CLARUS
corporation
unique institutions | unique solutions

proposal

TO: Patti Marcotte
Communications Coordinator
ACCCA

FROM: Kathi J. Swanson, Ph.D.
President
CLARUS Corporation

SUBJECT: Proposal For Salary Survey

DATE: May 14, 2014

Patti,

Thank you for your patience with us for development of this proposal. What took us so long was trying to find a solution so that you have more flexibility to do the survey yourself, and more options for the reporting. We have located software with an annual subscription cost that is very reasonable. We would set up the database and the initial survey and work with you on the administration this fall, and then train you to use it. From that point on, you will have major flexibility in conducting the survey and reporting results.

In this document, I have provided an outline of what I believe it will take to get you set up and functioning. If you have any questions, please feel free to call me at 308.760.5411.

Sincerely,

Kathi J. Swanson, Ph.D.
President
kathi@claruscorporation.com
308.762.2565 x 100

1

WORK PLAN

As a service to members, ACCCA annually conducts a salary survey of its member colleges and districts. For the past few years, ACCCA has contracted with a vendor to assist in the annual salary survey. The vendor created a proprietary survey, which only the vendor can edit and report results. This has limited the ability of ACCCA in both administering the survey and reporting results. The goal of this proposal is to provide ACCCA much more flexibility in administration and reporting, reducing reliance on a vendor, and reducing cost for the survey.

In preparation for this proposal, CLARUS Corporation has examined eight survey software packages that can be purchased on an annual subscription basis. All of these surveys allow for pre-population of data into a form, and the end user can then edit the information in the form. After viewing demonstrations of the software, CLARUS Corporation is proposing that Snap Surveys (http://www.snapsurveys.com/) be utilized as the software for the ACCCA survey (a summary sheet for Snap Surveys is included at the end of this proposal). CLARUS Corporation can assist ACCCA in setting up the software for the first survey using the Fall 2013 data, assist in administering the Fall 2014 survey, set up the reporting function, and then train the ACCCA staff to conduct the 2015 survey without any assistance from CLARUS.

The following matrix outlines the tasks that would need to be accomplished for ACCCA to control and manage their own salary survey:

- Database Development
  CLARUS Corporation would extract the 2013 salary survey databases from the Excel sheets for Colleges and Districts and reformat the information into one database that will allow the surveys for each of the Colleges participating to be automatically pre-populated with the data from the previous year. Once this database is developed, additional years will be kept in the same database allowing ACCCA to run historical trends and charts and graphs on changes over the previous years.

- Software Setup
  ACCCA will purchase a one-year license for Snap Surveys. The annual cost is $660 for a one-year subscription which allows for one researcher login and one client login with up to 1,000 responses annually. This license provides for unlimited surveys, so it would allow ACCCA not only to do the annual salary survey but also a few quick surveys on other topics, if desired.

  CLARUS Corporation will utilize the researcher login to design the survey to work with the database and prepopulate the 2014 ACCCA Salary Survey. This will require CLARUS to program a new survey and then do the linking with the 2013 salary data. This will actually be the most

complex part of the project. After completing the survey, CLARUS will test the survey to assure ACCCA that it is working as intended and that the functionality is as needed.

- 2014 Administration/ Reporting
  After the software is programmed and the survey set up, CLARUS will work with ACCCA to establish the email list for the administration. After the email invitations are sent, ACCCA will be able to monitor the surveys as they are completed, and see who has not completed, all by logging into the software. After all surveys are completed, CLARUS will work with ACCCA to set up the reporting tools to provide ACCCA the reports needed for disseminating the survey results to its membership in easy-to-read and pdf reports; all results can be customized. Here is an example of a case study Snap Surveys provided that is similar in scope to the needs of ACCCA:

Nationwide Satisfaction Survey

The **British Holiday & Home Parks Association** (BH&HPA) is a membership serving and representing the interests of the British parks industry.

The Challenge

The BH&HPA wanted to offer its 2000 members a customer satisfaction survey. The survey would be continuously available online and on paper, and participating parks would receive reports every month.

The Solution

Our feedback system requires no intervention from the BH&HPA. Online replies are collated automatically, and paper survey replies are input by the managing park. Participating holiday parks are emailed a personalised report each month.

Each report contains:

- Park specific analyses including narrative with summary tables, charts and comment lists.
- Benchmark comparisons between that park's performance and other similar parks.
- Benchmark comparisons of performance for current month vs the equivalent period last year

Additional features of the feedback system:

- Unfavourable comments are instantly emailed directly to the relevant park.
- Parks can update their survey to reflect changes in facilities offered.
- Parks can opt-out for periods during which they are closed.
- If a park receives too few responses an abbreviated report is sent.

BH&HPA offer the survey for free although there is great potential to charge for the service.

- Training
  After the system is in place and the 2014 Salary Survey is completed and disseminated, CLARUS Corporation staff will train the ACCCA staff in how to use the Snap Survey and create their own 2015 annual survey, as well as utilize the reporting functions.

TIME FRAME

Upon approval of the project scope, CLARUS Corporation proposes the following timeline for completion of this project:

May 2014	ACCCA purchases the software license
	CLARUS creates database from 2013 data to populate the 2014 Salary Survey
June 2014	CLARUS sets up and tests the 2014 Salary Survey
	ACCCA tests the salary survey
Fall 2014	Administration dates to be determined by ACCCA
	CLARUS assists in administration and reporting
Winter 2014	Training for ACCCA staff

COST

For the assistance described in this proposal, the following costs are proposed:

ACTIVITIES TO BE CONDUCTED	COST
CLARUS work described in this proposal: • Database development • Software set-up • 2014 Administration/ Reporting • Training One-time cost to ACCCA paid in two installments; first half upon project start and half upon completion	$7,500.00
ACCCA pays annual subscription for Snap Surveys	$ 660.00

Snap – The Complete Survey Software

Online, paper, mobile and kiosk surveys

Surveys in any language

Powerful analysis and reporting

Two way integration with your database

Certified data security

Request Demo & Pricing (/get-started/)

✕ Create	✔ Collect	▮ Analysis	🔒 Security	🛟 Support

Create Unique Survey Experiences

Do more than simply ask questions. With more advanced and flexible features than you'll find anywhere else, Snap brings a tailored and unique survey experience to each participant.

- Engage participants with visual and interactive questions (/survey-software/interactive-questions/)
- Create enjoyable surveys with dynamic content (/survey-software/dynamic-questionnaires/)
- online and paper surveys with your database data
- Survey templates for any format, including scanning

Features +

View Sample Surveys › (/survey-software/sample-surveys/)

Collect Replies Anytime, Anywhere

An automated, efficient and enjoyable survey experience for you and for survey participants - online, on paper, and on the move.

- Online surveys (/survey-software/online-surveys/) for smartphones, tablets or desktop
- Scan paper replies (/survey-software/paper-surveys/) accurately and quickly
- Uninterrupted mobile interviewing (/survey-software/snap-mobile-anywhere/) - even in Wi-Fi black spots
- Manage survey schedules online, including invites and panels

Features +

Powerful Analysis and Reporting

Data analysis can be daunting, even for experienced researchers. Snap Survey Software includes innovative reporting and analysis tools that help you obtain the insight you need.

- Produce dynamic and flexible Smart Reports (/survey-software/smart-reports/)
- View an instant summary of survey results
- Simplify your data with Snap's suite of Analysis tools (/survey-software/analysis-tools/)
- Share analysis and reports (/survey-software/survey-reports/) on and offline

Features +
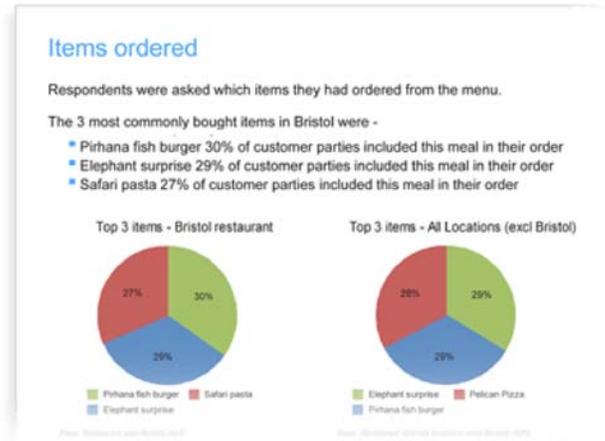
Security You Can Rely On

Our software and systems are certified to the highest possible standards, so you can be sure your data is safe with us.

- ISO/IEC 27001 certified (/survey-software/security-accessibility-and-professional-outline/)
- Run online surveys from your own server
- Data encrypted throughout the survey cycle
- SAS 70 / SSAE 16 certified (/survey-software/security-accessibility-and-professional-outline/) data centres in the US and UK

Features +

Support When You Need It

We know your survey project is important. That's why our friendly, based support teams are only a phone call away.

- based tech support by phone or email
- Face-to-face (/training/) or online training (/training/)
- Webinars, videos, worksheets and user forum

Features +