Flashlight 2
Delivering Your Surveys

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 (note used here at Sac State)*

Each of these delivery modes are discussed in more detail on the Skylight/Flashlight Help page for 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).
- *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/lnhug6).

SINGLE URL METHOD OF DELIVERY ("SINGLE PUBLIC URL")

Obtaining Your Survey URL

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

step 2. Click on the folder on the left that contains your survey.

step 3. Click on the title of your survey.

step 4. Click on the **Respondents** button on the left, below **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.
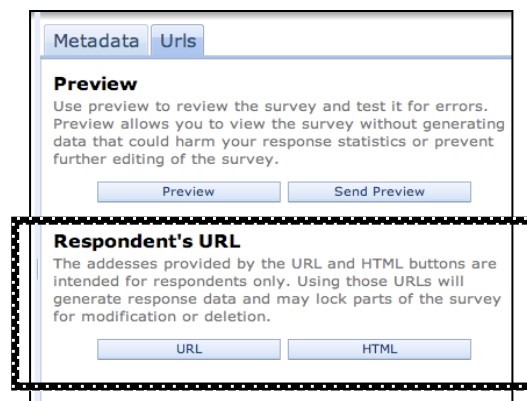
step 8. Copy the URL and paste it into an email message or a Web page.

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/) and follow the instructions.
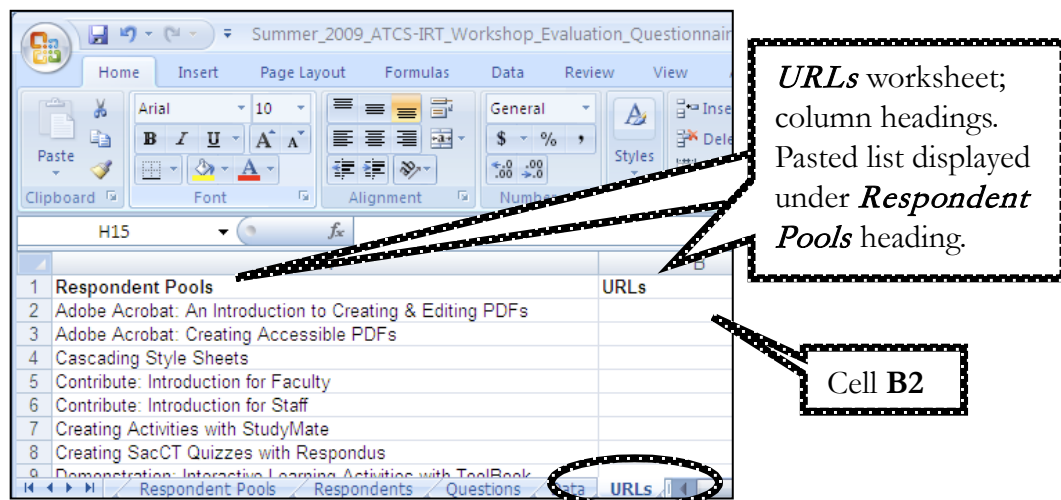
Obtaining Survey URLs for Multiple Respondent Pools

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. Click on the folder on the left that contains your survey.
step 3. Click on the title of your survey.
step 4. Click on the **Reports** button on the left, below **Respondents**.
step 5. Click the **Standard Excel Report** button 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 worksheet called **Respondent Pools**, and copy the list of respondent pools, under the **Name** heading. Paste the list onto the *URLs* worksheet, under your ***Respondent Pools*** heading.

URLs worksheet; column headings. Pasted list displayed under ***Respondent Pools*** heading.

Cell **B2**

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")

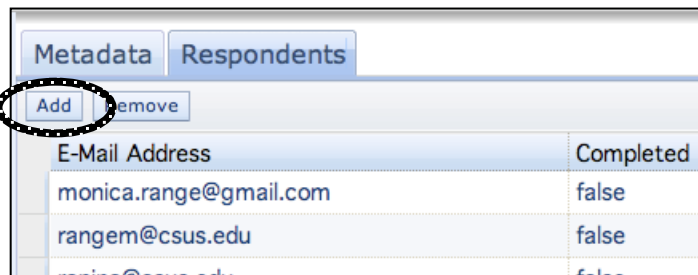## Adding Respondent E-mail Addresses to a Survey

Manual Method

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

To add email address to a respondent pool,

step 1. Log onto Flashlight 2.0: http://skylight.wsu.edu.
step 2. Click on the folder on the left that contains your survey.
step 3. Click on the title of your survey.
step 4. Click on the **Respondents** button on the left, below **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, the upload method allows you to create your respondent pools via an 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. Click on the folder on the left that contains your survey.
step 3. Click on the title of your survey.
step 4. Click on the **Respondents** button on the left, below **Questions**.
step 5. Select your respondent pool(s).
step 6. Click the **export** button, then **Excel Workbook** to download.
step 7. Open the downloaded file in Excel.
step 8. On the *RespondentPools* worksheet, enter your remaining respondent pools, along with *Expected #*, *Start/Stop Date*, and *Delivery Type* (delivery type should be "2").
   a. For additional information about the information on the RespondentPools worksheet, see the Skylight/Flashlight Help page on the Skylight/Flashlight Help page for Import New Respondent Pool using Excel format (http://wiki.wsu.edu/skylightwiki/Import_New_Respondent_Pool).

step 9. On the *Respondents* worksheet, enter each participant's email address under the *Respondents/Email* column heading. The respondent pool for each participant must be listed under *Respondent Pools/Unique Name* column heading (*Delivery Type* = 2).

step 10. **Save** the Excel file when finished.
step 11. From your survey's **Respondent Pool List** page, click the **import** button.
step 12. Select **Excel File Upload**, then click **Next**.

step 13. Click **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. Click on the folder on the left that contains your survey.
step 3. Click on the title of your survey.
step 4. Click on the **Respondents** button on the left, below **Questions**.
step 5. Select the respondent pool(s) you want to send notification to.
step 6. 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. A list of metadata syntax can be found on the Skylight/Flashlight Help page for Displaying Metadata (http://wiki.wsu.edu/skylightwiki/Displaying_Metadata_in_Survey_Items).
step 7. 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 8. Click **Next** to preview your message.
step 9. Click **Send Message** at the bottom, or **Revise Message** to go back.

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

RESOURCES

- Online Surveys @ Sac State (http://www.csus.edu/atcs/tools/onlinesurveys)
- The Flashlight 2 Process (http://www.csus.edu/atcs/tools/onlinesurveys/tutorials/flo2_process).
- Skylight/Flashlight Wiki (http://wiki.wsu.edu/skylightwiki)
- Flashlight - TLT Group (http://www.tltgroup.org/Flashlight/flashlightonline.htm)