



# Qualtrics - \$1,350,000 (Ongoing)

## Historical Funding Level and Purpose of the Program:

**Current (SFY 2020) funding level:** \$0 in legislative appropriation

**USBE used one-time carryover funding** \$1,052,800 for the K-12 Qualtrics pilot (*H.B. 130, 2019*)

### Summarize the purpose of this program:

- **Equitable access** to the Qualtrics CX platform for **all Utah public education students, parents, and teachers** is the focus of this request and an important part of the state’s overall strategy to foster a **system of experience data collection and stakeholder engagement**.
- Local Education Agencies (LEAs) will each have their own Qualtrics instance for local control.

## Results/Benefits of the Program:

- **Create cost efficiencies saving \$1.65M** through shared licensing, coordinated training, and reduced transitional costs among public education entities.
- Provide a robust and **secure tool** for survey and data collection.
- **Reduce redundancy** among agency surveys for LEAs by collecting data in a shared platform.
- **Reduce survey fatigue** by leveraging Qualtrics tools to reduce requests to LEA points of contact.
- **Create an ecosystem** by which the LEAs have access to their data directly to inform outcomes and increase survey participation, while still sharing relevant data with USBE through a single survey system.
- **Align all LEA’s with Utah’s institutions of higher education** which also utilize Qualtrics

## Performance Measures if \$1,350,000 ongoing is appropriated:

### Data Measures Include:

- ✓ Number of LEAs that have accessed Qualtrics
- ✓ Number of surveys/tools that are created by each LEA instance
- ✓ Presence of SIS/SSO integration for each LEA
- ✓ Number of data reports created and how often they are being accessed
- ✓ Conduct surveys to capture feedback on LEA experience with Qualtrics

## Impact if not Funded:

### Estimated Consequences:

- USBE will not be able to provide local flexibility in the state required Teacher Engagement/Exit or School Climate surveys.
- Data will be collected at the state level for aggregate data reporting
- LEAs will continue to administer separate surveys on similar topics

### Scaling Potential:

This request is not scalable. The allocation of fewer resources would not allow our agency to access the statewide pricing that is quoted in this business case.

