

How Chamberlain university increased student response rates by 90 %


Qualtrics LTI solution

Key Findings

1. By embedding the surveys as assignments in Canvas through Qualtrics LTI, the response rates increased from the mid-30% range up to 57%.

2. Despite the significant increase in responses, Chamberlain noticed a decrease in the support tickets coming in related to surveys. Improving the user experience is supported by faculty providing positive feedback on the new setup.

3. Above and beyond onboarding and customer success, delivered by a knowledgeable partner.

Started using Qualtrics LTI in

2020



The Challenge

Chamberlain University, part of Adtalem Global Education Inc., is a for-profit nursing and healthcare school offering bachelor's, masters and doctoral degree programs.

Chamberlain has close to 40,000 students, both online and on-campus with locations across the United States. Qualtrics is being used as the main platform to survey students about their learning experience and to evaluate Chamberlain's courses.

Given the number of students and many different courses (both short and long programs), distributing all those surveys and tracking submissions was a big undertaking. Chamberlain has tried different solutions in previous years to streamline this process, without getting the expected results.

Chamberlain University's main challenge was to find a scalable solution that would embed Qualtrics surveys in the Canvas LMS, whilst simultaneously giving their staff the tools to increase response rates on Qualtrics surveys.

The main objectives were to:

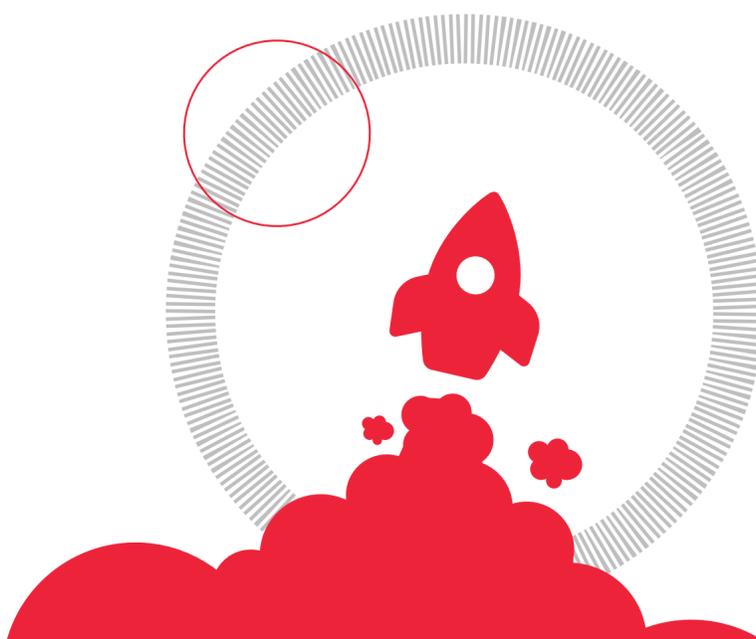
- ↳ Improve the student, faculty, and staff experience in managing and taking surveys.
- ↳ Eliminate manual efforts in emailing links and following up with students
- ↳ Increase response rates on surveys
- ↳ Ability for non-Qualtrics users to track survey completion

The Decision

While doing extensive research for possible solutions, Chamberlain's Director of Learning Technologies found Qualtrics LTI from Drieam and decided to reach out. Since Chamberlain was moving away from custom developed tools it was important to find a reliable and responsive partner to collaborate with.

From the beginning of the conversations on a possible solution there was a good match with Drieam. Matt Russo's (Solutions Manager) main reason for choosing Qualtrics LTI: "First is that your product actually works. So that's the main one, but also Drieam's willingness to help and responsiveness even in vastly different time zones was impressive"

The process started with walking Chamberlain through the possibilities with Canvas and Qualtrics by an in-house expert, which revealed some internal roadblocks Chamberlain wasn't even aware of. A relatively short and intense testing period of just a couple weeks made Chamberlain confident to start distribution through Qualtrics LTI with its biggest survey, end of course evaluation. After a successful run with this first and biggest survey, Qualtrics LTI quickly became the default way of distributing other Chamberlain surveys.





Responsiveness was one of the main drivers and then figuring out what the problems were, you know, very quickly. We knew we weren't working with people that just threw something out there and then forgot about it. Drieam was constantly updating us and was willing to make improvements on the product



Mat Russo

- Solutions Manager



The Results

Shortly after implementing the new way of distributing the end of course surveys, an increase in response rates became noticeable. Kate Hendricks (Manager, Surveying & Reporting): "Response rates increased from the mid-30 percent range to 57 percent. Which is the highest we've ever seen."

By distributing the surveys as Canvas assignments, Chamberlain staff can now track students that have completed a survey. This capability received positive feedback from faculty, who were also happy that it was right there for students in Canvas. Additionally, students were pleased that their surveys were easily accessible and they could confirm in Canvas that their responses were submitted and recorded. This is supported by the fact that even though more students took the survey, there were less support tickets coming in related to the Qualtrics surveys.

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Besides the great customer support that Drieam provided and their awesome collaboration, one thing that surprised me is that I actually ended up learning more about our Qualtrics system and some of the other applications and features available within the platform.

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Kate Hendricks

- Manager, Surveying & Reporting



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