

## **Presentation: Using a Survey Tool to Help Manage Retention**

### **Survey Tools Options**

#### **Survey Monkey**

In the free version, you'll receive:

- 10 questions
- 100 respondents
- 15 question types
- Light theme customization and templates

The system is well designed, pretty easy to use, and you can embed surveys; however, you **cannot export** your data with the free version.

#### **Type Form**

With the free version, you'll receive:

- Unlimited questions
- Unlimited answers
- Data export
- Custom design themes or choose from templates
- Basic reporting

#### **Goggle Form**

With the free version, you'll receive:

- Unlimited surveys
- Unlimited respondents
- Survey answers and data are automatically collected in Google Spreadsheets
- Lots of theme options
- Add your own custom logo
- Add images or videos
- Skip logic and page branching
- Embed survey into emails or website

## Example of Pilot Survey Questions

### 1. Have you registered for classes for the summer 2016 semester?

- Yes
- No

### 2. Are you planning to return and register for classes at CBS for the summer 2016 semester?

- Definitely Returning, no assistance needed
- Probably Returning, registration assistance needed
- Undecided, I need to speak with my academic advisor
- Probably not registering for the summer
- Definitely not registering for the summer, I need to be contacted by my academic advisor regarding next steps
- I'm graduating this semester

### 3a. Please share with us the type of registration assistance you need:

- Need to change my academic major
- Finances, for example, I have a hold on my account
- Academic Challenges, for example, I have questions about my progress
- Help with prioritizing time, for example, I have some personal issues preventing me from being able to register
- Other (Please Specify): \_\_\_\_\_

### 3b. If the issue(s) chosen above were resolved, would you register for the summer term?

- Yes
- No

### 4. Please take a moment to share the reason(s) for you choosing to not register for the summer term:

Note: Students were directed to next questions based on their response to the previous question(s).