

Flashlight

Delivering Your Surveys

HOW TO GUIDE

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

GENERAL INFORMATION

The way you've set up your Respondent Pools for a survey dictates the method in which you'll deliver it. When you set up a Respondent Pool, you're required to select one of four different *delivery types*:

- *Single Public URL [or single URL]*
- *E-Mail Personal URL [or unique URL]*
- *WSU Login Required (not used here at Sac State)*
- *WSU Group Member (not used here at Sac State)*

Each of these delivery modes is discussed in more detail on the Skylight/Flashlight Help page for [Delivery Modes](http://wiki.wsu.edu/skylightwiki/Delivery_Modes) (http://wiki.wsu.edu/skylightwiki/Delivery_Modes).

Key Terms

- ***Respondent Pool***: A respondent pool is a "container" or pool that you set up to gather the data for your survey. A survey can have multiple respondent pools (such as a survey for a course with several sections). More information can be found on the Skylight/Flashlight Help page for [Respondent Pools](http://wiki.wsu.edu/skylightwiki/Respondent_Pool). (http://wiki.wsu.edu/skylightwiki/Respondent_Pool).
- ***URL***: The Web address for your survey.
- ***Single URL [method of delivery]***: Also known as ***Single Public URL***. One URL is provided for the survey; you'll give participants this URL.
- ***Unique URL***: Also known as ***E-Mail Personal URL***. First, you'll add participant email addresses to your respondent pool(s), and then you'll use the message/notification feature in Flashlight to send a message/URL to your survey participants. A unique URL is generated for each participant.

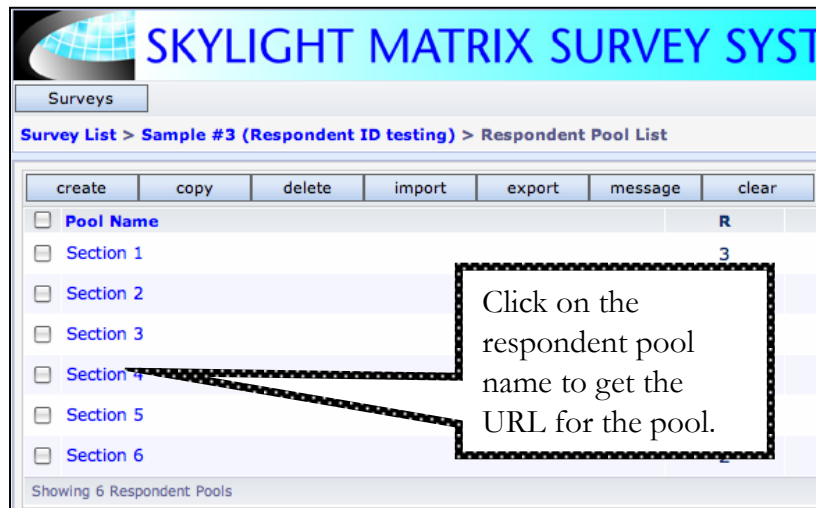
Before you Begin

At this point, your survey should be complete and ready to deliver. You should have also created Respondent Pools for your survey. The process is covered in more detail in the Online Surveys [Flashlight 2 Process tutorial](http://tinyurl.com/yhn6hhs) (<http://tinyurl.com/yhn6hhs>).

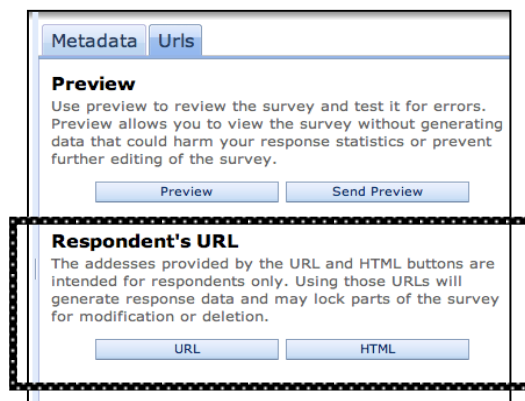
SINGLE URL METHOD OF DELIVERY (“SINGLE PUBLIC URL”)

Obtaining Your Survey URL

- step 1.* Log onto Flashlight: <http://skylight.wsu.edu>.
- step 2.* Go into the folder that contains your survey.
- step 3.* Click on the title of your survey.
- step 4.* Click on the **Respondents List** button on the left, below **Edit Questions**.
- step 5.* Click on the Respondent Pool name of the pool you want a URL for.



- step 6.* Click the **URLs** tab on the left.
- step 7.* Under **Respondent's URL**, click **URL** (for just the URL) or **HTML** (for the URL plus the HTML used to embed the link in a Web page).



- step 8.* Copy the URL and paste it into an email message or a Web page.



TIP : If you're going to provide a survey link to participants in writing or in a presentation, use *TinyURL* to shorten the survey URL. Visit [TinyURL.com](http://tinyurl.com) (<http://tinyurl.com/>) and follow the instructions.

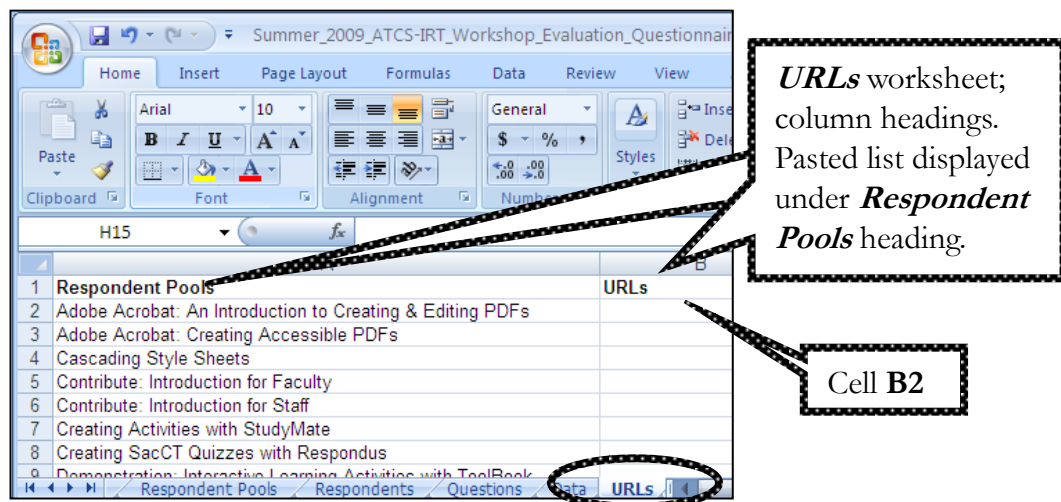
Obtaining Survey URLs for Multiple Respondent Pools

Attaining URLs for multiple respondent pools can turn into a time-consuming task if faced with more than a few respondent pools. You might have multiple respondent pools, for example, if you're delivering a survey intended for several courses in one department, or delivering a workshop survey for several different workshops.

To quickly obtain URLs for multiple respondent pools, *export* a report for your survey, then use the power of Excel to obtain a list of your respondent pool URLs from the report.

To obtain URLs from an exported survey report,

- step 1.** Log onto Flashlight 2.0: <http://skylight.wsu.edu>.
- step 2.** Go into the folder that contains your survey.
- step 3.** Click on the title of your survey.
- step 4.** Click on the **Report Manager** button on the left, below **Respondents List**.
- step 5.** Click one of the **Standard Excel Report** links on the right to download a report.
- step 6.** Open the downloaded file in Excel.
- step 7.** Create a new Excel worksheet in the file - name the new sheet **URLs**.
 - a.** Create a column heading called **Respondent Pools**, and another called **URLs**.
- step 8.** Open the existing worksheet called **Respondent Pools**, and copy the list of respondent pools, under the **Name** heading. Paste the list into your **URLs** worksheet, under your **Respondent Pools** heading.



- step 9.** In cell **B2** of the **URLs** column (see screenshot above), enter the following formula:
`=("http://skylight.wsu.edu/s/")&Respondents!F3&(".srv")`
- step 10.** Copy the formula down, into the remaining cells in the **URLs** column. Paste each of the resulting survey URLs into email messages or Web pages.

UNIQUE URL METHOD OF DELIVERY (“E-MAIL PERSONAL URL”)

Adding Respondent E-mail Addresses to a Survey

Manual Method

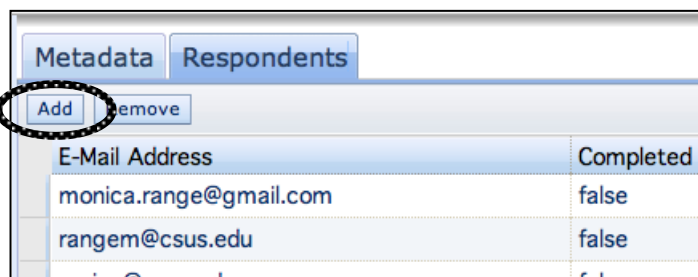
If using the manual method of adding respondent e-mail addresses, you must first create your respondent pool(s).

To add email addresses to a respondent pool,

- step 1.* Log onto Flashlight 2.0: <http://skylight.wsu.edu>.
- step 2.* Go into the folder that contains your survey.
- step 3.* Click on the title of your survey.
- step 4.* Click on the **Respondents List** button on the left, below **Edit Questions**.
- step 5.* Click on the Respondent Pool name of the pool you want to work with.



- step 6.* Click the **Respondents** tab on the left.
- step 7.* Click the **Add** button to add respondent email addresses.



- step 8.* Click **Ok** when finished, then the **Save** button on the bottom right, to save your changes.

Upload Method

In addition to uploading email addresses for respondent pools, you can also create your respondent pools using the same uploaded file. In other words, respondent pools do not need to be created ahead of time, such as when using the manual method described above.

Strict formatting is required for the file that is uploaded in this process. Therefore, it is highly recommended that you first create one respondent pool, export the pool, then use the exported file as a template for the creation of your remaining pools and respondent email addresses.

To upload respondent pools/email addresses using the upload method,

- step 1.** Log onto Flashlight 2.0: <http://skylight.wsu.edu>.
- step 2.** Go into the folder that contains your survey.
- step 3.** Click on the title of your survey.
- step 4.** Click on the **Respondents List** button on the left, below **Edit Questions**.
- step 5.** Check the box next to each respondent pool(s) that you wish to export.
- step 6.** Click the **export** button, then **Excel Workbook** to download the file.
- step 7.** Open the downloaded file in Excel.
- step 8.** On the **RespondentPool** worksheet, enter your remaining respondent pool names, along with an *ID* (any number, no larger than 5 digits), *Expected #*, *Start/ Stop Date*, and *Delivery Type* (delivery type should be “2”).
 - a.** For additional information about the information on the RespondentPool worksheet, see the Skylight/Flashlight Help page for [Import New Respondent Pool using Excel format](http://wiki.wsu.edu/skylightwiki/Import_New_Respondent_Pool_using_Excel_format) (http://wiki.wsu.edu/skylightwiki/Import_New_Respondent_Pool).

ID	Respondent Pool Name	Expected #	Start Date	Stop Date	Dashboard Authzn ID	Pool Authzn	Delivery Type
2	Section 2	24	3/3/2010	3/15/2010			2
3	Section 3	25	3/3/2010	3/15/2010			2
4	Section 4	24	3/3/2010	3/15/2010			2
5	Section 5	22	3/3/2010	3/15/2010			2
6	Section 6	20	3/3/2010	3/15/2010			2
7	Section 7	19	3/3/2010	3/15/2010			2
8	Section 8	8	3/3/2010	3/15/2010			2

- step 9.** On the **Respondent** worksheet, enter each participant's email address under the *Email* column heading. The respondent pool *ID* for each participant must be listed under the *Respondent Pool ID* column heading (*Delivery Type* = 2).
- step 10.** **Save** the Excel file when finished.
- step 11.** From your survey's **Respondent Pool List** page, click **import**.
- step 12.** Select **Excel File Upload**, then click **Next**.

Respondent Pool ID	Email	PIN	Delivery Type
2	monica.range@gmail.com		2
2	sac12345@saclink.csus.edu		2
2	rapina@csus.edu		2
2	robing@csus.edu		2
2	ait222@saclink.csus.edu		2
2	berrya@csus.edu		2
3	margief@csus.edu		2
3	heavenhelpme@yahoo.com		2
3	marahr@gmail.com		2
3	darclier@gmail.com		2
3	dranged@yahoo.com		2
3	sac45567@saclink.csus.edu		2
4	sac45568@saclink.csus.edu		2

step 13. Click **Select** or **Choose File**, then select the Excel file you saved in *step 10*.

step 14. Click **Import**.



TIP : Flashlight does NOT accept XLSX (Word 2007/Word 2008-Mac)-formatted files for import. The file you save must be in Excel 97-2003/4 (.xls) format.

Sending Survey Notification to Participants

As you recall, if you're using the *unique URL* method of delivery (aka "Email Personal URL"), you'll use Flashlight to send a message to participants that contains your survey URL.

To deliver your survey using this method,

step 1. Log onto Flashlight 2.0: <http://skylight.wsu.edu>.

step 2. Go into the folder that contains your survey.

step 3. Click on the title of your survey.

step 4. Click on the **Respondents List** button on the left, below **Edit Questions**.

step 5. Check the box(es) next to the respondent pool(s) you want to send notification to.

step 6. Click the **message** button.

step 7. Customize the default text on the **Send Survey Notification** window. Do not remove the portion that reads `{{surveyurl}}` or the survey URL will not be sent.

a. Your survey message can be customized with additional "metadata". Metadata for the survey title `{{survey:title}}` and survey pool `{{pool:title}}` are already present in the subject line. A list of metadata syntax can be found on the Skylight/Flashlight Help page for [Displaying Metadata](http://wiki.wsu.edu/skylightwiki/Displaying_Metadata) (http://wiki.wsu.edu/skylightwiki/Displaying_Metadata_in_Survey_Items).

step 8. Select the checkbox next to **Send notification only to respondents that have not completed the survey** if a message has already been sent to participants.

step 9. Click **Next** to preview your message.

step 10. Click **Send Message** at the bottom, or **Revise Message** to go back.

For additional information regarding survey notification messages, see the Skylight/Flashlight Help page for [Sending Survey Notification](http://wiki.wsu.edu/skylightwiki/ContextHelp:Send_Survey_Notification) (http://wiki.wsu.edu/skylightwiki/ContextHelp:Send_Survey_Notification).

RESOURCES

- [Flashlight @ Sac State](http://www.csus.edu/atcs/tools/flashlight) (<http://www.csus.edu/atcs/tools/flashlight>)
- [The Flashlight Process](http://www.csus.edu/atcs/tools/flashlight/tutorials/flo2_process) (http://www.csus.edu/atcs/tools/flashlight/tutorials/flo2_process).
- [Skylight/Flashlight Wiki](http://wiki.wsu.edu/skylightwiki) (<http://wiki.wsu.edu/skylightwiki>)
- [Flashlight Online @ TLT Group](http://www.tltgroup.org/Flashlight/flashlightonline.htm) (<http://www.tltgroup.org/Flashlight/flashlightonline.htm>)