



# TRAC - Technology Review and Adoption Committee Project Submission Form

**Project Name:** Online Survey Tool

**Date:** February 5, 2007

**Business Owner** (Department): CQI

**Author(s):** Brian Hales

**TRAC/Cabinet Sponsor:** Pat McGraw

**Project Manager(s):** Brian Hales/Joyce Hauk

**Supporting EL(s):** G1, EL 1.0, 1.1, 1.2, 1.3

**ITS Project Liaison:** Mark Blair

## Problem

### Problem Description

- The CQI department conducts annual parent, student and staff surveys to provide perception data for school improvement and district initiatives. CQI also averages five other surveys each month for different departments, project teams, or individual 360s. This data is currently collected using *PHP Surveyor*, an open-source application that utilizes a SQL database for information storage. Although the survey tool is adequate for current needs, it lacks functionality needed for future expansion. The tool lacks text feature capabilities (bold, underline, etc.) and provides limited choices in question formatting. Some question types are difficult to interpret once the data is exported. CQI has been contacted by other districts to provide survey services, but the current tool is not adequate for this function.

## Cause

### Cause Description

- Perception surveys have been conducted in one form or another since 2000. It was not until 2006 that our district officially recognized perception data as an important indicator of system progress. With other districts inquiring about using this service there is a need to investigate a more robust alternative.

## Treatment

### Technical Details

This project will involve the purchase of an Online Survey Tool capable of the following:

- Online survey distribution
- Text feature capabilities (**Bold**, *Italic*, Underline, etc.)
- Branding capabilities (logos, clip art, photos, color pallets, etc.)
- Scanning capabilities – paper versions
- Customizable paper versions
- Interface with Oracle-based CASSI (Customer and Stakeholder Survey Information).
- Ability to send link to surveys via email
- Duplication of standard surveys with customizable options
- Built-in basic data analysis capabilities

### Testing / Evaluation Plan

- Initial testing will be conducted by CQI staff familiar with the current survey process. This testing phase will be ongoing with key milestones identified in the project plan.
- System testing will be conducted with selected surveys from departments or project teams, in parallel with our current survey system.
- Testing will incorporate whatever training or support is included in vendor contracts.

### Implementation Plan

- Once the new system is operational to desired specifications, the all new surveys will be implemented using the new system. This will include the transfer of questions from the three system-wide parent, student, and staff surveys. This may also involve an overlap of survey tools as new surveys are activated in the new tool and current surveys are left to expire in the current tool.
- Since the district only has one resource responsible for all system surveys, the transition can be managed by the CQI office without impact on survey customers.

### Training / Staff Development Plan

- CQI will develop training as appropriate to take advantage of additional features of the software. For example, if the new tool allows data analysis before extracting survey results, CQI may allow survey administrators to track their results or obtain preliminary results.
- Training will only involve utilization of the new software and will not involve help with writing actionable survey questions or assistance with interpreting perception data results.

## Result

### Monitoring Plan

- Monitor the testing and installation phase to see if it meets the basic requirements described above.
- Monitoring of data collected from initial users.
- Monitoring of training components, as appropriate.
- Monitoring user feedback from all survey administrators of both survey tool and data analysis capabilities.

<b>Maintenance and Support</b>		
<ul style="list-style-type: none"> <li>• CQI will be responsible for supporting survey content, including managing multiple surveys, managing data collection, and managing transfer of results to CASSI or survey administrators.</li> <li>• ITS will be responsible for providing technical support, including managing the survey infrastructure, maintaining an email system for survey distribution, and maintaining file servers and database structures as appropriate.</li> </ul>		
<b>Project Cost and Funding</b>	<b>Cost Estimate</b>	<b>Funding Source</b> (Cap Reserve, General, Salary, etc...)
Account Code: 655-2920-0650		
Project Cost - Software, Hardware, Services (Implementation)	\$10,000	
Annual Support and Maintenance Costs (Ongoing costs)		
Additional Full Time/Part Time Employee Requirements		
<b>Project Milestone</b>	<b>Date Estimate</b>	
Project Start Date	July, 2007	
Milestone #1 – department and team surveys	September, 2007	
Milestone #2 – Parent, Student, Staff system surveys	January, 2008	
Project End Date	June, 2008	

## SUPPORTING DOCUMENTS

Please attach any supporting documents that would further define this technology project including quotes, project plans, white papers, or other technical documents.

## APPROVALS

**Prepared By** \_\_\_\_\_  
Project Manager

**Approved By** \_\_\_\_\_  
TRAC/Cabinet Sponsor

\_\_\_\_\_  
CIO