Student Affairs Fee
Advisory Board
DIVISION OF STUDENT AFFAIRS

Funding Request Form FY2021

Department should complete one form for each individual request

Department:
Student Life Studies

Program, Service or Operation Requested:
Qualtrics License Costs

General Description:
Qualtrics is the preferred software platform utilized by the university. Each college or division that utilizes this platform shares the annual contract fee, which has been increasing over the last several years. In the last year, the cost to our department increased 53%. The university contract ends December 31, 2019 and the cost for the next contract, which will be for three-years, is projected to increase. Requesting one-time money for the last two-years (FY21 and FY22) of the three-year Qualtrics contract to cover the license increase.

Request Type:
☐ Full   ☐ Increase   ☒ One-Time   ☐ Partial/Matching

Type of Funds Requested:
☒ UAF   ☐ Other

General Questions

How does this address an important need and/or positively impact students?
Qualtrics is the software Student Life Studies uses for all electronic surveys. During the 2018-2019 academic year, 40% of all our assessment projects were electronic surveys done through Qualtrics. This is an increase compared to the year before when in the 2017-2018 academic year, 30% of all projects were electronic surveys done through Qualtrics. This past academic year, we sent almost 82,000 survey links in emails through Qualtrics. This platform is critical for our department and the work that we do for DSA departments and student organizations. Many surveys are not feasible to do through paper-based format because of not having the same access to reach students.

There will be a significant impact for our clients if we are not able to continue using Qualtrics. It will limit our ability to gather certain data or gather information from certain student populations. That impact, could then affect the decisions that are made by DSA departments and student organizations to improve the quality of programs and services.

Additionally, if we did not continue funding the Qualtrics license, 187 individuals, under the DSA account, would lose access to Qualtrics. We do not know the number of surveys or scale of the surveys others do through Qualtrics.

What department/Division strategic plan item does this support?
This request directly supports our department's goal of providing quality assessment services. This software allows us to provide quality services and to do as many projects we are asked to do. There are some projects, such as getting a stratified sample of the student body, which we would not be able to do without using Qualtrics to reach identified student populations.

Additionally, the work of our department supports several division goals.

Goal 1: enrich student experience by working with departments in the development, assessment and improvement of their High Impact Practices (HIPs). Qualtrics is used to assess several of these experiences.

Goal 5: ensure future effectiveness, specifically item "f" by identifying and developing division-wide assessment priorities that inform the university community about the student body and demonstrate the division's connection to institutional priorities. We rely on Qualtrics to gather a significant amount of feedback from students allowing DSA departments and student organizations to make data-driven decisions. Those decisions from all DSA departments ultimately support all the division goals.

Please provide data, evidence, and/or input (student faculty, staff, other) you gathered to help you determine the need for additional resources.
Student Life Studies pays for the division's portion of the university license. Staff and student leaders can request a Qualtrics account, under the division, and the part of the contract price Student Life Studies pays. There are currently 187 active accounts; nine are within Student Life Studies but the remaining 178 are other staff in the division.

As more colleges or divisions use Qualtrics, the cost is split with more people and therefore lower; however, the opposite is true and as fewer areas use the platform, this increases the cost for those who do use it. The portion of the university license fee that Student Life Studies pays for has varied over the years, but mostly increased.

FY15 (billed in Oct. 2014): $4,825
FY16 (billed in Oct. 2015): $4,330 (approximately a 10% decrease)
FY17 (billed in Oct. 2016): $5,015 (approximately a 16% increase)
FY18 (billed in Oct. 2017): $6,530 (approximately a 30% increase)
FY 19 (not billed until Aug. 2019): $9,955 (approximately a 53% increase)
FY 20 (ordered, but not billed): $9,955, which is currently an estimate. We will not have a final cost until we know all the colleges/divisions that are opting in. However, we anticipate this cost to increase based on hearing some colleges/divisions talking about opting out of the contract.

The three-year contract the university is expected to be sign and will increase each year of the contract.

(FY20) Year 1: $121,556
(FY21) Year 2: $125,203
(FY22) Year 3: $125,203

We are requesting one-time money of $26,000 to cover the estimated increases for the next two years of the three-year contract; this is $13,000 for each of the two years. This represents a 30% increase with is consistent with some of our previous years. We will not know the specific costs until we know how many areas opt in or out of continuing with Qualtrics for all three years.

What actions have you implemented or discontinued internally to address the identified need?
This summer a task force was put together to discuss the Qualtrics contract and other options. Since we have such a strong interest in this decision, we had two staff members actively involved in this task force. The task force looked at options for keeping Qualtrics and signing the three-year contact as well as other options or platforms with the same needed functionality as Qualtrics. Student Life Studies surveyed those in the division with active Qualtrics account regarding the features they used to be prepared to look for other software platforms. However, the task force this summer decided there would not be enough time to research, vet, and have a new software platform administered by December 31, 2019, which is when the current Qualtrics contract ends. The recommendation from the task force is that the university signs the three-year contact and utilizes the three years to research other options, have a contract processed, and have time to overlap the two systems to move projects from one to the other.

If funding is granted, what metrics will you use to evaluate success of this program/service/operation?

We will need to continue to utilize Qualtrics as over one-third of all our assessment projects are done with this software. We will continue to track the percentage of projects that are done through Qualtrics, the number of surveys sent out through Qualtrics, as well as the response rates.

Have other sources of funding (fundraising, sponsorship, reserves, etc.) been considered? Please explain.
We have been pulling from reserves to cover expenses beyond our operating account. This is not a long-term solution and is not sustainable. Our work does not easily lend itself to fundraising or sponsorship. However, the more timely and accurately we do our jobs providing information to departments, may positively impact their ability to successfully raise money. Qualtrics is a tool that allows us to provide some of this information to departments.

Total Estimated Cost

Funding Description	Amount
Qualtrics License Costs	$26,000.00
2 years of 3 year contract (2 X $13,000)	
Less Estimated Partial/Matching Funds (if Applicable)	
TOTAL INCREASE REQUESTED	$26,000.00