

Using the CEEdMA Dynamic Benchmark Repository (DBR)

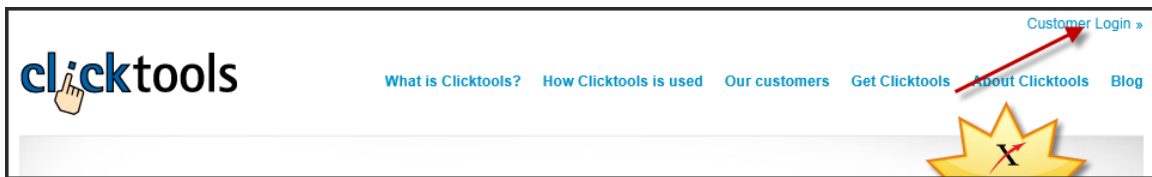
Introduction

We have now completed several surveys using DBR. The purpose of this short note is to tell you how to query the results.

Accessing the Tool

We used ClickTools to administer the survey and so you must log on to ClickTools to query the results.

Go to the ClickTools website: <http://www.clicktools.com/> and then click “Customer Login >>” in the top right-hand corner.



Enter the email address dbr1@cedma.org or dbr2@cedma.org followed by the password “Survey09”, then click “Login”. (Note the capital “S” in the password.)

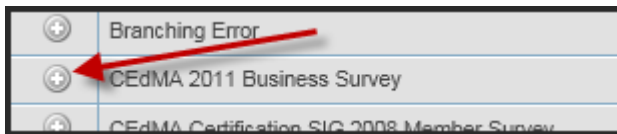


Note: Our ClickTools license allows us two concurrent users and for ease of access we have chosen to have two generic userids, which happen to be email addresses. When you login with the first ID, if you get the message “User is already logged in. Logging in again will replace the previous session.” **DO NOT CONTINUE.** Please try to login with the other userid. If you receive the same error message, then try again later.

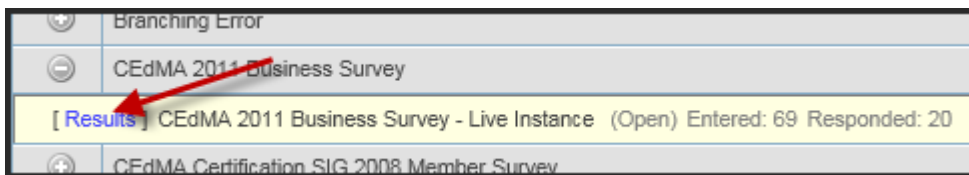
Accessing the Survey

You now see the list of current surveys.

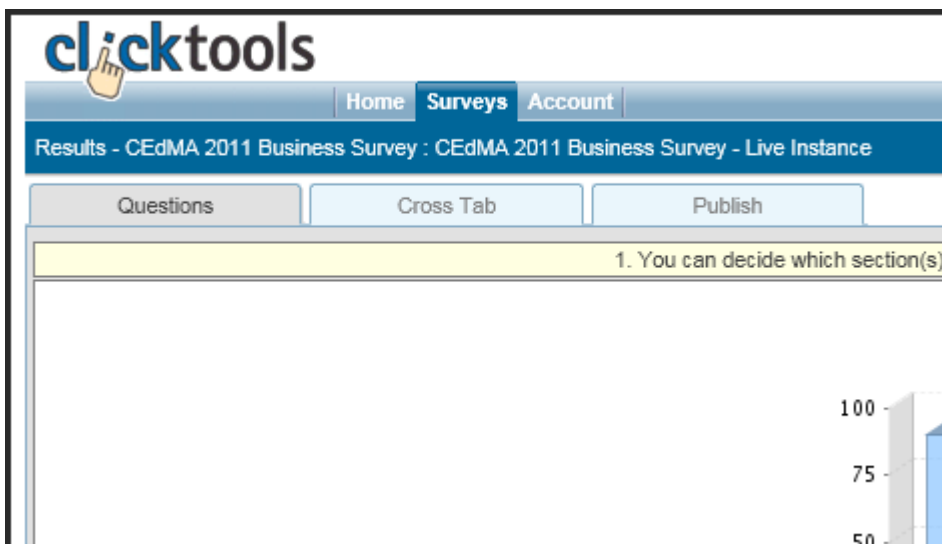
In this case, we choose “CEEdMA 2011 Business Survey”



Click on the “+” sign to expand the information about this survey.

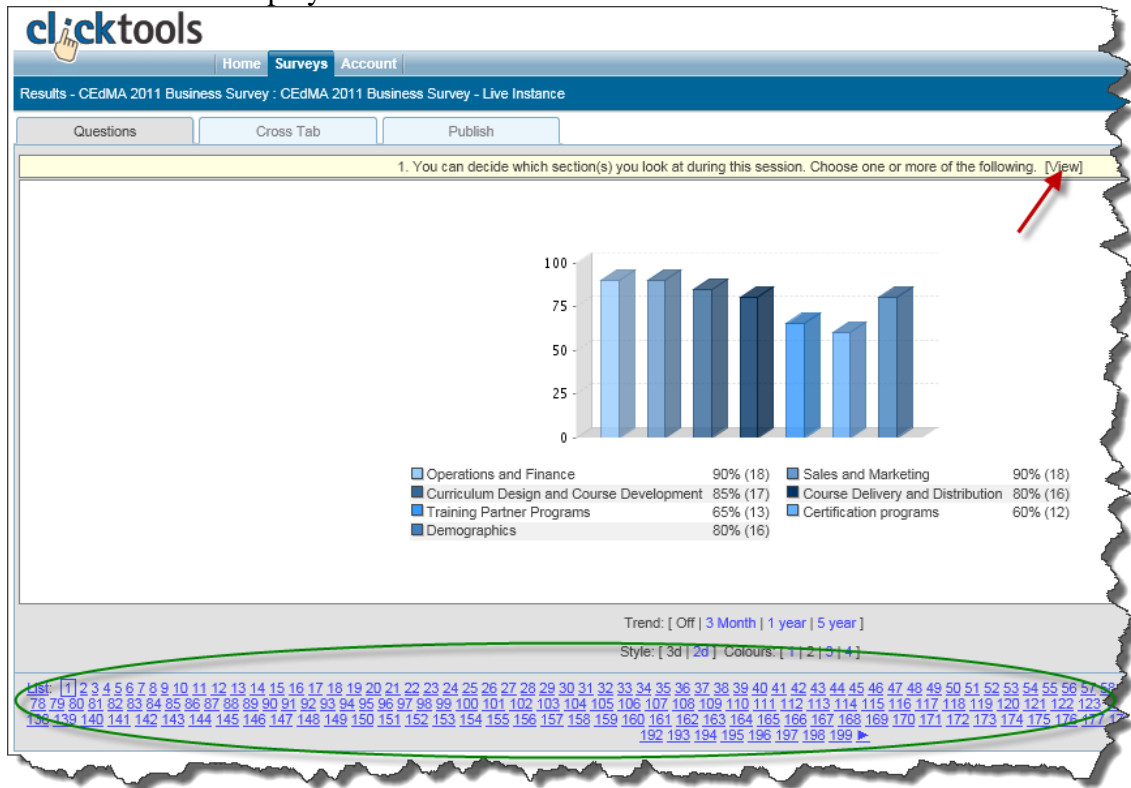


First, click on “Results”. You now have some choices about how you wish to look at the survey responses.



Survey Responses by Question

This is the default as shown above. The complete list of accessible questions appears at the bottom of the display.



Placing the cursor over a question number displays the text of that question.

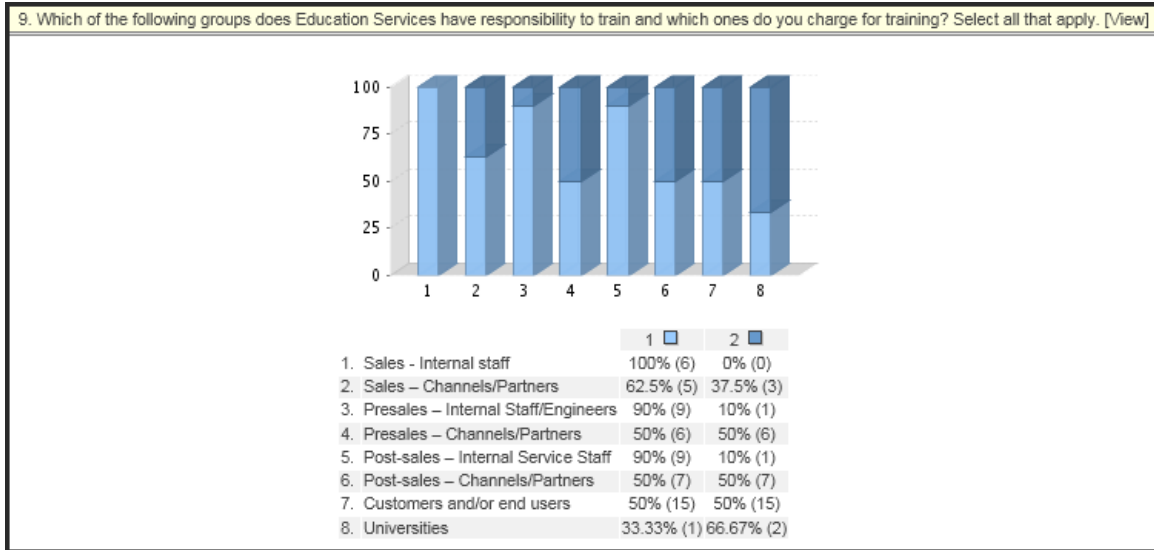
Clicking on "[View]" displays how the question was presented in the survey.

You can decide which section(s) you look at during this session.

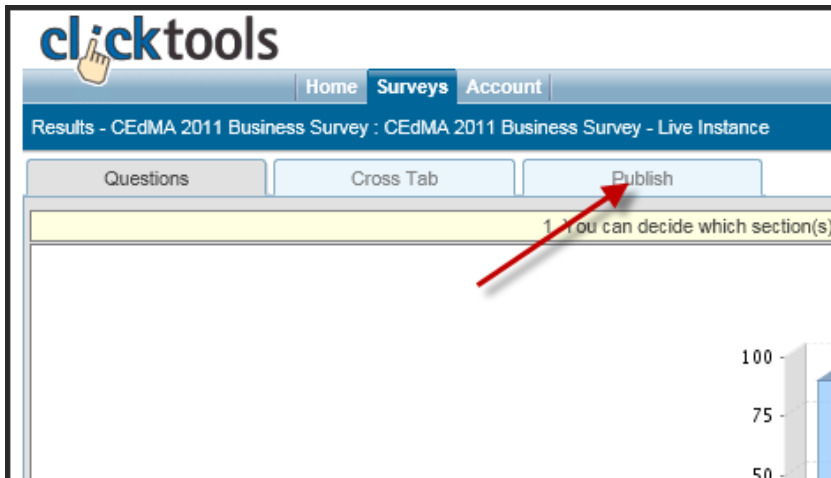
Choose one or more of the following.

- Operations and Finance
- Sales and Marketing
- Curriculum Design and Course Development
- Course Delivery and Distribution
- Training Partner Programs
- Certification programs
- Demographics

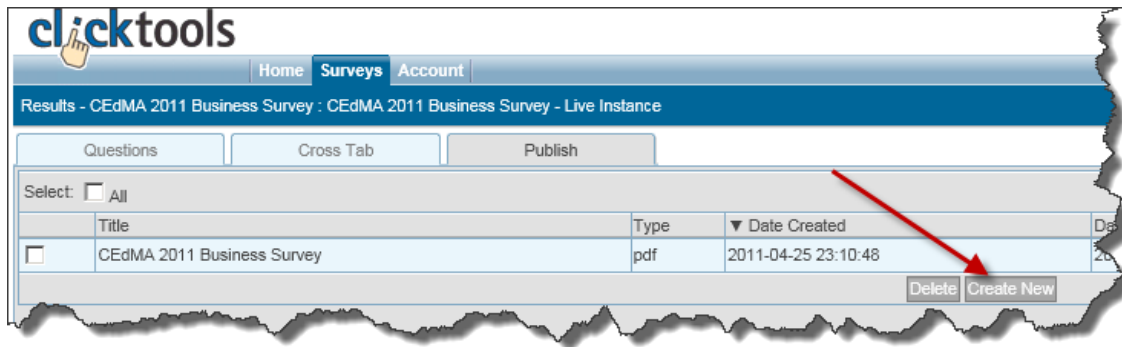
To display the results for that question, click on the question number. Here, we see question 9.



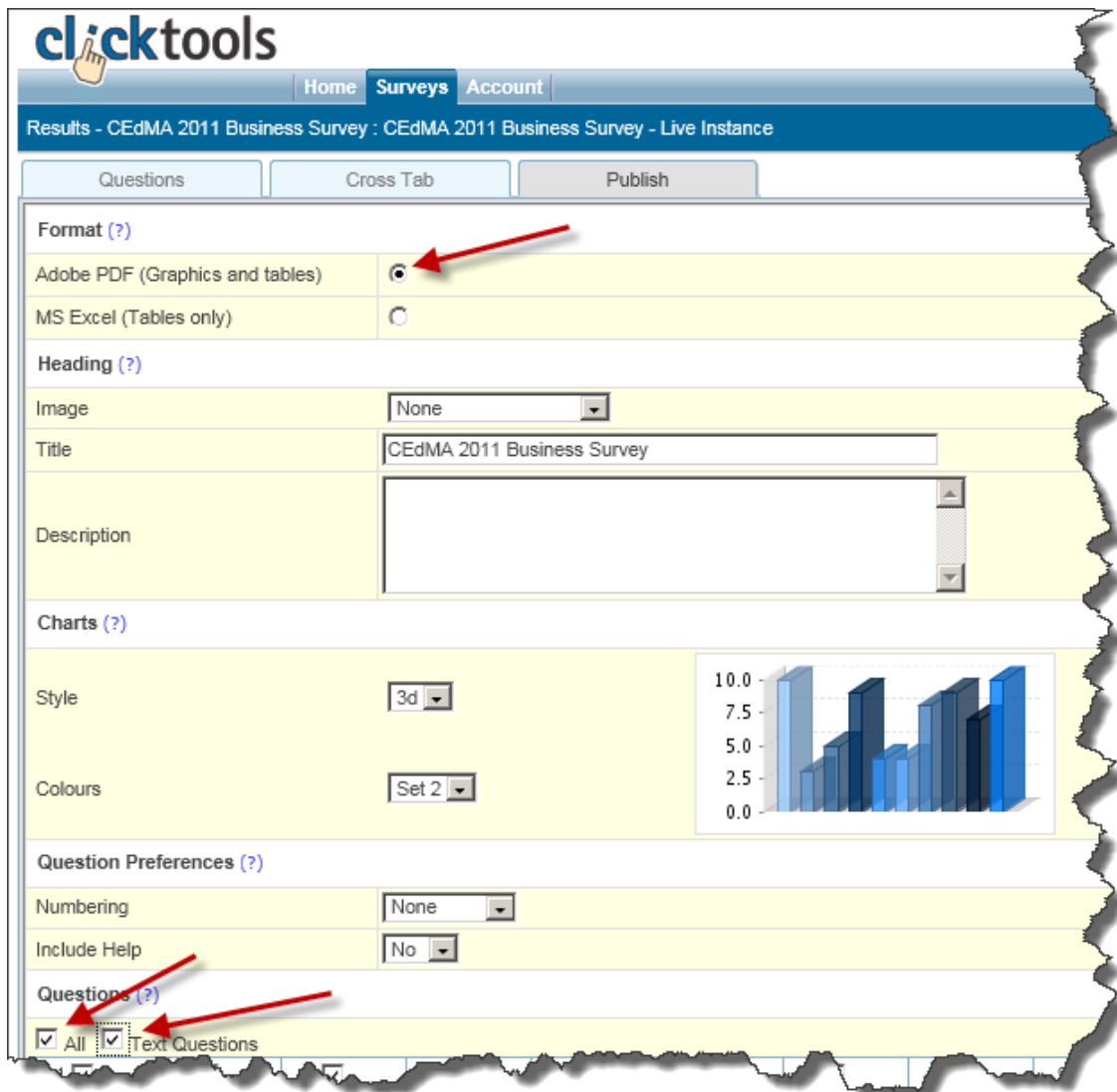
Output in this form for all questions is posted on Goldmine as a PDF once the survey is closed. This output is created by clicking the “Publish” tab.



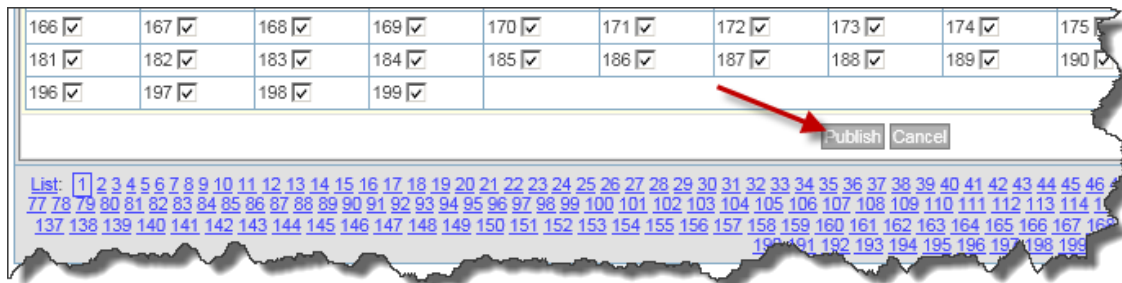
If anyone has previously published such output, it is shown in a list.



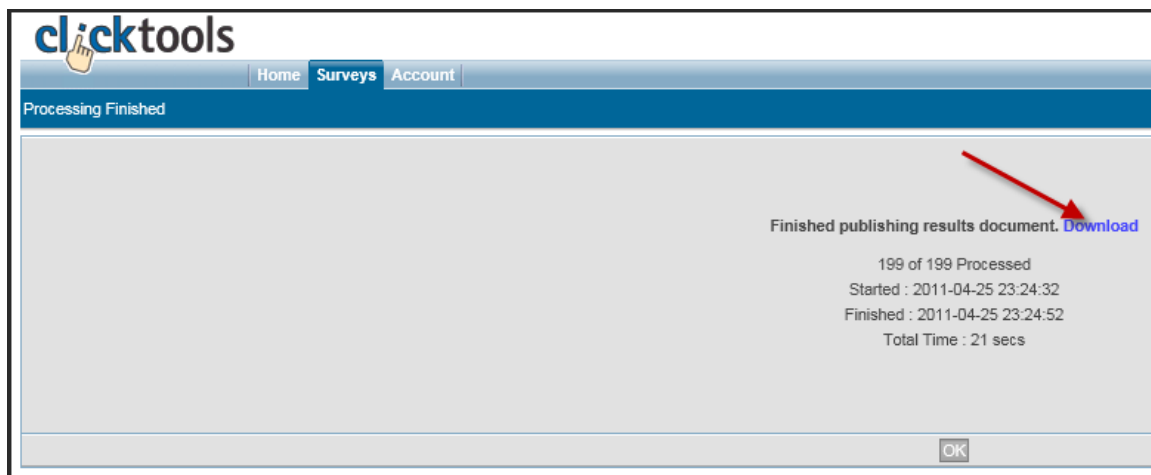
You probably want to create your own report, so click on “Create New”. This gives you the screen shown below, where you can choose PDF and “All” questions, even “Text Questions”.



Alternatively, you can choose individual questions.

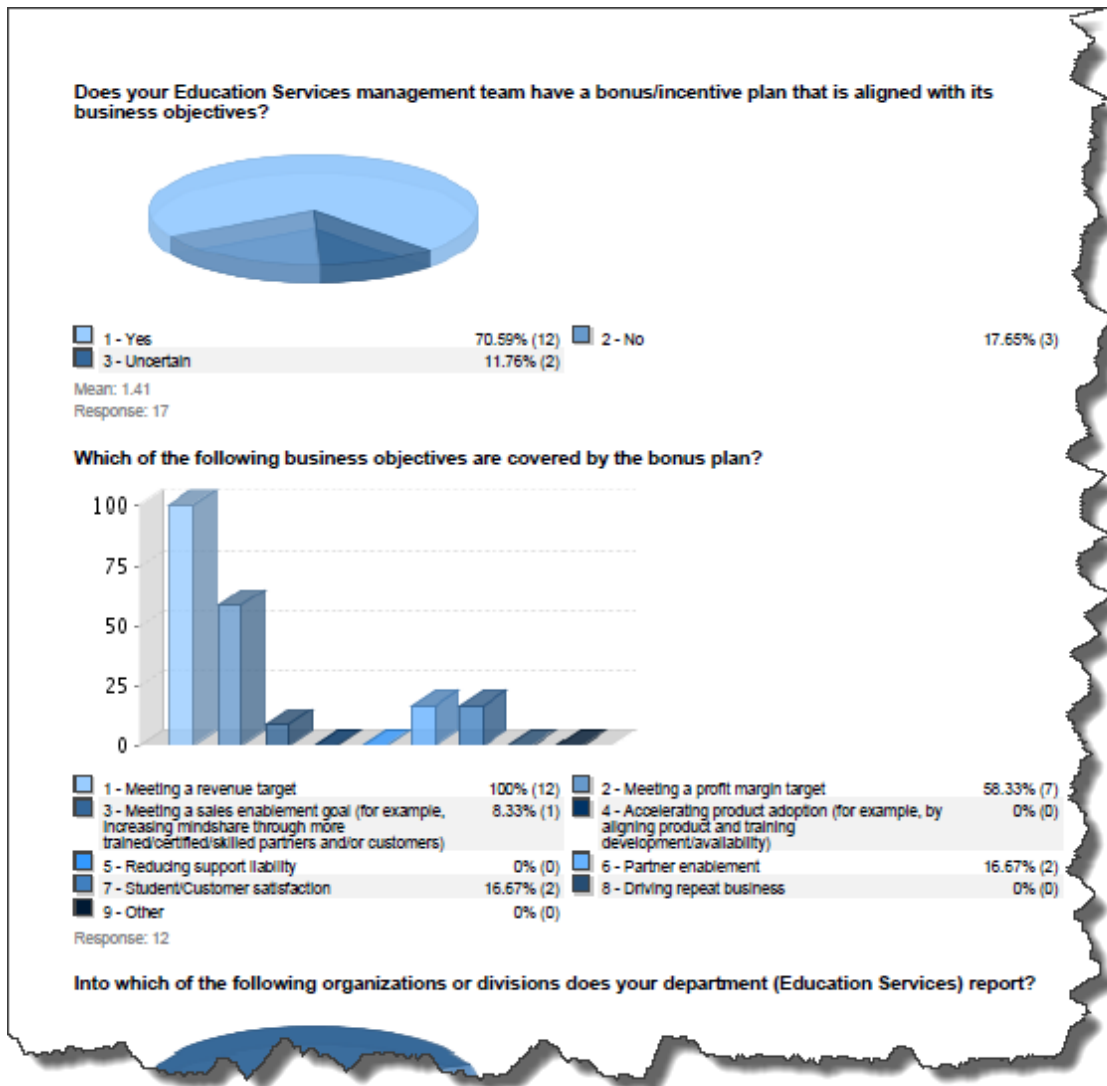


To help you decide which questions, placing the cursor over a question number at the bottom displays the text of that question. Finally, choose “Publish”.

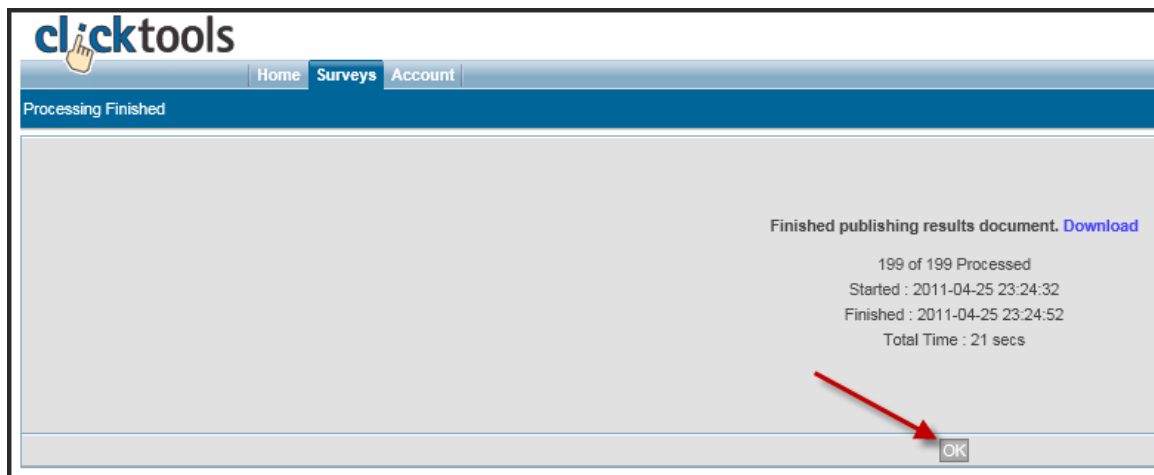


After processing has finished, click “Download” which will allow you to display or save the PDF.

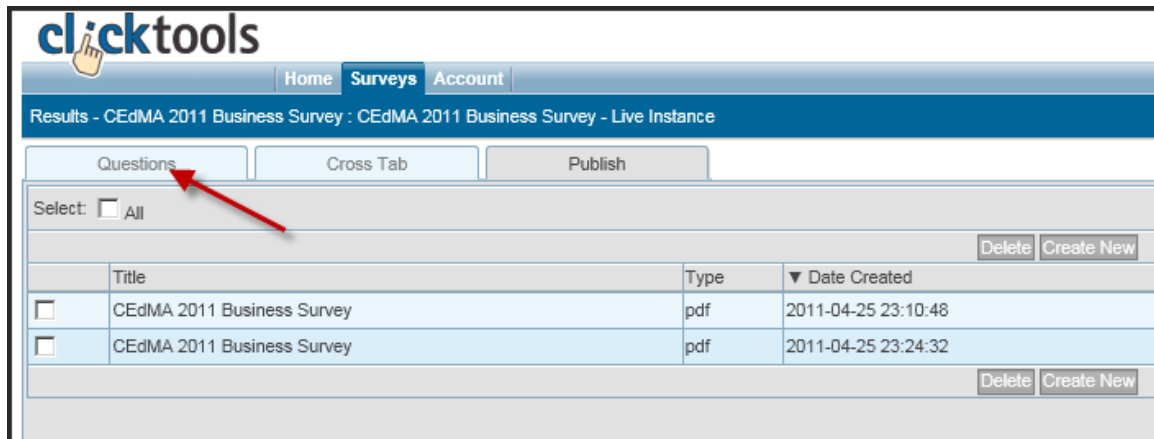
Here's the top of the second page of the PDF.



Once you have saved your PDF, click "OK".



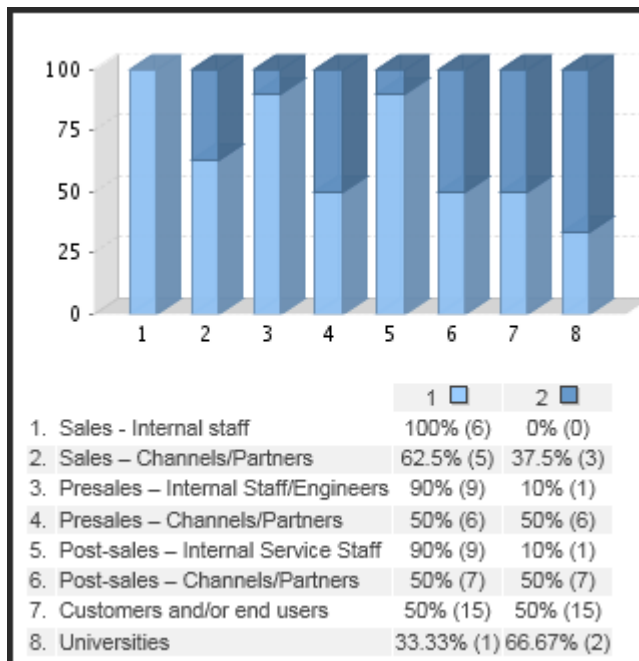
Notice that there are now two reports in the list, as you have just added one. Click on the “Questions” tab,



Survey Responses by Question with Filtering

What we’ve seen so far is how to view all responses to all questions. However, we may want to **filter** results so that we can better compare the results similar to our own company, for example.

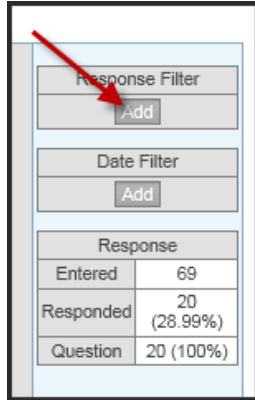
Let’s look at question 9 in this survey: “Which of the following groups does Education Services have responsibility to train and which ones do you charge for training? Select all that apply.”



Response Filter	
Add	
Date Filter	
Add	
Response	
Entered	69
Responded	20 (28.99%)
Question	17 (85%)

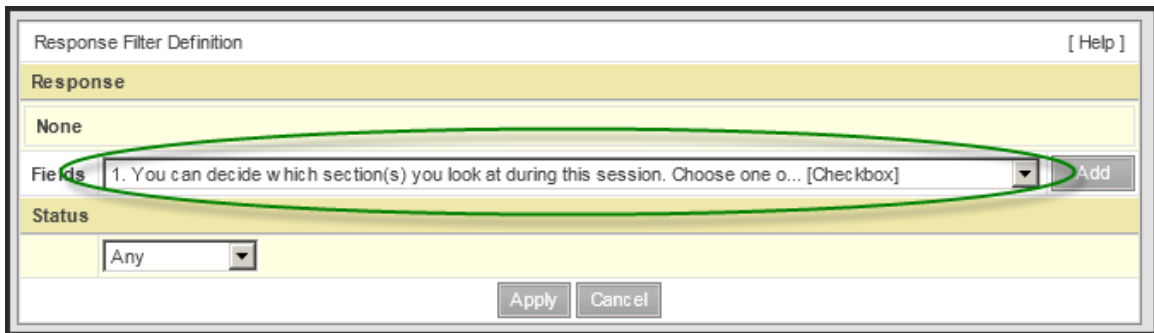
This shows us that out of 69 invitations, 20 people in total have responded and 17 to this question (9). So, let’s now add response filters so that we can break down these 17 responses.

To add “Response Filters”, first look at the right-hand side of the questions tab and choose “Add”

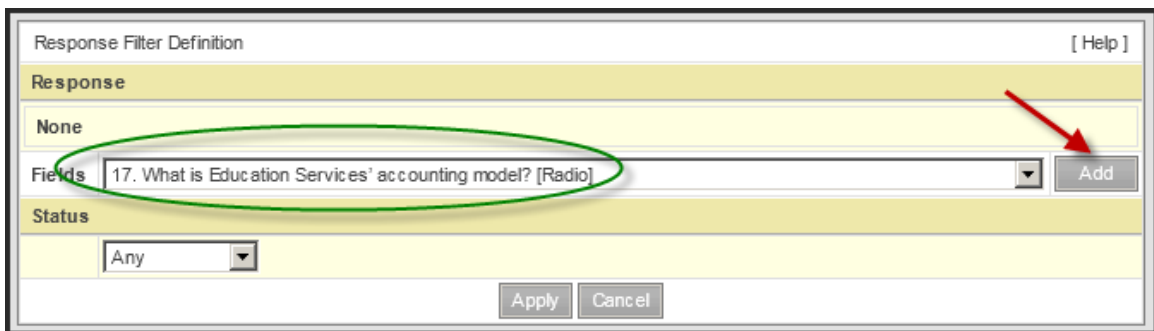


We are first going to look education businesses which have a Profit and Loss model, which is one of the answers from question 17, and then we are going to add that the education business must have a formal course delivery partner program, which is from question 135.

Choosing “Add” opens a dialogue box, which shows all the questions in a drop-down menu.

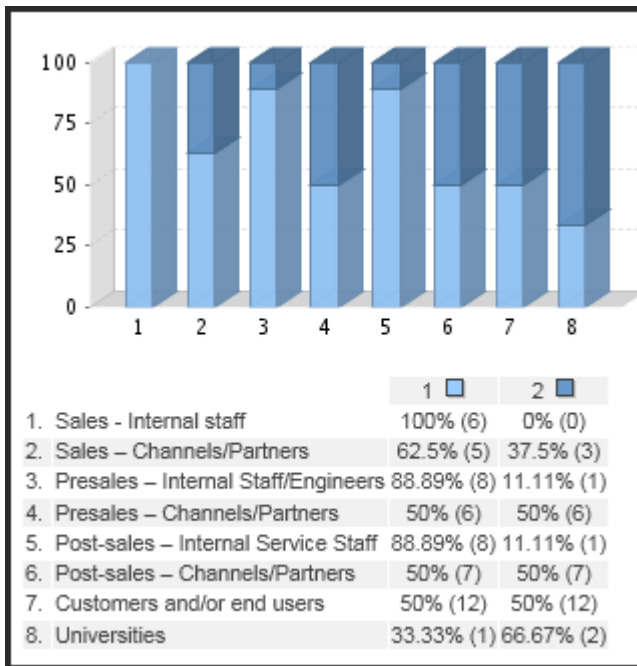


Choose question 17 from the drop-down and click on “Add”.



This adds question 17 to our filter and offers us a choice of answers for question 17 in the drop-down menu. As we want the first, Profit and Loss, we simply click “Apply”.

Here are the corresponding results, with only 14 out of 17 replies meeting this filter condition.



Response	
Entered	69
Responded	20 (28.99%)
Question	17 (85%)
Filtered	14

So, now let’s add our second condition about the formal course delivery partner program.

Choosing “Edit” opens the dialogue box again, which shows where we left off. In the same way as before, we choose question 135 from the drop-down menu, then click “Add”. The default Logic value is “OR”, so we must change it to “AND”. Finally, we click “Apply”.

Response Filter Definition [Help]

Response

1 17. What is Education Services' accounting model? [Radio]
 equals 1 - P&L (Profit and Loss) Remove

2 135. Does Education Services offer a formal course delivery partner program? [Radio]
 equals 1 - Yes Remove

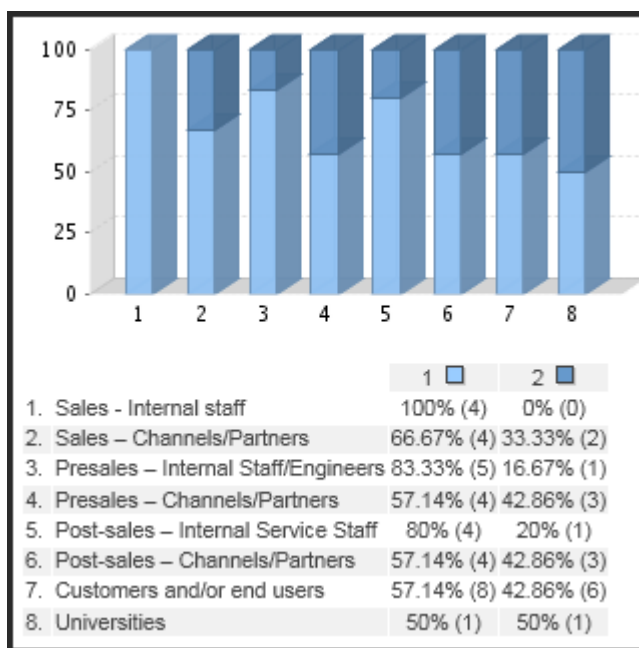
Fields 135. Does Education Services offer a formal course delivery partner program? [Radio] Add

Logic AND [Advanced]

Status Any

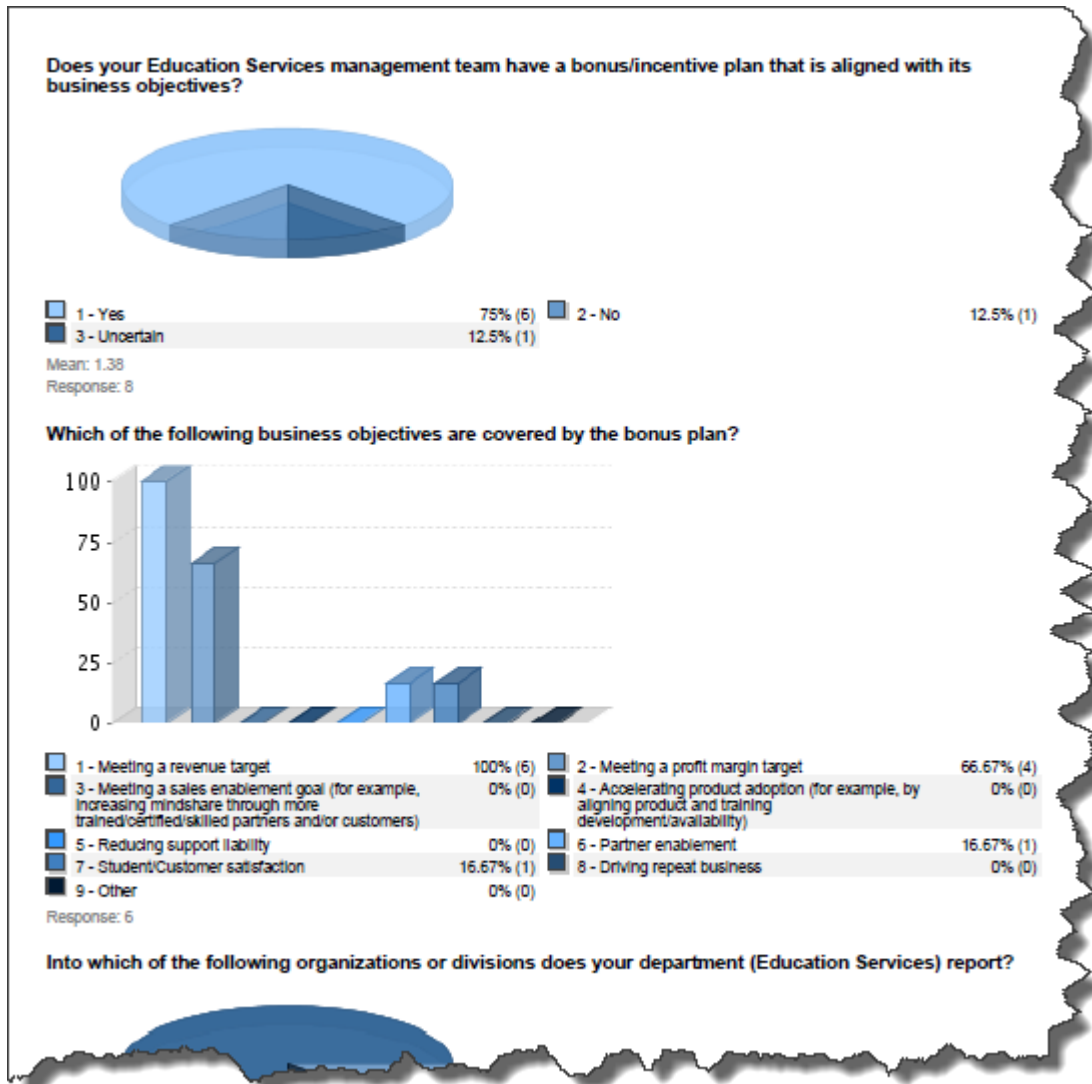
Apply Cancel

Here are the corresponding results, now with only 8 out of 17 replies meeting this filter condition.



Response Filter	
17. What is Education Services' accounting model? = [1] P&L (Profit and Loss)	
AND	
135. Does Education Services offer a formal course delivery partner program? = [1] Yes	
Edit	
Date Filter	
Add	
Save Filter	
Response	
Entered	69
Responded	20 (28.99%)
Question	17 (85%)
Filtered	8

Although we have used question 9 in our example, the filtering applies to all questions and so if we were to publish a PDF, page 2 would now look like this.



The first questions are not shown as they were simply used to validate your company

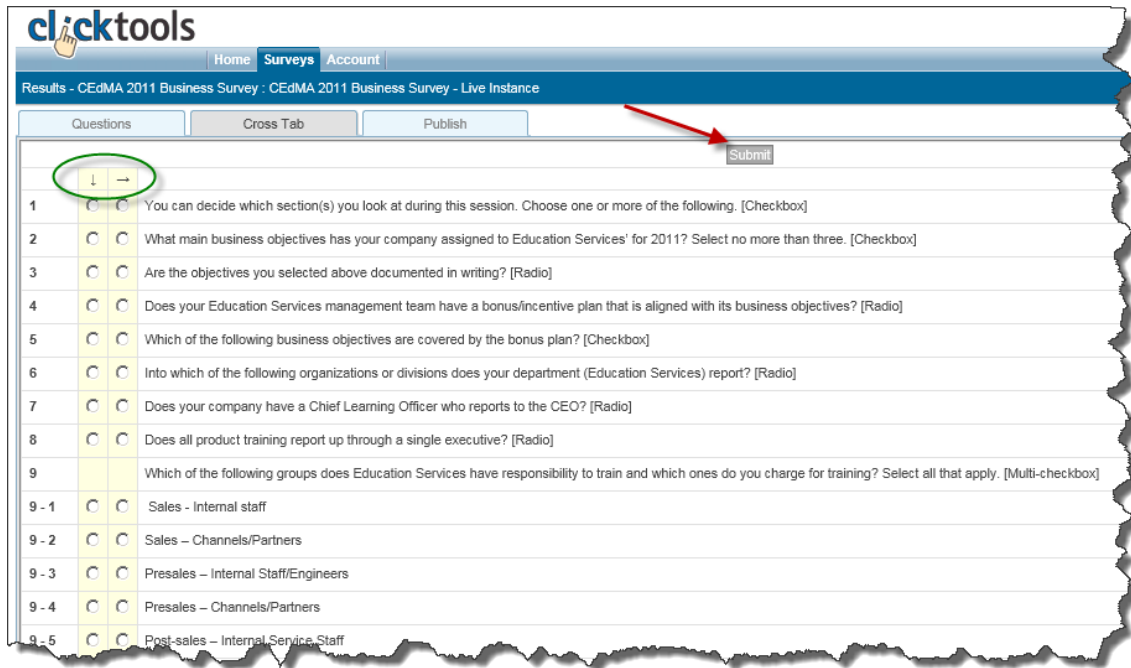
Survey Responses by Cross Tab

Using the Cross Tab feature allows you to look at almost any two questions and compare all possible answers of one vertically with all answers of the other horizontally.

So, let's look at company's core business vertically (question 187) against Education Services' accounting model horizontally (question 17).

Important: If you have been using filtering, the filters will remain on until you remove them, so if you want to cross tab across all results, remove them first (as we have done here).

First, click on the “Cross Tab” tab and in the resulting display choose the vertical (187) and horizontal (17) questions, before clicking on “Submit”.



This results in the following cross tab report.

187. What is your company's core business? [Change]		17. What is Education Services' accounting model? [Change]					
		P&L (Profit and Loss)	Cost Recovery	Cost Center	Hybrid P&L/cost structure by sub-function	Uncertain	Total
Software		100% (6)	0% (0)	0% (0)	0% (0)	0% (0)	6
Hardware		0% (0)	0% (0)	100% (1)	0% (0)	0% (0)	1
Software and hardware		100% (3)	0% (0)	0% (0)	0% (0)	0% (0)	3
Software as a Service		100% (1)	0% (0)	0% (0)	0% (0)	0% (0)	1
Hybrid of Software as a Service and Software		100% (1)	0% (0)	0% (0)	0% (0)	0% (0)	1
Telecommunications/Network Services		0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0
Medical/Biosciences		0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0
Professional Services		0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0
Education Services		0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0
Other		0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0
Total		11	0	1	0	0	12

Correlation Coefficient: -0.037397876
Export: PDF

Note the following:

- Only 12 people answered both questions
- The only Cost Center is the only “Hardware Only” company
- All Software companies of whatever type are Profit and Loss.

Note that for all of these, you can choose to export the results by clicking on “PDF”.

When you are finished

Please click on “Logout” in the top right-hand corner when you are finished, as someone else may be waiting to browse the results.