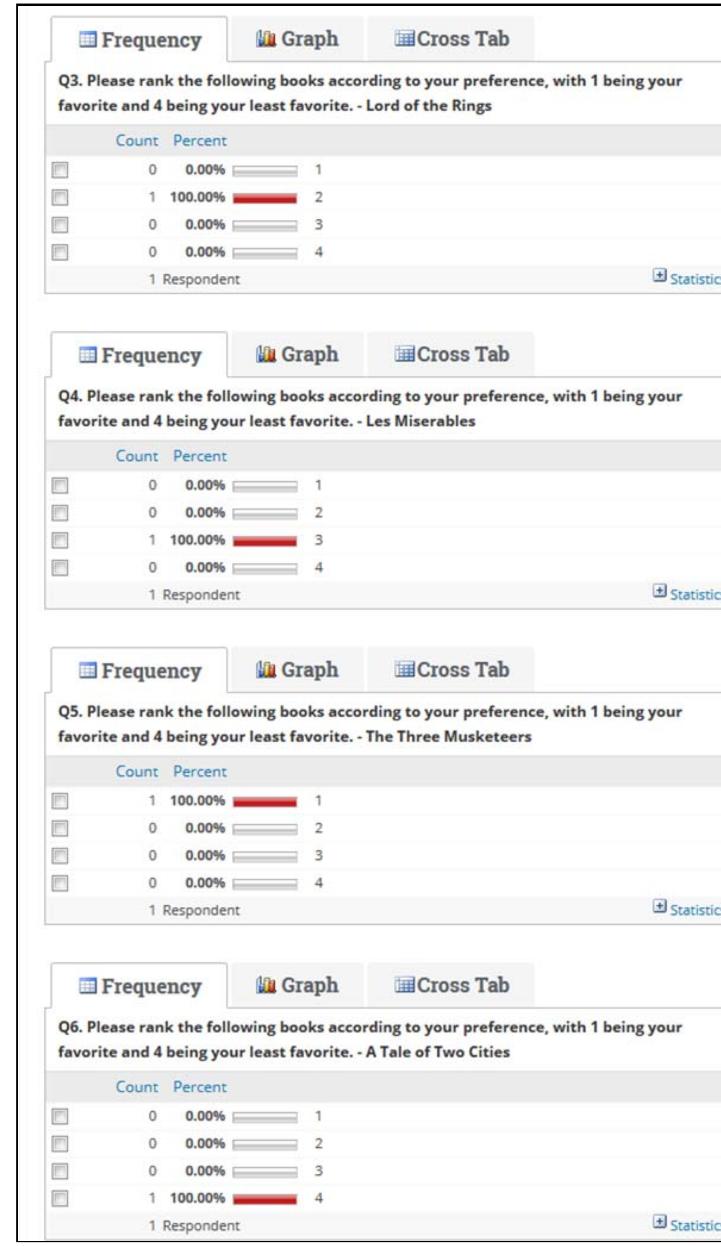


In the answer editor, you can exclude answers. Each answer is treated like a separate question.



</td>
<td>

Each item to be ranked is treated as a separate question, with a separate result.



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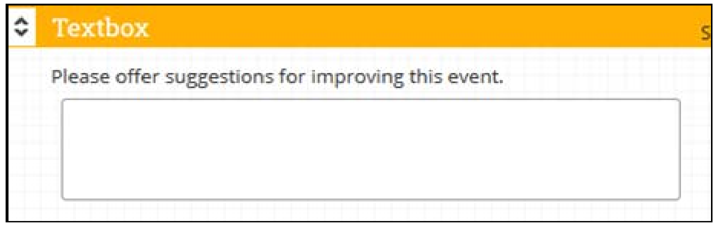
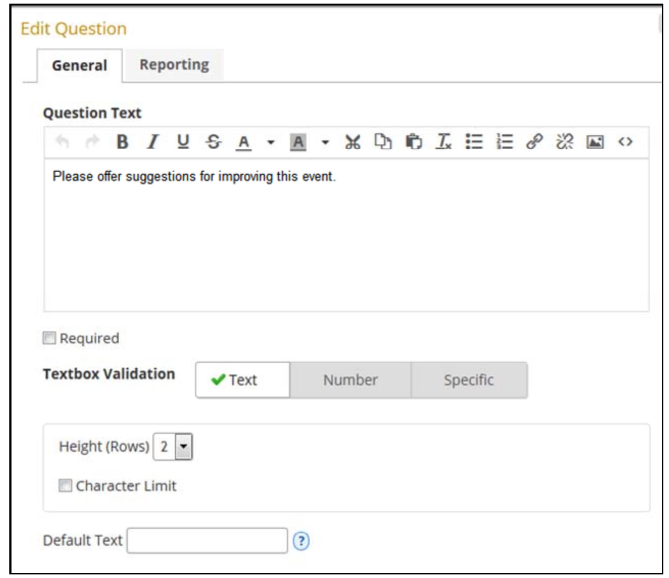
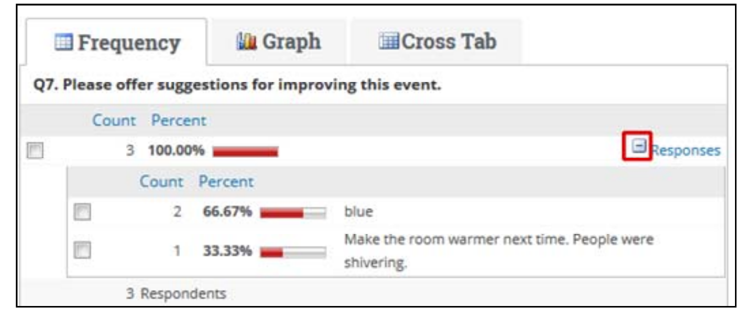
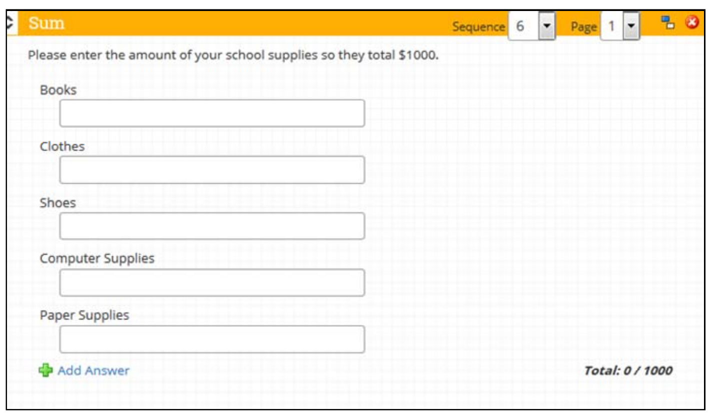
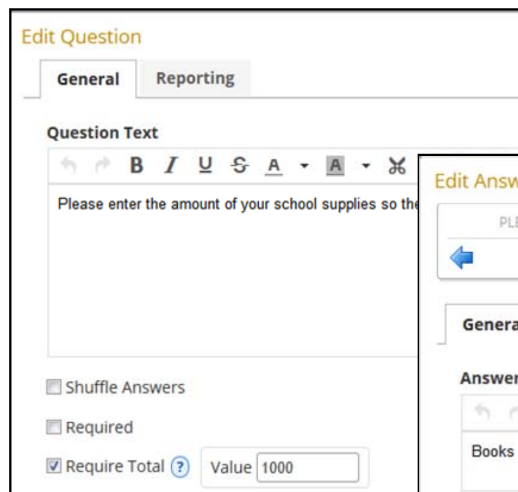
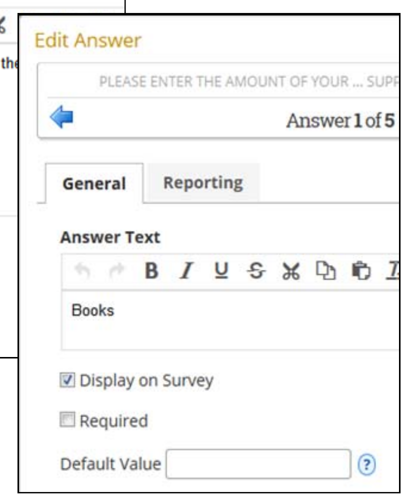
Baseline Question Types and Report Outcomes

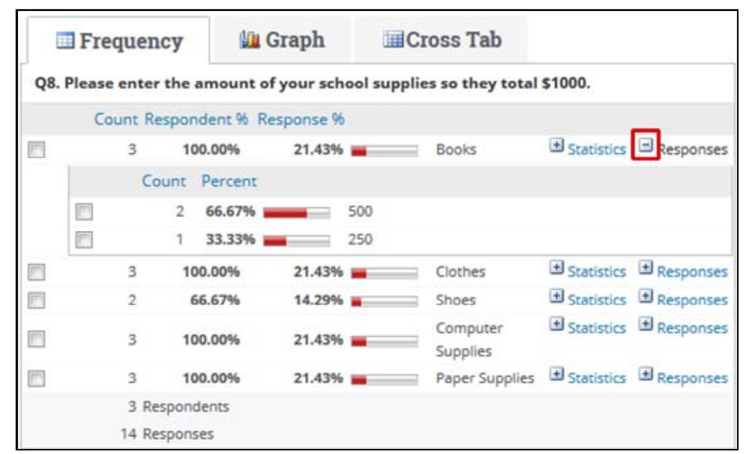
November 7, 2014

<table>
<tr><th>Question Type</th><th>Correct Use Example</th><th>Editing Options</th><th>Report Results</th></tr>
<tr>
<td>Textbox

</td>
<td>Use a textbox when you want narrative or freeform text answers, such as comments or suggestions.

</td>
<td>In the question editor, you can adjust the height of the textbox, make it required, and put in default text.

</td>
<td>Click on the [+] sign next to Responses to expand the text answers.

</td>
</tr>
<tr>
<td>Sum

</td>
<td>Use the Sum question when you have a list of items for which you want numerical answers; the total will be calculated automatically.

</td>
<td>In the question editor, you can make each item required, shuffle them, and set a required value for the sum total.




In the answer editor, you can make a single answer required and set a default value.</td>
<td>Click on the [+] sign next to Responses to expand the text answers.

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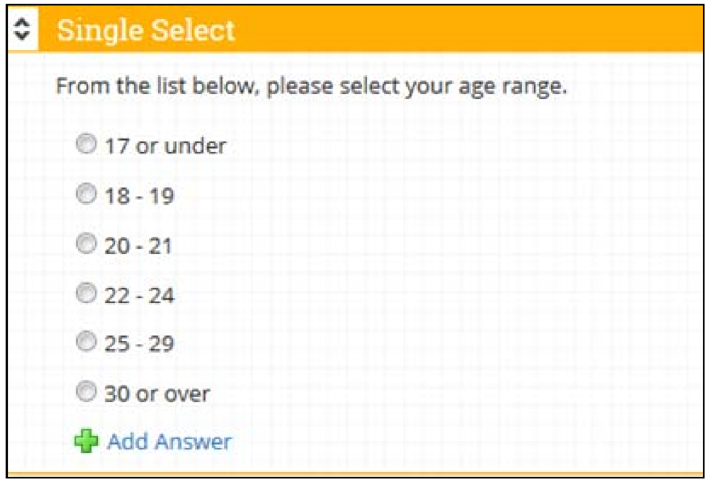
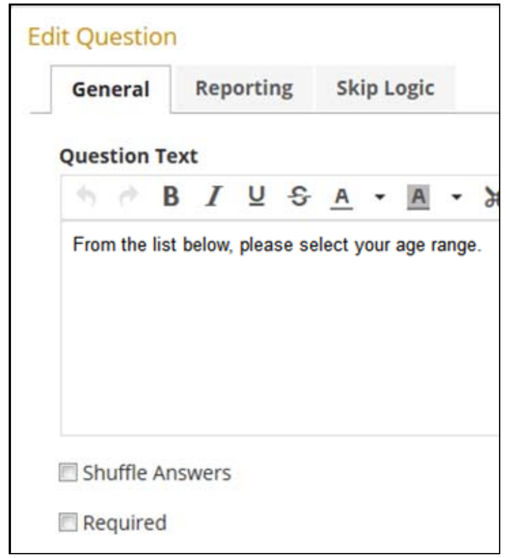
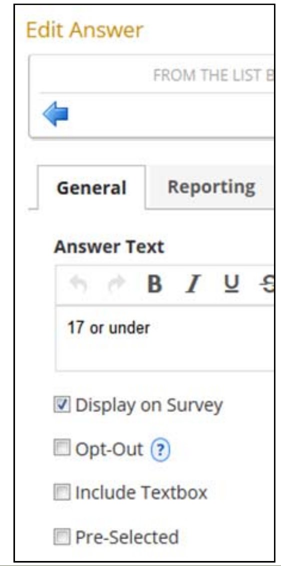
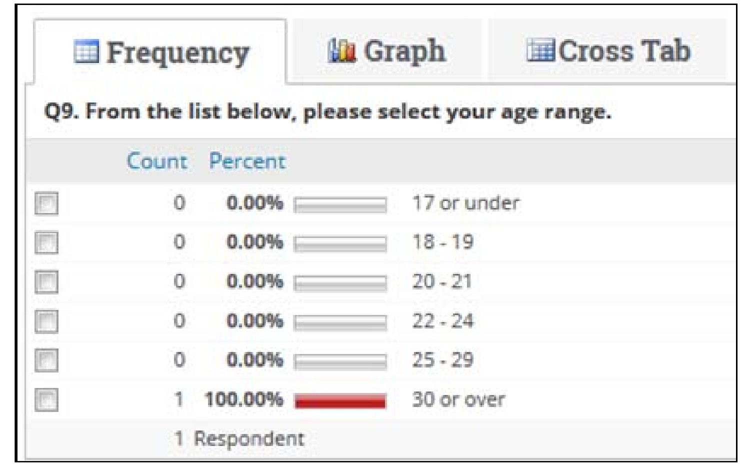
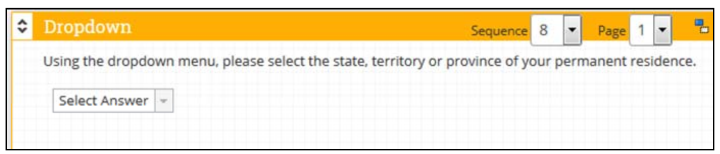
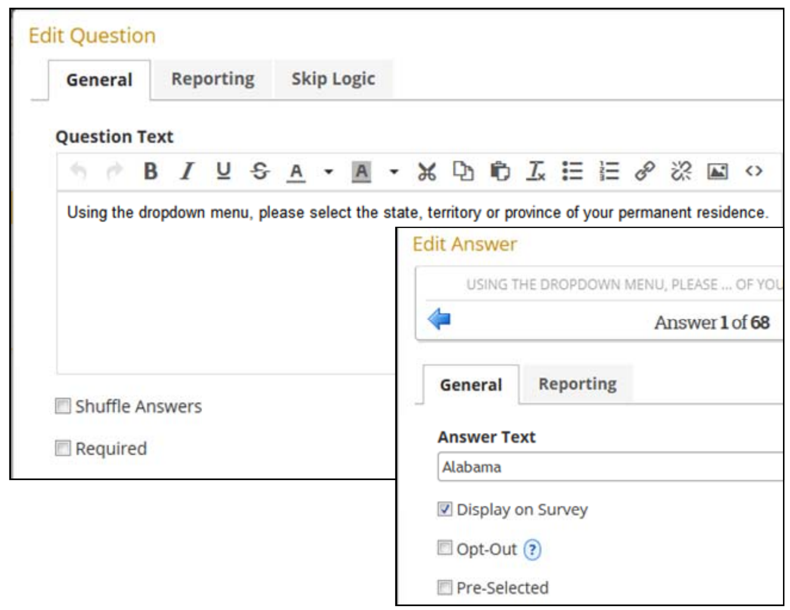
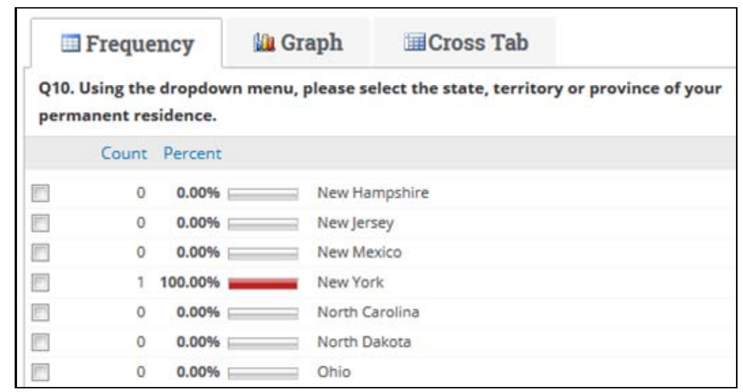
</tr>
</table>

Baseline Question Types and Report Outcomes

November 7, 2014

<table>
<tr><th>Question Type</th><th>Correct Use Example</th><th>Editing Options</th><th>Report Results</th></tr>
<tr>
<td>Single Select
</td>
<td>In cases where you only want one answer out of a list of possible responses, use the single select.
</td>
<td>In the question editor, make the question required or shuffle the answers. In the answer editor, make answers opt-out or pre-selected, or add a textbox to an answer.
</td>
<td></td>
</tr>
<tr>
<td>Dropdown
</td>
<td>If you have a list of all possible answers, such as classes, use a dropdown list so people can choose. This makes reporting the results much simpler.

If your dropdown contains a probable answer, such as state, pre-selecting the probable answer may be useful.
</td>
<td>Provide instructions in the question text. Each answer is treated separately, so you must expand the selections and edit each individually.
</td>
<td></td>
</tr>
</table>

Baseline Question Types and Report Outcomes

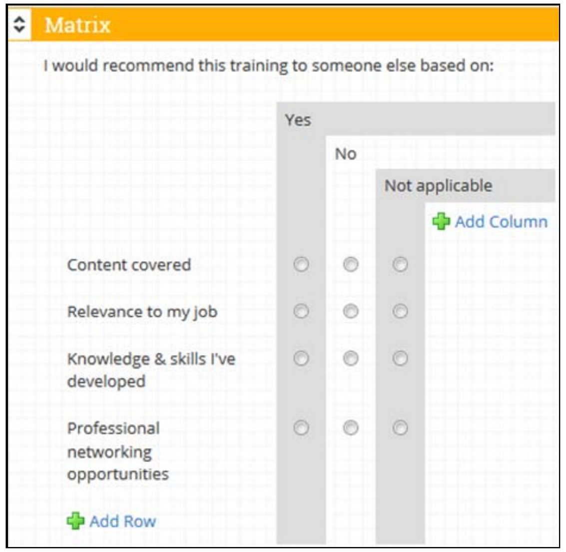
November 7, 2014

<table>
<tr><th>Question Type</th><th>Correct Use Example</th><th>Editing Options</th><th>Report Results</th></tr>
<tr>
<td>

Matrix

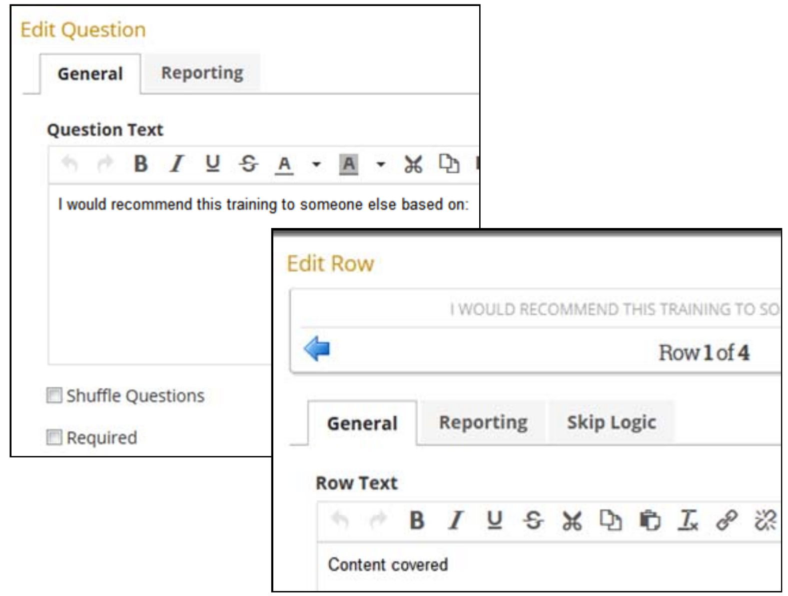
</td>
<td>

Use a matrix when you have a series of questions that have the same answer options. The matrix question text is introductory, and the questions are each item. The answers apply to each question item.



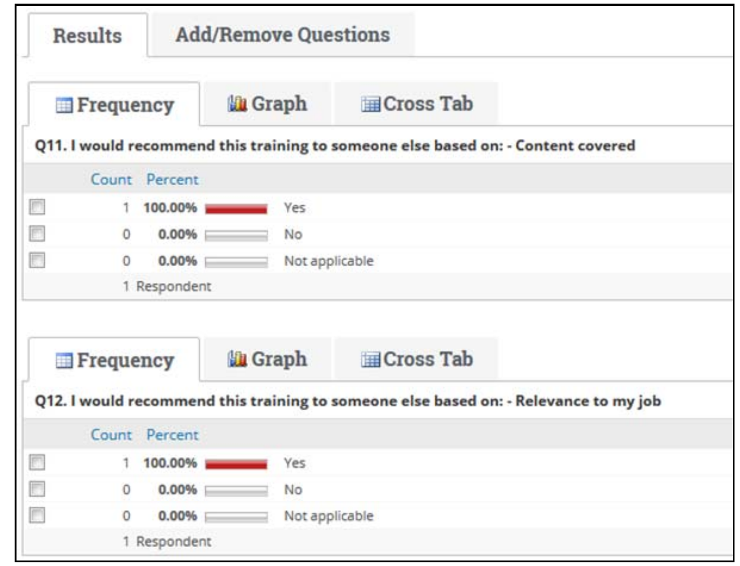
</td>
<td>

In the question editor, you can shuffle the answers or make them required. In the answer editor, you can apply skip logic.



</td>
<td>

Each answer on the matrix is treated as a separate question/answer pair.

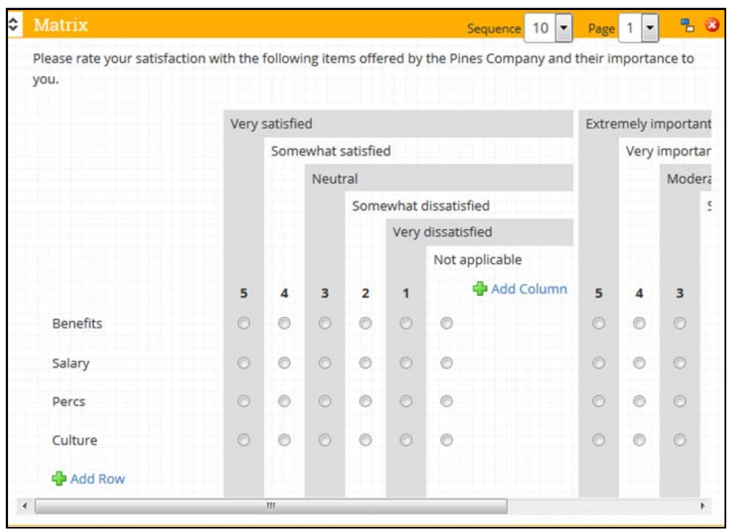


</td>
</tr>
<tr>
<td>

Dual Matrix

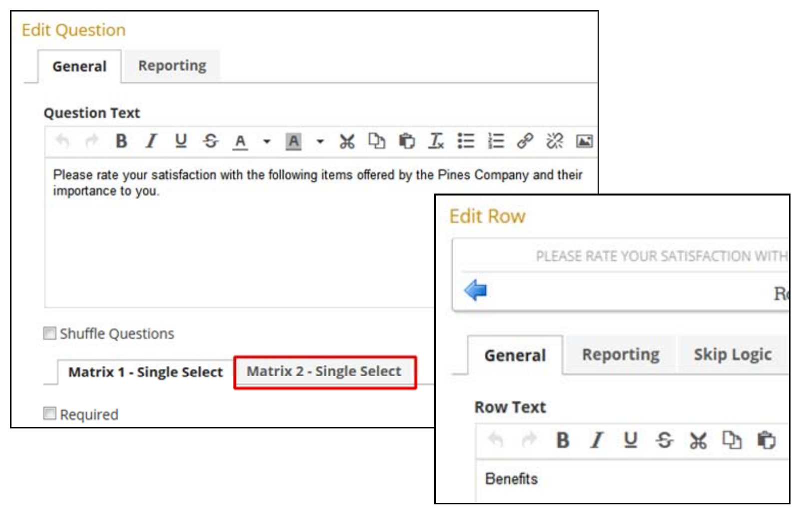
</td>
<td>

Use a dual matrix when you are seeking different pieces of information about the same questions/items, such as satisfaction and importance.



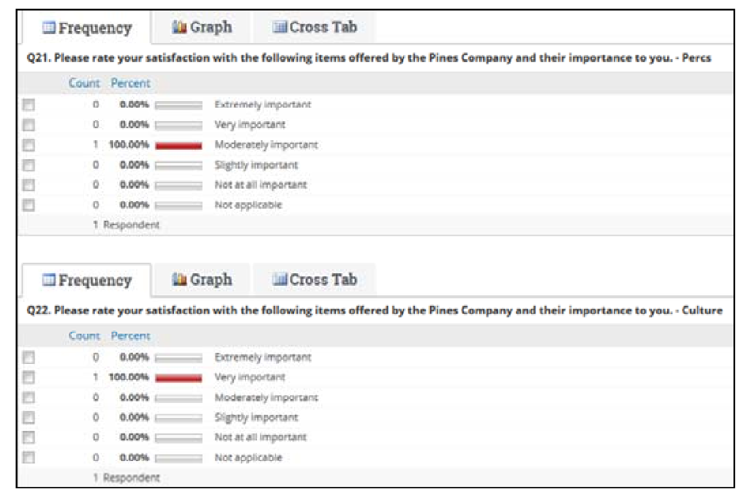
</td>
<td>

In the question editor, you can edit properties for each matrix separately. The question text is used for both matrices. In the answer editor, each answer choice is treated separately.



</td>
<td>

Each answer on the matrix is treated as a separate question/answer pair. The question is shared between the two matrices.

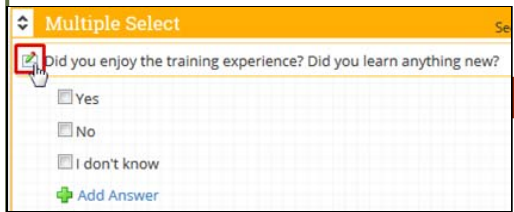


</td>
</tr>
</table>

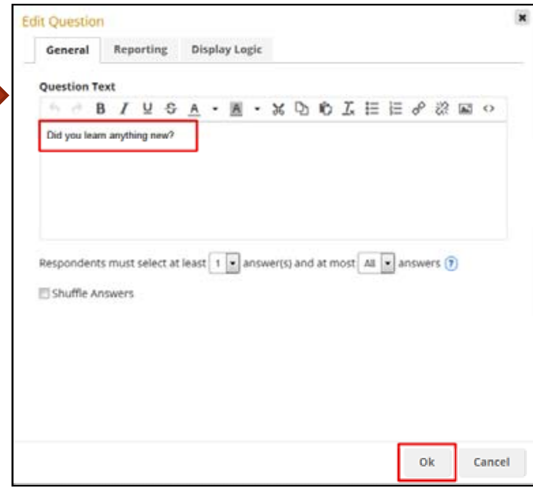
Baseline: Fixing Question Errors and Converting Question Types

November 7, 2014

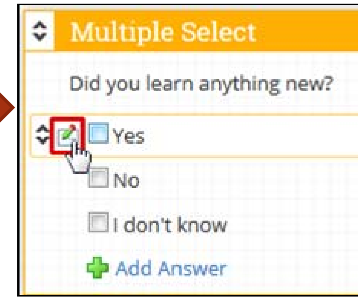
Scenario: You are writing a survey about a training experience, and want to know if people enjoyed the experience, and whether or not they learned something new.



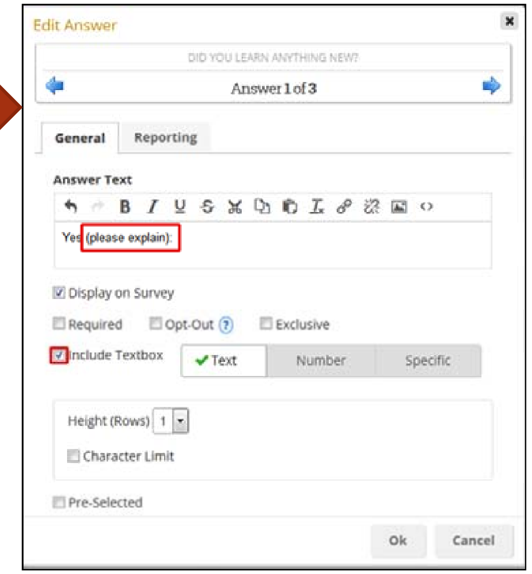
Each survey question should only contain a single question; mouseover the question area until you see the green pencil; click on the pencil to edit the question.



Remove the extraneous question, then click OK.
If you are using conditional logic to skip questions, click on the Display Logic tab to set the conditions.

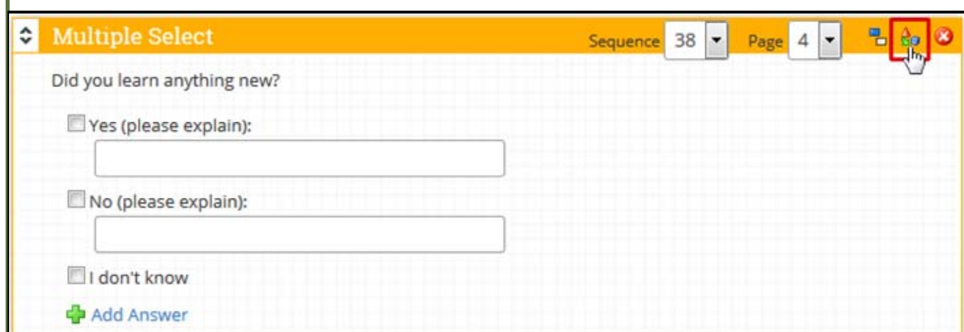


You may want to add a text box to each answer. Mouseover each answer area until you see the green pencil; click on the pencil to edit the answer.

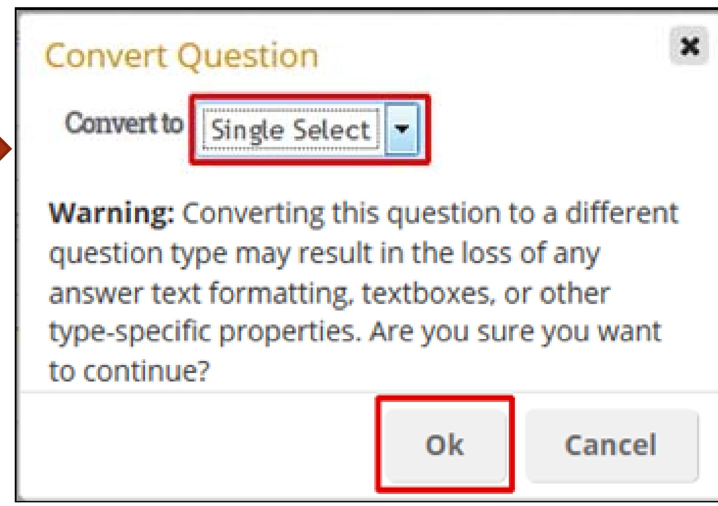


Add instruction text to the answer; check the box next to Include Textbox to add the field.

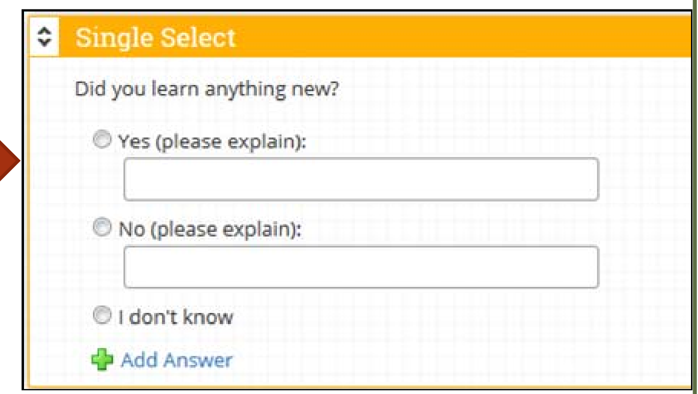
Use the blue arrow at the top of the answer box to move to the next answer to edit it. When finished, click OK.



In this case, the question should require a single answer only, so multiple select is an incorrect question type; in the orange bar at the top, click on the icon to convert the question to a different type.



Choose Single Select from the list and click OK.



Baseline Survey Tool from Campus Labs
Editing and Sending a Survey – For Collaborators

The campus-wide tool for creating surveys is called Baseline. Users are grouped by department, and each survey is called a project. Collaborators are given access to a particular survey project within a department. Follow the instructions below to edit an already-created survey project.

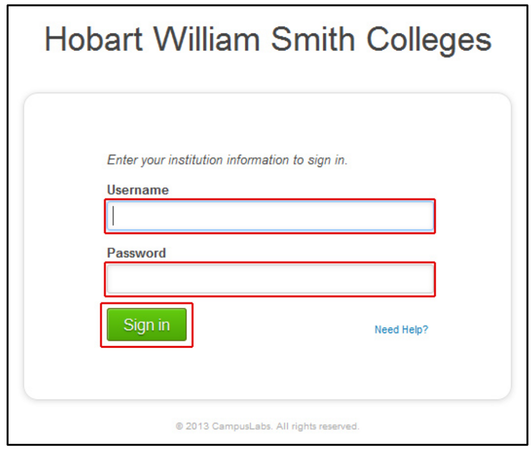
To edit a survey project:

1. Go to Baseline at http://www.hws.edu/baseline

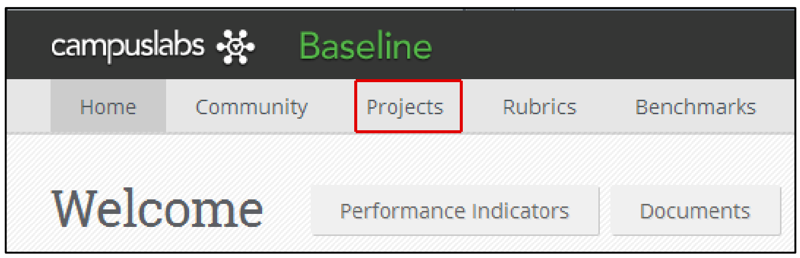
   We recommend bookmarking this link for future reference.

2. At the login page, enter your **HWS username and password**

3. Click **Sign In**

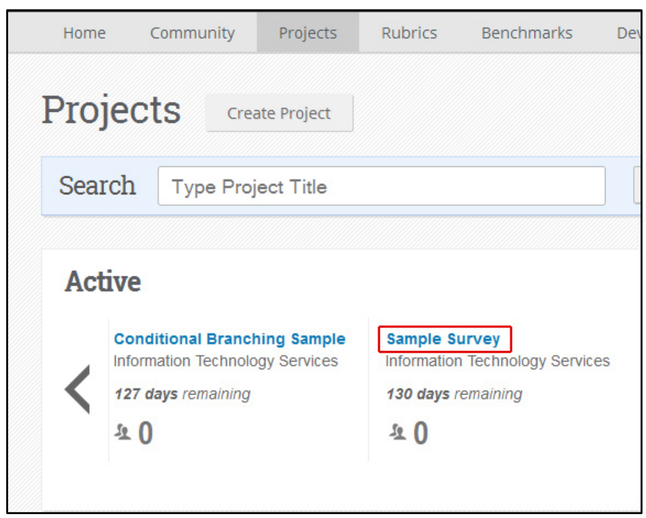


4. On the upper menu, click **Projects**

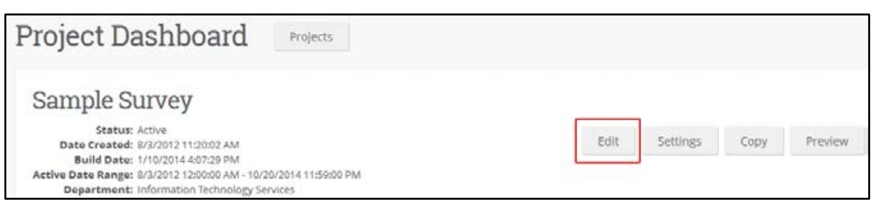


5. Under Project List, look for the project by viewing the **Active or Upcoming projects**

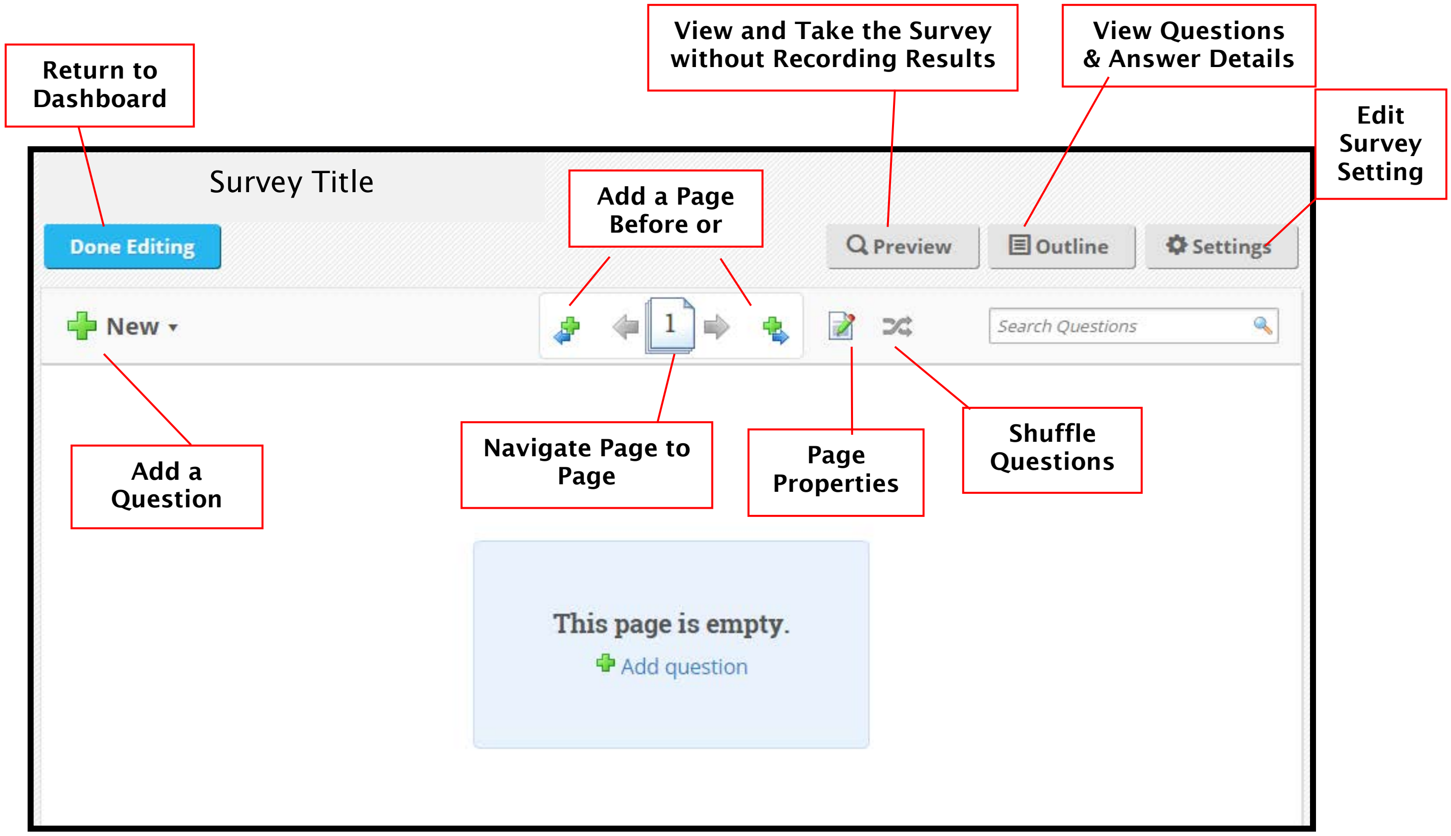
6. Click on the **project title**



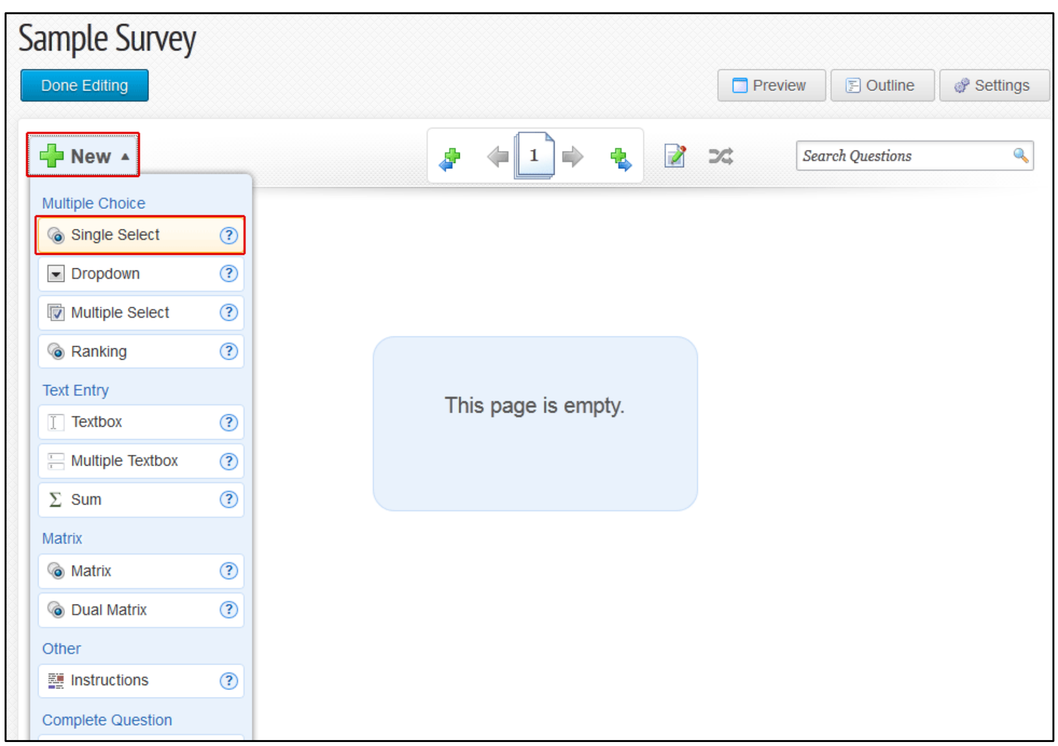
7. To the right of the survey information, click **Edit**



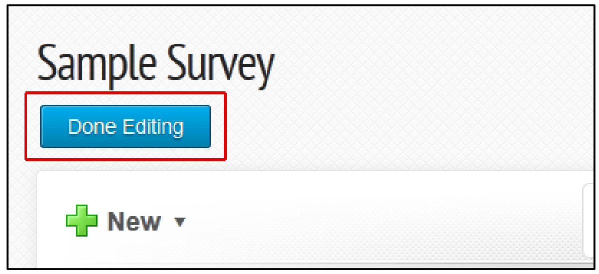
Baseline Survey Edit Window



8. At the upper left, click **New** to begin adding questions
9. From the list that appears, select the **question type**



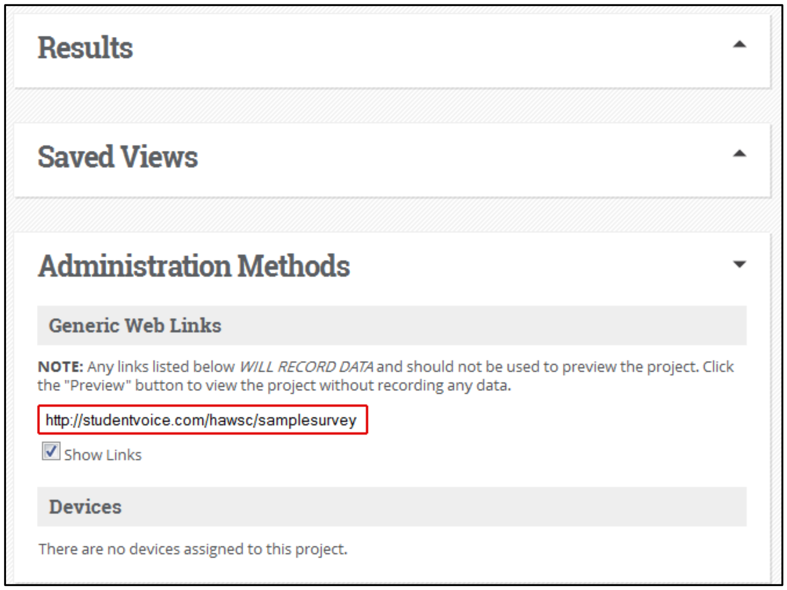
10. After adding all the questions, at the upper left of the page, click **Done Editing**



11. Send the survey to recipients, using either of the following:

- In the left column, under Administration, the unique link to the survey will be shown, and may be copied and pasted into an e-mail to survey recipients

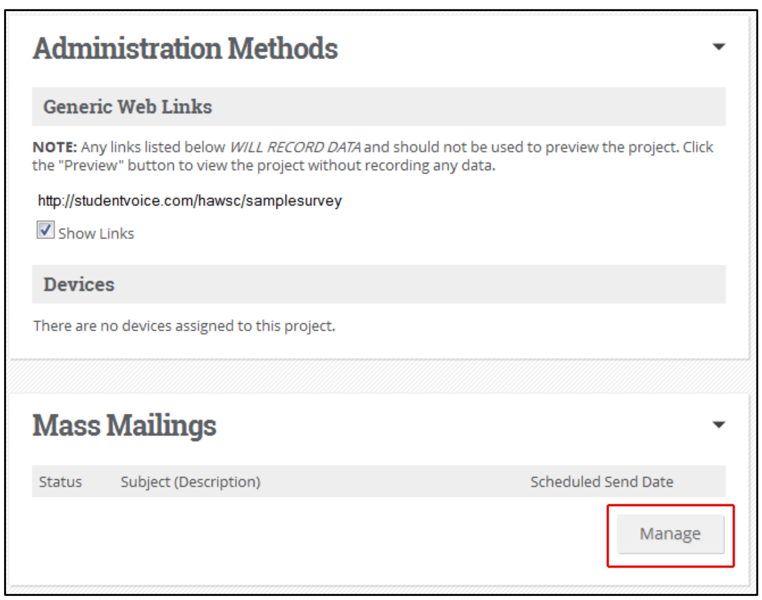
  Note: If you use this option, responses are anonymous (unless you add a validation) and respondents can access the link an unlimited number of times.



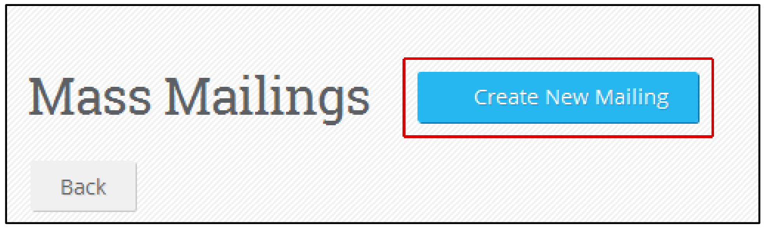
- Alternatively, below the Administration area, use the Mass Mailings feature to send a group of recipients the link to the survey

  Note: With this option, a unique link is sent to each e-mail address so respondents are identified and may only complete the survey once; respondents may leave the survey and return to it where they left off; reminders may be sent to non-respondents only.

  a. Click **Manage**



b. On the Mass Mailings page, click **Create New Mailing**

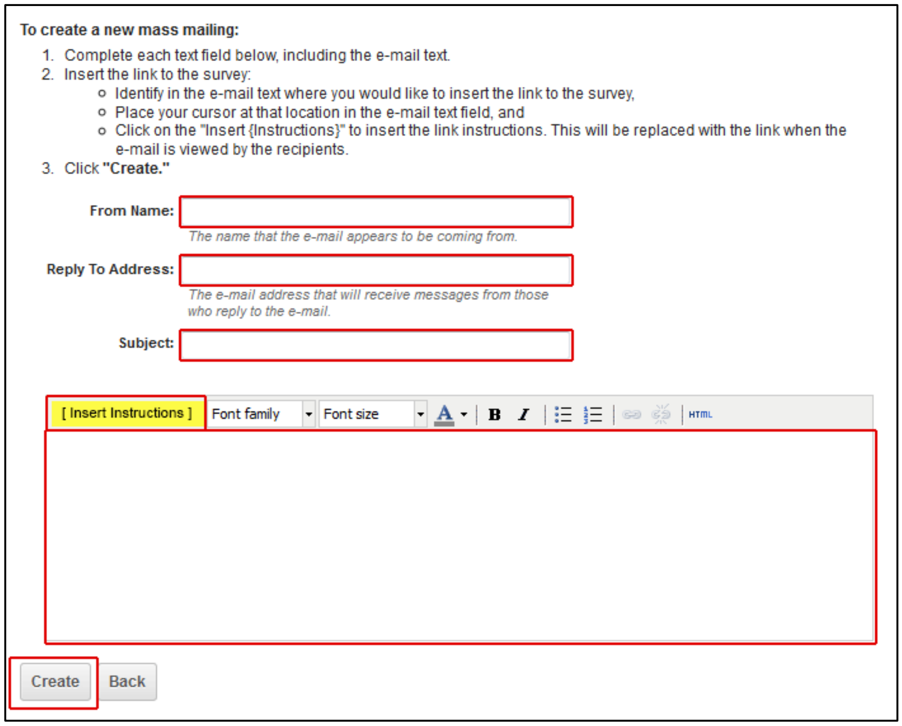


c. Follow the instructions on the Blank Mailing page to **compose the message**

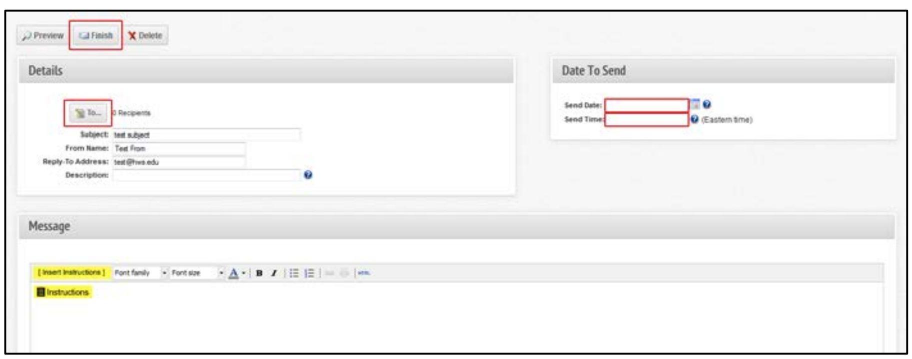
d. Within the message, where you want the survey link to appear click the yellow **[Insert INSTRUCTIONS]** button

Note: It will appear as just [INSTRUCTIONS] in the message text; this is normal.

e. Click **Create**



f. Follow the instructions on the mailing completion page to **select recipients** and schedule the **date/time** to send the e-mail



g. To ensure your e-mail is what you want, above the Details area, click the **Preview** button

h. When your e-mail is ready, click **Finish**

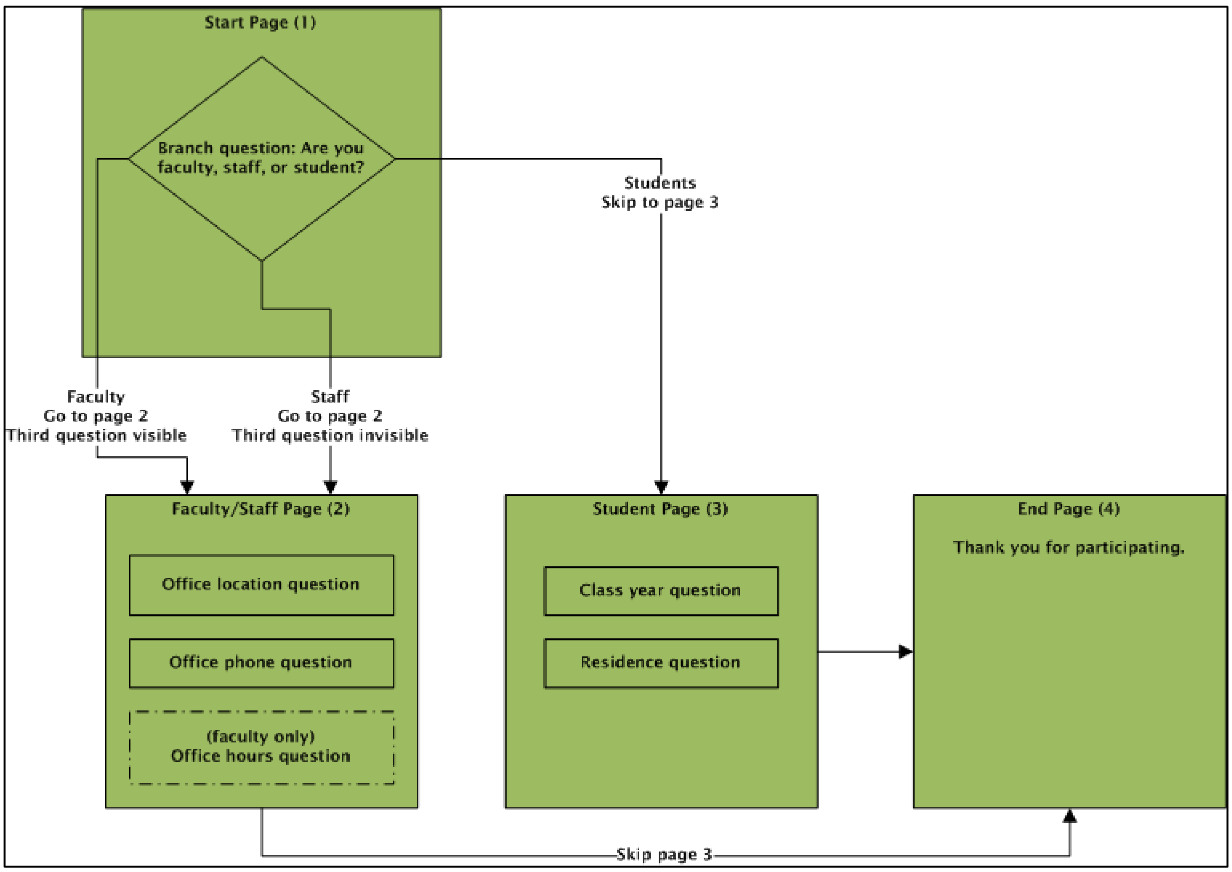
If you have any trouble with the above process, please contact the Help Desk in the Library Learning Commons or 315-781-4357 (ext. 4357/HELP on campus) or helpdesk@hws.edu.

Baseline Survey Tool from Campus Labs
Creating Conditional Branching within a Survey

This set of instructions follows the set for creating a new project, and assumes that a survey project has already been started. This tutorial also assumes a certain familiarity with conditional branching. For an introduction to how conditional branching works, please contact the Help Desk to set up one-on-one training with a member of IT Services.

Conditional branching is created by sending the respondent in one direction or another, based on the answer of an initial question. Because of this structure, the questions must be created for both branches first, on separate pages, and then rules are created and applied to those questions to control the respondent's path through the survey.

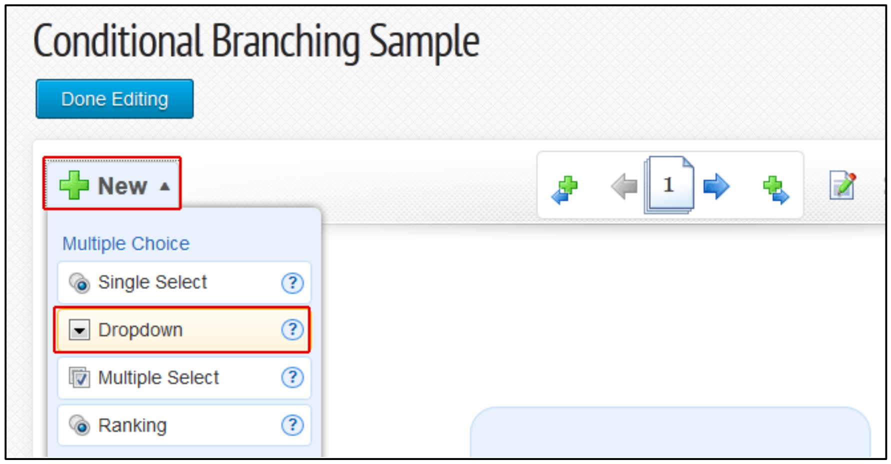
For the purpose of this tutorial, the example will use a survey with the following branching structure:



To create conditional branching within a survey project:

1. At the upper left, click **New**
2. From the list that appears, select the **question type**

   For this tutorial the type is dropdown.



3. Create the **branching question** with the answers

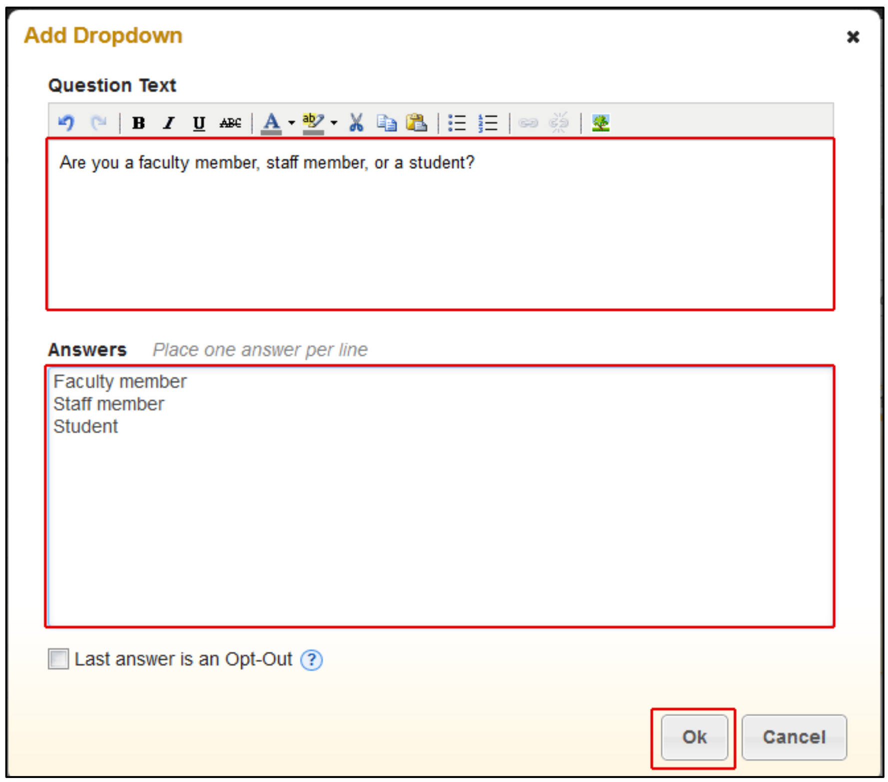
   For this tutorial, question:

   - "Are you a faculty member, staff member, or a student?"

   Answers:

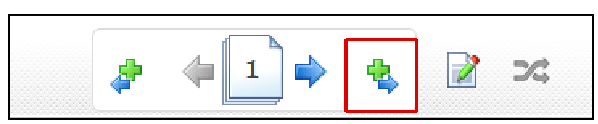
   - "Faculty"
   - "Staff"
   - "Student"

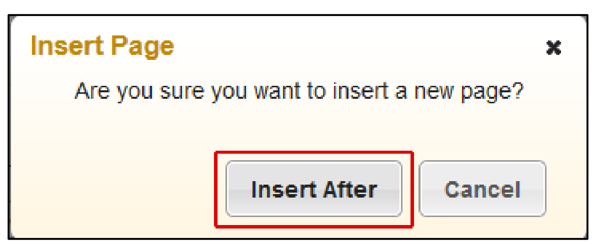
4. Click **Ok**



5. At the top, create a new page for each branch

   For this tutorial, insert two pages: one page for faculty/staff, one page for students. If you already have pages, you will be asked to confirm; on the Insert Page confirmation, click **Insert After**



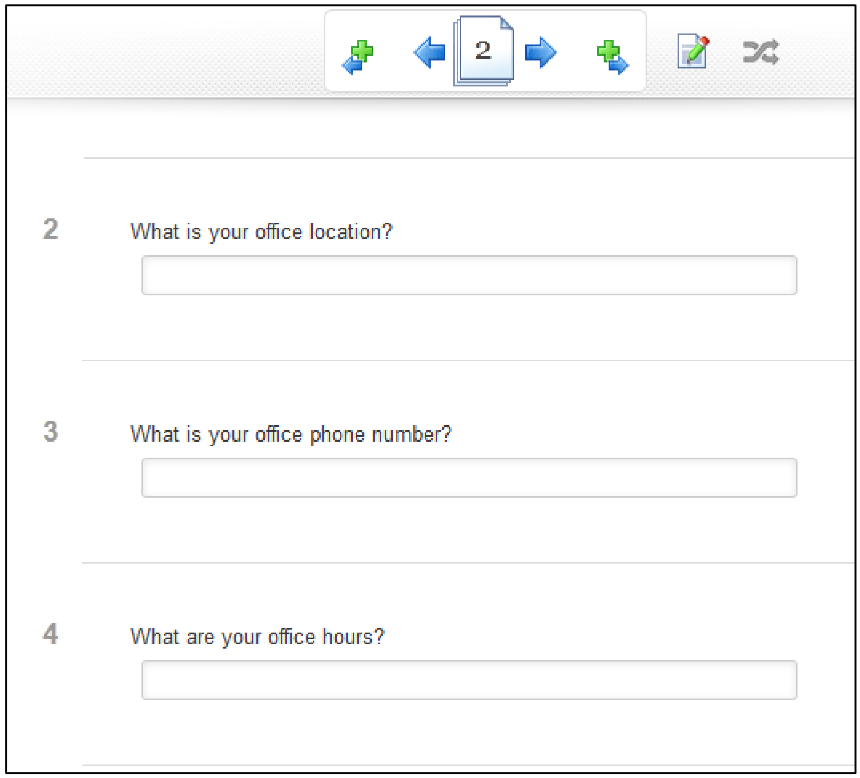


6. Use the page arrows to go to the page for the **first branched answer**

7. Add the **questions** for that page

   For this tutorial:

   - "What is your office location?"
   - "What is your office phone number?"
   - "What are your office hours?"

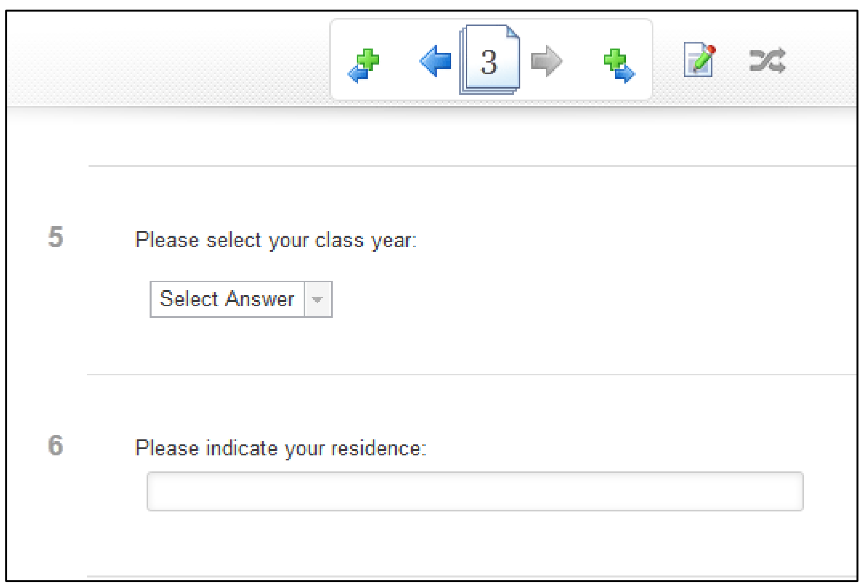


8. Go to the page for the **second branched answer** and add the questions for that page

   For this tutorial:

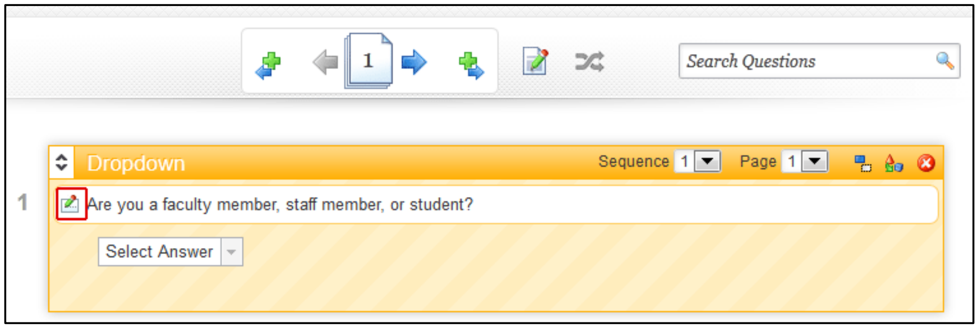
   - "Please select your class year:"
   - "Please indicate your residence:"

   Now that the questions are all in place, add the conditional logic rules.

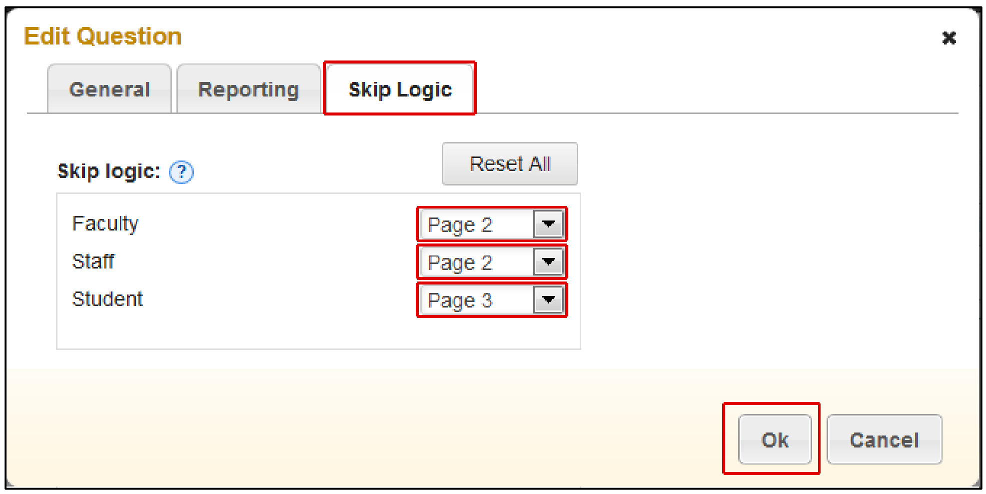


9. Use the page arrows to return to the **page with the branching question**

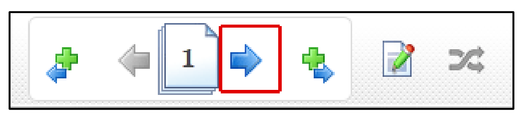
10. Click on the question that will branch, hover the mouse over the question part until the edit icon appears; click the **edit icon**



11. Click the **Skip Logic** tab
12. Use the dropdown menu to indicate the **page** where each answer will be directed
13. Click **Ok**

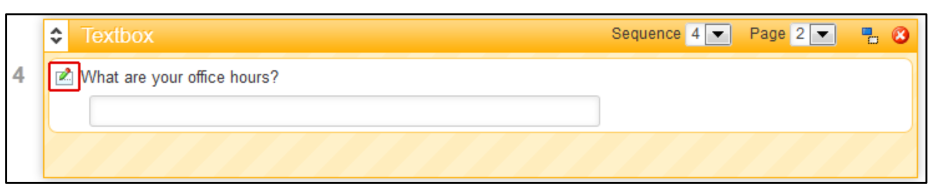


14. Use the page arrows to go to the page where the first answer directs the respondent



For this tutorial, it will be Page 2, for the answer Faculty. On Page 2, we will set up the third question to display only for faculty, and set up the page to skip over Page 3 because Page 3 is for the answer Student.

15. Click on the question that will appear only for faculty, hover the mouse over the question part until the edit icon appears; click the **edit icon**



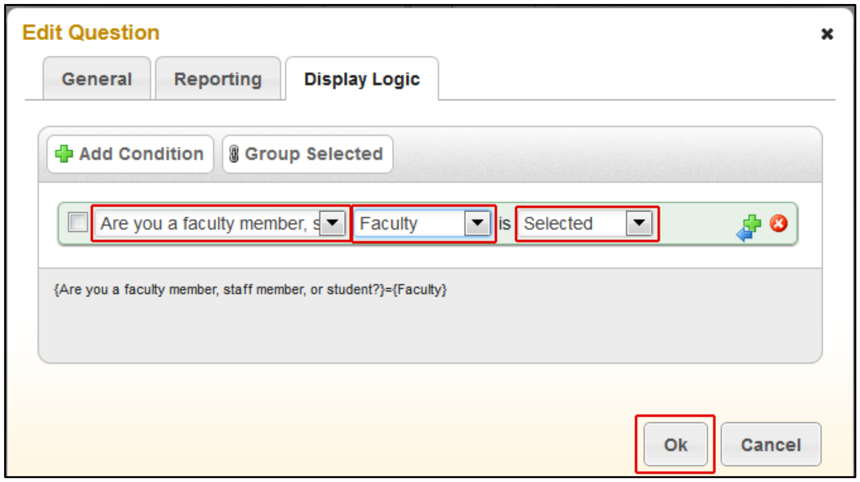
16. Click on the **Display Logic** tab
17. Click **Add Condition**

A rule will appear: when [question] has [answer] [selected|not selected] then display.

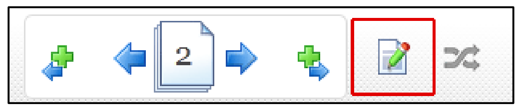
18. Use the dropdowns in the rule to select the appropriate **question/answer/selection combination**

    The rule logic will display in the gray area at the bottom of the popup. Multiple conditions may be added and grouped, if desired.

19. Click **Ok**



20. At the top of the page, click the **page edit icon**



21. Click on the **Skip To** tab

22. Use the Skip to Page dropdown to select the appropriate **page**

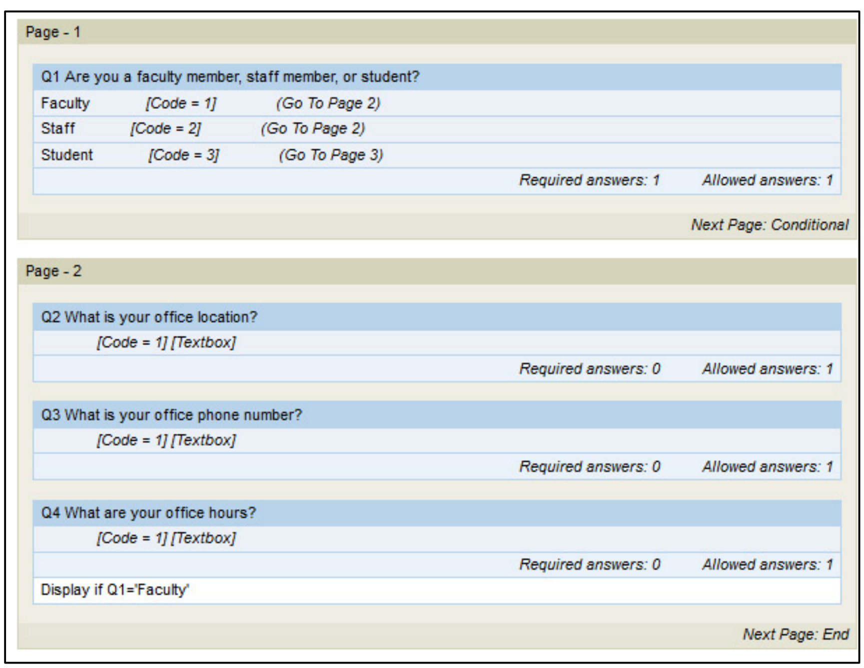
23. Click **Ok**

    You will now want to check the logic flow of your survey, using the Outline and Preview functions.

24. At the top of the page, click **Outline**

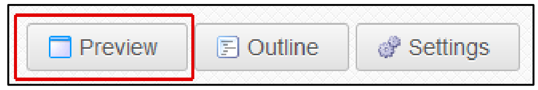
    Confirm that all rules have been created correctly by viewing the survey outline, in which all questions, answers, and actions are displayed in one page. This may open in a separate window or tab.

    Make any changes necessary.



Next, confirm that all rules have been created and applied correctly by previewing the survey.

25. At the top of the Project Builder page, click **Preview**



26. When finished, close the Preview screen and return to the administrative screens by clicking **Done Editing**

If you have any trouble with the above process, please contact the Help Desk in the Library Learning Commons or 315-781-4357 (ext. 4357/HELP on campus) or helpdesk@hws.edu.

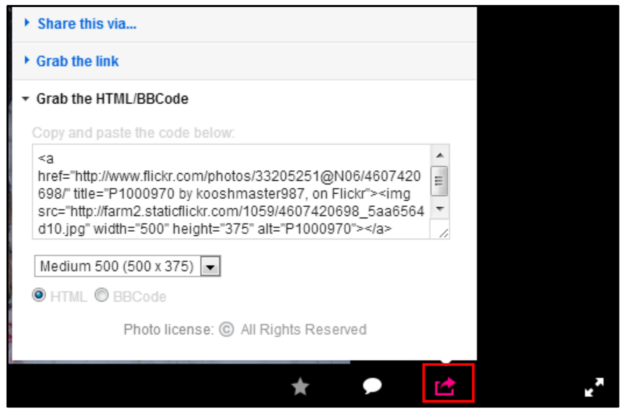
Baseline Survey Tool from Campus Labs
Adding a Picture Using Flickr

To insert an image within a question in a survey project, you insert a link to an existing image—the image must already reside somewhere accessible by a link. Images are not uploaded in Baseline. Flickr, a photo sharing service, may be used to share images.

These instructions assume you have a Flickr account. To create an account, go to http://www.flickr.com/, click Sign Up, and follow the on-screen instructions.

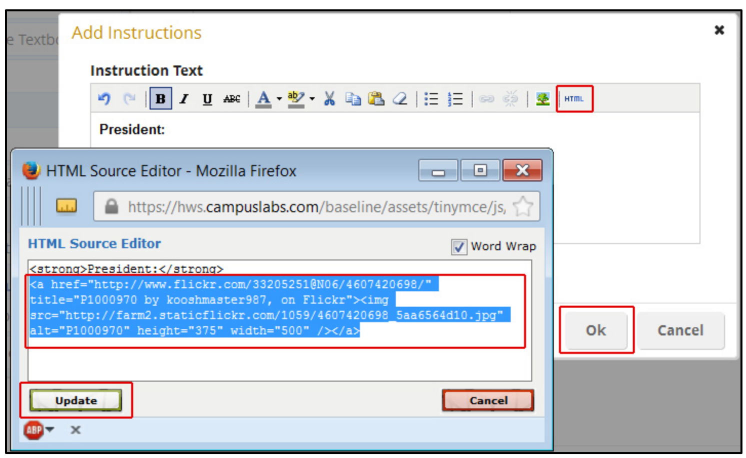
To share a photo in Flickr:

1. In your Flickr account select the **photo** to share
2. Using the **Share** button at the bottom of the screen, select **Grab the HTML/BBCode**
3. Copy the **entire HTML code**



To use the shared photo in Baseline:

1. In Baseline, in your survey question, click the **HTML** icon
2. Paste the **HTML code** (copied in step 3 above) where you want it to be in the survey
3. Click **Update**
4. On the question, **click OK** to close the question editor



You will know the photo works if you can see it in the editor.

Baseline Survey Tool from Campus Labs
Using a Public Folder in Dropbox

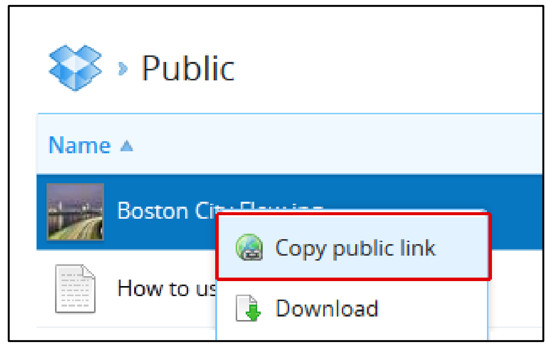
To insert an image within a question in a survey project, you insert a link to an existing image—the image must already reside somewhere accessible by a link. Images are not uploaded in Baseline. Dropbox, a free file storage service, may be used to store images for public viewing. To use a link to an image in Dropbox, that image must be in your Dropbox public folder.

These instructions assume you have a Dropbox account. To create an account, go to http://www.dropbox.com, click **create an account**, and follow the on-screen instructions.

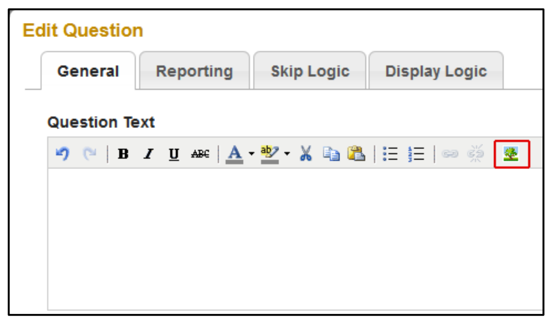
To copy a link from a file in your Dropbox public folder:

1. Place a file in your **Public** folder

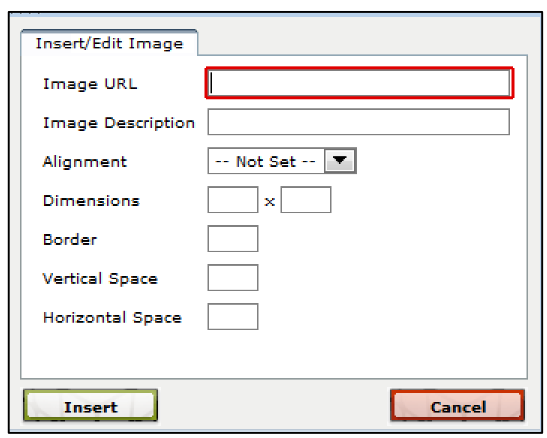
2. In the Public folder, **right-click** the file to share and select **Copy public link**



3. In Baseline, in your survey question, click the **Image** icon



4. Paste the link in the **Image URL** field



Baseline Survey Tool from Campus Labs
Using a Public Folder in Dropbox

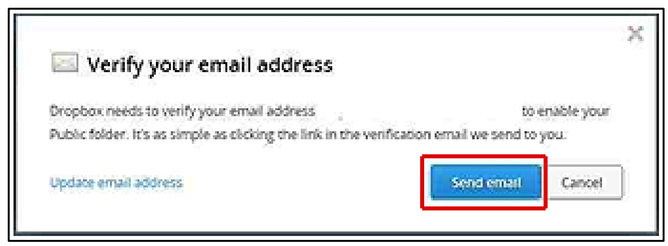
If you are new to Dropbox, you may need to enable your public folder. Every account should have one; you should not need to upgrade your account. The Public folder lets you easily share single files in your Dropbox. Any file you put in this folder gets its own Internet link that you can share with others, even non-Dropbox users.

To enable a public folder in Dropbox:

1. After creating a Dropbox account, click on the following link: https://www.dropbox.com/enable_public_folder

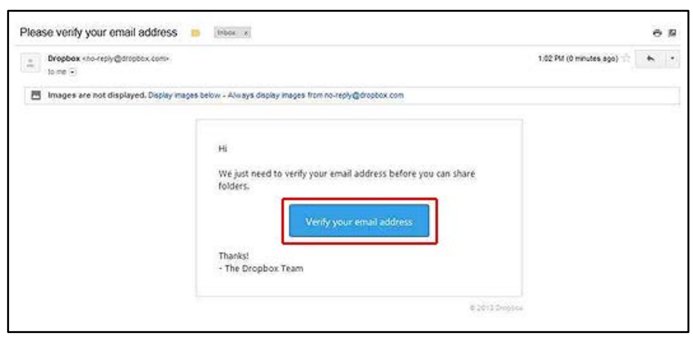
2. On the page, click **Enable Public Folder**

3. You may be asked to verify your e-mail address; click **Send email**



4. Check the e-mail account that is registered to this account

5. In the message from Dropbox, click **Verify your email address**



You can now see the public folder and place files in it.

If you have any trouble with the above process, please contact the Help Desk in the Library Learning Commons or 315-781-4357 (ext. 4357/HELP on campus) or helpdesk@hws.edu.

Baseline Survey Tool from Campus Labs
Sending a Survey

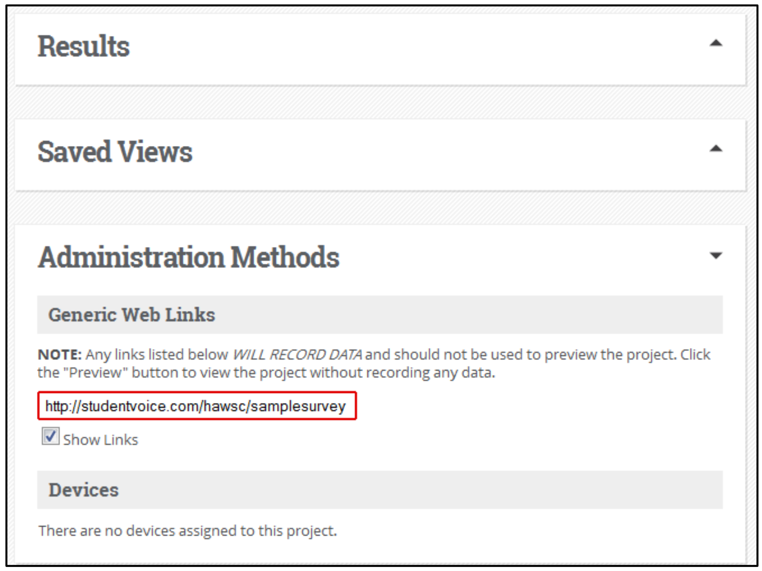
This set of instructions follows the set for creating a new project, and assumes that a survey project has already been started and is at the point of being e-mailed to the recipients.

There are two ways to send a survey: by e-mailing the link to the survey, or by using the mass e-mail feature of the Baseline program.

To send a survey by e- mailing the link:

Note: If you use this option, responses are anonymous (unless you add a validation) and respondents can access the link an unlimited number of times.

1. On the Project Dashboard page for the survey, under Administration, copy the **unique link to the survey**
2. Using your e-mail program (Outlook, etc.), create an e-mail to your recipient list and **paste the link** into the body of the e-mail

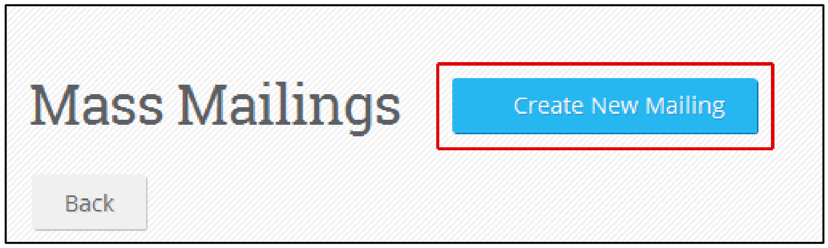


To send a survey with the Mass Mailings tool:

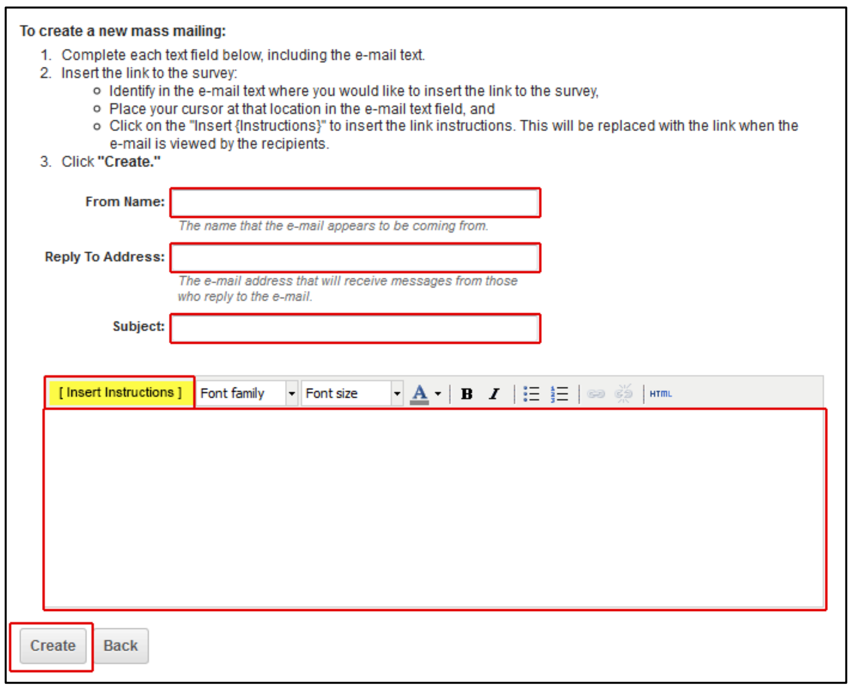
Note: With this option, a unique link is sent to each e-mail address so respondents are identified and may only complete the survey once; respondents may leave the survey and return to it where they left off; reminders may be sent to non-respondents only.

Warning: You cannot use this tool to send a survey to a listserv or distribution list.

1. On the Project Dashboard page for the survey, under Mass Mailings, click **Manage**
2. On the Mass Mailings page, click **Create New Mailing**



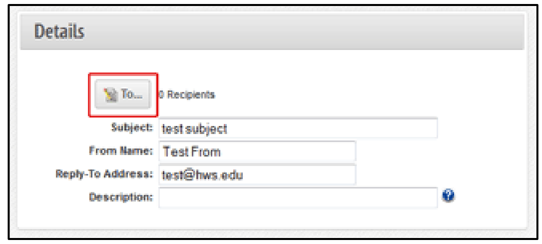
3. Follow the instructions on the Blank Mailing page to **compose the message**
    - Enter a **name from** whom the e-mail will appear to be sent
    - Enter an address to whom recipients can **reply**
    - Enter a **subject**
    - In the e-mail body, write a **message**
    - Click the button **[Insert Instructions]**



Note: It will appear as just [INSTRUCTIONS] in the message text; this is normal.

4. At the bottom, click **Create**

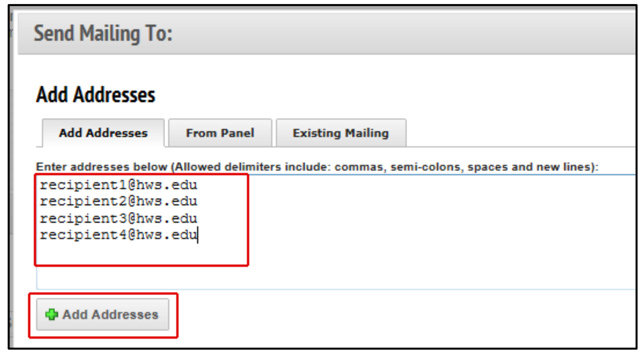
5. Follow the instructions on the mailing completion page to **select recipients**



   a. Click the **To**... button

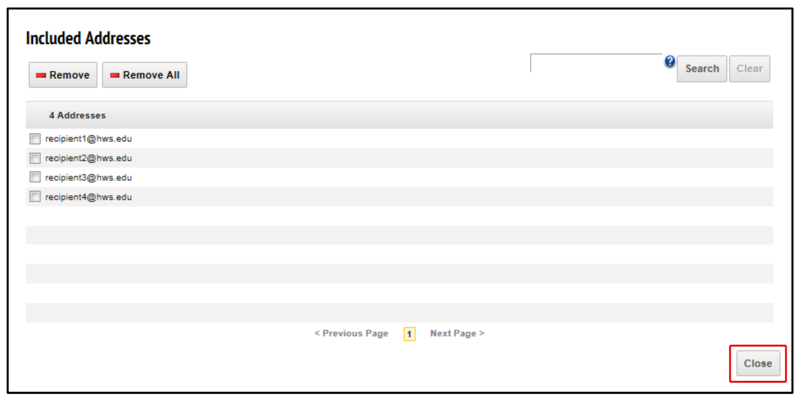
   b. In the Add Addresses tab, paste the address list

   c. Click **Add Addresses**

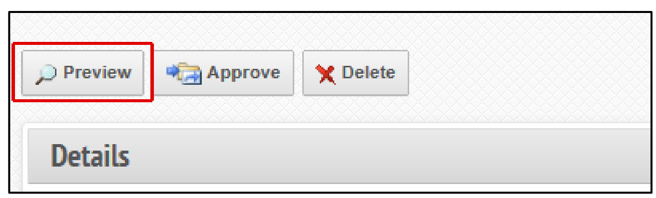


   d. Review the addresses; when finished click **Close**

      Note: You may have to expand your browser to see the Close button. On a PC, press [**F11**] to expand (and again to contract); on a Mac, use the arrows in the upper right of the browser.



   e. Above the Details area, click **Preview**



6. In the Requested Schedule Date area, schedule the **date/time** to send the e-mail
7. The schedule date must be at least 10 minutes in the future and between the project's open and close dates.
8. Click **Finish**

   The e-mail will be sent automatically, based on the date/time entered.

If you have any trouble with the above process, please contact the Help Desk in the Library Learning Commons or 315-781-4357 (ext. 4357/HELP on campus) or helpdesk@hws.edu.