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How a collaborative survey platform helps a major US college save time and improve the speed and quality of student feedback

Palo Alto College saves ~100 hours of administrative time by collaborating on survey creation and deployment using SurveyMonkey Enterprise.

ALAMO COLLEGES DISTRICT

Palo Alto College

11,000+
Responses collected annually

~100
Hours of administrative time saved

77
Departments collecting feedback

THE CHALLENGE

Finding an easy way to oversee, manage, and share survey data across campus

Collecting feedback from students can change the way staff and faculty provide services across campus. As the Director of Institutional Research, Planning and Effectiveness at Palo Alto College, George Guajardo knows that sending student surveys is critical to maximizing the impact of student services.

Since 2015, George has been tasked with developing, deploying and managing of surveys for various campus services. But as the need for feedback collection grew, it became more and more difficult for George to manage all data collection projects across the College.

He needed a comprehensive survey platform that would allow other members of his team to work on survey content while still ensuring he had proper oversight and control over quality. On top of that, survey results needed to be shared out with stakeholders quickly.

George Guajardo
Palo Alto College

"I felt the Enterprise solution would allow me to be more efficient, enabling me to focus on review and quality control, rather than project management."

GEORGE GUAJARDO, DIRECTOR OF INSTITUTIONAL RESEARCH, PLANNING AND EFFECTIVENESS

90 min

of time saved **per survey**, by using SurveyMonkey's unique results sharing functionality.

THE ANSWER

Greater control over survey data and an easy way to share results

To keep up with the demand and reduce his workload, George needed to more effectively collaborate on survey creation with other staff in his department. He saw two options: he could upgrade the College's SurveyMonkey account to give others access, or he could move to an alternative survey tool. After some testing, George quickly made his decision.

"I recently tried a different survey product just to get a sense for what else is out there. We used it for about 1 year, but at the end of the day it didn't deliver any features that SurveyMonkey didn't already offer," George says.

"SurveyMonkey really has the best value. It has all the features that other big dogs in this space have, at a fraction of the cost of it's competitors."

Photo courtesy of Palo Alto College

"We've used SurveyMonkey for as long as institution memory serves, but moving to the Enterprise plan has offered us the functionality we need to save time and ensure quality control for all college surveys."

George Guajardo, Director of Institutional Research, Planning and Effectiveness

THE TAKEAWAY

Improved quality, speed and hours of time saved

On the day-to-day, George and his team are building and deploying surveys for multiple departments across campus, helping faculty and staff collect and organize feedback. SurveyMonkey's collaboration features allow staff in George's department to help with survey creation and deployment, making the team more efficient.

George has insight into all surveys that are created, offering him a way to monitor survey quality without spending too much time. By using SurveyMonkey dashboards, George and his team can also share live results with each department using a simple link, saving hours.

"SurveyMonkey is incredibly easy to use, and overall it allows us to collect more data, quickly."

Learn more at surveymonkey.com