



Tracking Survey Status in Real-time at Cal State University, Office of the Chancellor

Stephanie Wolden at California State University's Office of Chancellor explains the ins and outs of web-based surveying, real-time tracking and reporting.

Q: What feature convinced you to try RideLinks' web-based software?

A: Actually, there were several features. The survey is very simple and doesn't require a lot of confidential employee information. Also, I loved being able to check survey status throughout the day. When I first sent the survey link out to employees, I could see that 100 employees responded in the first 20 minutes. We surveyed 550 altogether.

Q: Was information readily accessible to prepare for the survey?

A: Yes. We got the information from Payroll and had a couple quick conversations with RideLinks. That was all.

Q: What, if any, employee feedback did you get on the survey?

A: A couple employees emailed me saying how easy the survey was. Last year, we used another system and had problems due to the need for code numbers, and the survey was full of instructions that really slowed the process down.

Q: How was your response rate?

A: We hit 90 percent and were good to go. In previous years, we aimed for about 93 percent response, because there always would be some incomplete surveys. But RideLinks' software takes care of that automatically. All the surveys collected are complete.

Q: Were there any surprise features you hadn't expected?

A: Yes! I expected to get survey calculations back but didn't realize that I would receive a finished report on all the AQMD forms. All I had to do was sign the report, enclose a check to the AQMD and send.

Q: Do you think the service would be useful for colleges and universities?

A: Yes. The more people there are, the more automated it should be. People have to value the time saved. All I had to do was track numbers and send out reminders to non-respondents. I loved it...can you tell?!
