qualtrics XM

Qualtrics Proposal

Amanda Ketay
K-12 Regional Director

479-283-9302
Aketay@qualtrics.com

DesignXM(Student, alumni, family, community, faculty) :

- 10,000 survey responses
- 3 users
- Unlimited phone & email support
- Custom branded theme
- Advanced Question types (includes all types including signature and file upload)
- Access to online tutorials/webinars
- 24/7 access to call center support
- [TextiQ](#), [StatsiQ](#)
- XM Directory- State of the Art
- Expert Review
- *SMS messaging
- FERPA Compliant
- Dashboards (role based)
- Qualitative video feedback
- Advanced quota management
- Advanced survey logic + Custom Javascript
- Advanced Stats iQ & Advanced Text iQ
- Unlimited branded themes + Vanity URL
- Expert Review - methodology, compliance & advanced response quality checking
- Crosstabs
- Conjoint (including MaxDiff)
- Dashboards
- **Digital Feedback** (see below for details)
- Automated XM solutions (20)
- Full collaboration tools
- Custom XM solution authoring2

$10,500

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Services Pricing: (one time fee paid directly to Cesa 6)

Scoping call will determine hrs needed: $200/hr

Additional Users: $500/user

**Digital Feedback:

- Always-on Feedback button
- Basic creatives (Feedback button, Responsive dialog, Guided only)
- Basic targeting logic (Page URL, IP Address, Cookie, Device Type, Javascript Expression, Page count)
- Limited Intercepts

Net 30 billing Terms

DEFINITION OF CX LINE ITEMS

qualtrics.XM

- **Survey Responses:** A survey response is any survey that is filled out and submitted, a partially submitted response can be collected and counts. The unlimited license has no cap, the other option has a cap of 40,000 responses.

- **Users:** You will have a few "brand administrator users" who will be the ones to make, create and deploy surveys. Districts also give user access to administrators, teachers, board members who need to access internal dashboards. **The unlimited license comes with unlimited users.** The limited license comes with 10 users with the option to add more for an additional cost of $500/user. .

- [Unlimited phone & email support](#)- Qualtrics has live chat, phone or email support.

- [Custom branded theme](#) -You can brand the theme with your district logo and colors.

- [50,000 SMS credits-](#) Your package comes with a bucket of 50,000 SMS credits you can use to deploy surveys via text messaging.

- [Expert review](#) - Expert review measures the quality of your survey, recommends areas for improvement and predicts the quality of data collected.

- Access to online tutorials/webinars - There is TONS of great on demand content.

- [Advanced Question Types (file upload, signature)](#)

- [Text iQ](#) & [Stats iQ](#) (see next page for more information)

- [XM Directory- State of the Art](#)- You can store operational and experience data here. Think of this like a phone book with information on students, parents, community members and alumni. This database can be leveraged to survey the community about referendums for example or message alumni about employment, volunteer and/or mentorship opportunities.

- API Access (Integration with PowerSchool)

- **Unlimited Role Based Dashboards (not public facing)**

- **Public facing dashboard: [Menlo Park](#) [Oklahoma City](#)   [Ft. Worth](#) [Duval](#)**

- **Ticketing Closed-Loop Module-** This can be used for bullying system, maintenance or IT ticketing system (see page 7)

- **Website Site Intercept Feedback -** This can route responses to the appropriate team or department in your district for you to close the loop.
[Mequon Theinsville (Ask MTSD Tab)](#)   [Alvin ISD (Let's Chat tab)](#)
[Home Depot (Feedback Tab)](#)

Description of Terms:

qualtrics textiQ™

Qualtrics Text iQ scours all your open-ended responses and sorts them according to topics and overall sentiment in seconds. Understand what matters most to parents, students and employees—all in their own words.

qualtrics statsiQ™
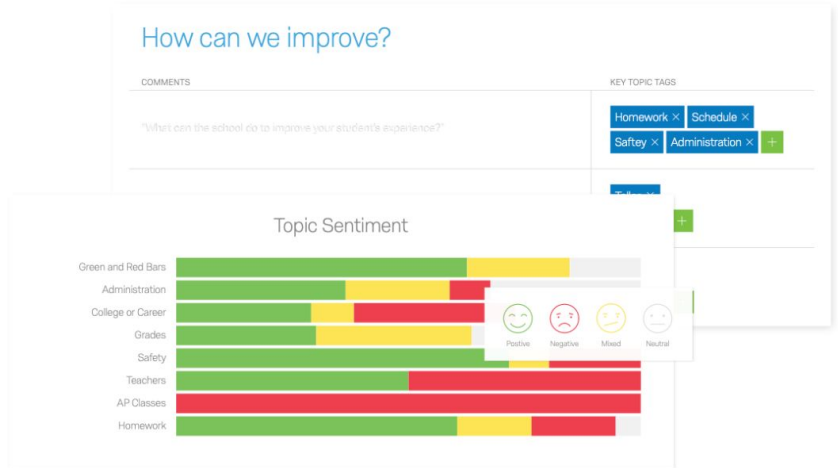
Stats iQ puts advanced analysis into your district, no statistician required. Create predictive models and uncover hidden trends, all in a few clicks and without leaving the platform.

qualtrics expertREVIEW™ powered by iQ™
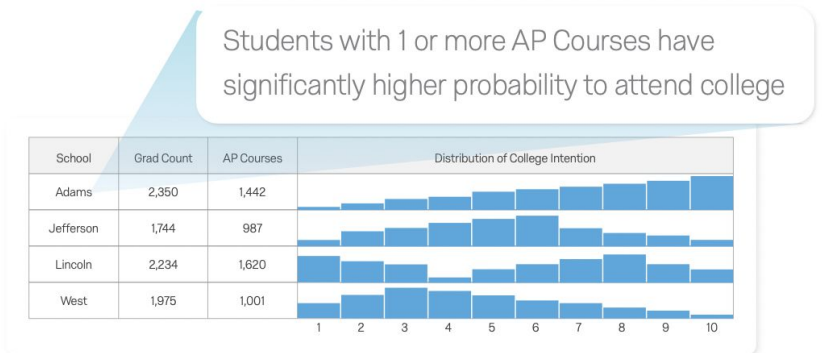
ExpertReview gives you confidence to design and launch world-class surveys with built-in Ph.D. recommendations. Get real-time recommendations about your overall survey quality and individual questions.
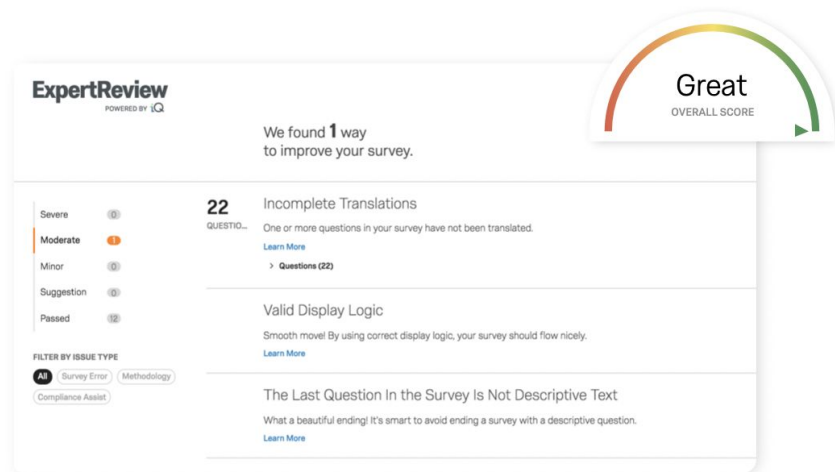
DEFINITION OF EX ITEMS (see attached PDF with more information)

- **Engagement Survey-** This survey is research backed and built around K-12 drivers to keep staff engaged, retained and happy. Survey results roll in to a real time dashboard. This is usually given a few times a year.

EX for K-12 Methodology

Qualtrics
EXM methodology™

DRIVERS OF EX FOR K-12

AUTHORITY & EMPOWERMENT
Influence over work and classroom autonomy

COLLABORATION
Social support among peers

FAMILY INVOLVEMENT
Family partnership to promote learning

GROWTH & DEVELOPMENT
Professional devt to enhance teaching

PAY & BENEFITS
Compensation that is fair and meets needs

RESOURCES
Sufficient resources to be effective

SAFETY
A safe working environment

STRATEGIC ALIGNMENT
Supportive leaders that drive quality education

WORK PROCESS
Quality of instruction & student achievement

EX KPIs FOR K-12

INTENT TO STAY

ENGAGEMENT

EXPERIENCE VS EXPECTATIONS

INCLUSION

WELL-BEING

Employee Engagement

Qualtrics offers a proven, science-backed approach to help you plan, execute, and scale your staff experience program and drive measurable results. Measure and understand key metrics to recruit and retain top talent and take targeted action to improve performance throughout the school year.

Features include:

+ Engagement survey

+ Action planning

+ Benchmarking

+ Hierarchical dashboards

+ Text analytics (Text iQ)

+ Advanced security management

+ XM Solutions (expert content and pre-configured questions & reporting for Engagement)

+ SFTP + API integrations

+ ExpertReview methodology checks

+ Omnichannel distribution

+ Single sign-on
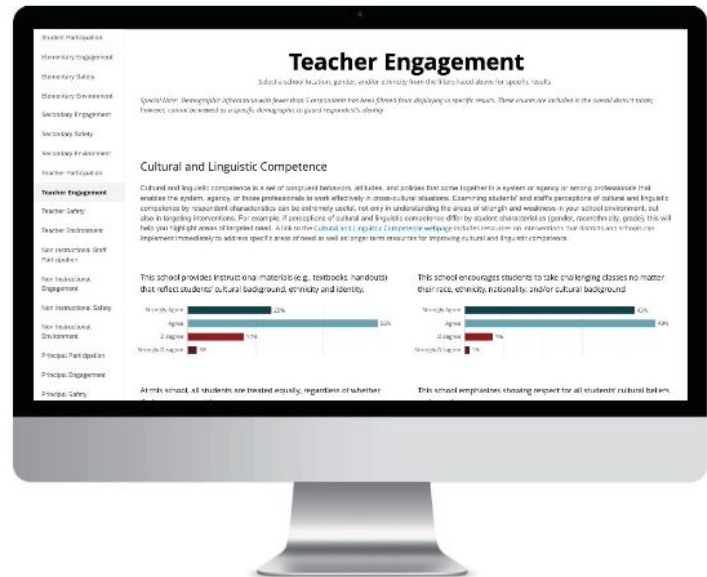
1
Measure the employee experience with a validated framework (EX25) to make more

2
Collect employee feedback and insights to pinpoint key drivers of engagement and

3
Drive strategic and everyday action that results in improvements across schools

4
Ensure a more engaged, committed workforce by identifying ways to attract, develop, and retain talent

5
Identify at-risk employee populations with low engagement and attrition issues in a single glance