# How a centralized survey platform helps one of Wisconsin's most affordable colleges measure and act on student feedback

Madison College uses SurveyMonkey Enterprise to collect course feedback and create actionable change in the learning environment.

**MADISON**
**AREA | TECHNICAL**
**COLLEGE**

**500+**

Surveys per year

**~32,000**

Students on campus

THE CHALLENGE

## Identifying and combining existing survey accounts on campus

Collecting feedback from students on campus can be tricky, especially if you're not sure where to start. As the Director of Academic Assessment at Madison College, Dr. Robin Nickel knows that having a fast, consistent method to collecting feedback from students can improve efficiency and deliver powerful results.

With the goal of creating a single space for student feedback, Madison College knew it was time to move away from hundreds of individual survey accounts and bring student feedback design into one ecosystem.

The college needed a centralized survey platform that would allow easier instructor access to surveys and data as a whole.

**Dr. Robin Nickel**
**Madison College**

*"We knew we had existing pockets of individual users and team accounts. All of the accounts used our college domain name, yet we had no oversight in branding or employee verification."*

DR. ROBIN NICKEL, DIRECTOR OF ACADEMIC ASSESSMENT, MADISON COLLEGE

## Greater support for survey users and improved consistency across campus

After consulting stakeholders on campus, a team reviewed the number of individual survey accounts that existed with their domain, designed a course feedback template, and conducted a pilot workshop with SurveyMonkey to get every user onto one platform.

The result? Instead of creating individual accounts, instructors are verified upon log in and can quickly join the campus survey space, locate a template, and begin their survey design.

"Once SurveyMonkey provided us with actual counts showing user growth over seven years, we decided to capitalize on the momentum and pilot the product. Feedback was positive," Robin says.

### *"We completed an RFQ process with competitors and the clear advantage, based on our specification list, was SurveyMonkey."*



*Photo courtesy of Madison College*

*"With SurveyMonkey Enterprise, the College's brand is consistent across surveys and users have access to top quality, 24/7 customer service whenever they need assistance."*

*Dr. Robin Nickel, Director of Academic Assessment*

THE TAKEAWAY

## Improved collection of student feedback and unlocking of future insights

Throughout the year, Robin is now supporting faculty as they deploy and analyze course feedback surveys. The goal is to continue collecting anonymous student opinions to create positive change in the learning environment. Using SurveyMonkey's collaboration features, Robin provides users with templates to elicit the best response rates.

And as she supports her faculty, she receives support too!

"SurveyMonkey's robust technical support is outstanding. Responses are received quickly and the online help system is easy to follow."

**School**
Madison College

**Use case**
Course feedback surveys

**Product**
SurveyMonkey
Enterprise

**Success factor**
Quailty control and branding