

# Survey Planner

Create a online survey.

Please submit your completed form to [setonhall.mojohelpdesk.com](http://setonhall.mojohelpdesk.com).

**Your Name and E-mail:**

**Promotion Name:**

**Client (Department or Office):**

**Launch Date:**

**Close Date:**

<b>Seton Hall University</b>		Search: <input style="width: 100px;" type="text"/>
<a href="#">About SHU</a> <a href="#">Admissions</a> <a href="#">Academics</a> <a href="#">Offices &amp; Services</a> <a href="#">Athletics</a> <a href="#">News &amp; Events</a> <a href="#">Catholic Mission</a> <a href="#">Give to SHU</a> <a href="#">Alumni</a>		
<b>Title:</b>		
<b>Introductory Text:</b>		
<b>Question:</b>	<b>Required:</b>	<b>Type:</b>
1. <input style="width: 95%;" type="text"/>	<input type="checkbox"/>	<input style="width: 95%;" type="text"/>
2. <input style="width: 95%;" type="text"/>	<input type="checkbox"/>	<input style="width: 95%;" type="text"/>
3. <input style="width: 95%;" type="text"/>	<input type="checkbox"/>	<input style="width: 95%;" type="text"/>
4. <input style="width: 95%;" type="text"/>	<input type="checkbox"/>	<input style="width: 95%;" type="text"/>
5. <input style="width: 95%;" type="text"/>	<input type="checkbox"/>	<input style="width: 95%;" type="text"/>
6. <input style="width: 95%;" type="text"/>	<input type="checkbox"/>	<input style="width: 95%;" type="text"/>
7. <input style="width: 95%;" type="text"/>	<input type="checkbox"/>	<input style="width: 95%;" type="text"/>
8. <input style="width: 95%;" type="text"/>	<input type="checkbox"/>	<input style="width: 95%;" type="text"/>
9. <input style="width: 95%;" type="text"/>	<input type="checkbox"/>	<input style="width: 95%;" type="text"/>
10. <input style="width: 95%;" type="text"/>	<input type="checkbox"/>	<input style="width: 95%;" type="text"/>
<b>Options:</b>		
<b>Thank You Text:</b>		

## Notes or Special Instructions:

### Instructions

1. Required fields have **red** labels.
2. Complete all required fields. The request will be returned to you otherwise.
3. Submit the completed form to [setonhall.mojohelpdesk.com](http://setonhall.mojohelpdesk.com) along with any artwork or photography. Do not e-mail the files.

### Limitations

1. The vast majority of surveys are posted within 5 business days, but we request that you schedule the work 6-8 weeks in advance. If this survey is part of a broader marketing campaign, it will likely take longer to produce all the components of your campaign.
2. Even if you are only considering a landing page at this point, please submit your request as soon as possible so that the Web team can reserve production time for your campaign. The earlier you submit the request, the more likely the Web team can accept your campaign. **You should request a landing page at least 6-8 weeks in advance. Please submit a request at [setonhall.mojohelpdesk.com](http://setonhall.mojohelpdesk.com) as early as possible.**

### Required Field Descriptions

- **Title:** the title of your survey
- **Introductory Text:** copy used to open or explain the survey.
- **Question:** the survey question.
- **Required:** whether the question is required.
- **Type:** whether the question is true/false, multiple choice, ranking, essay, etc.
- **Options:** the individual selections in a multiple choice or ranking question.
- **Thank You Text:** copy used to close out the survey

### Frequently Asked Questions and Common Scenarios

#### How do I put bold, italics, links and other formatting in the Introductory and Thank You text of my survey?

Text can be formatted through normal formatting commands, such as Control+B or Control+I for bold and italics, resp. Macintosh users can use Command (the apple key) plus the appropriate key. You can also draft your content in Microsoft Word and paste into the appropriate field. **Please note that links will not be preserved.**

To include a hyperlink, quote the text you want linked and type or paste in a URL after it. Example:

'Seton Hall University' <http://www.shu.edu> is 14 miles from New York City.

This statement would appear in final form as: "[Seton Hall University](http://www.shu.edu) is only 14 miles from New York City." Note that only the **Policy** field can display links.

#### What if I have more than 10 questions?

Fill out a second survey planner. Use the title field to indicate the cardinality of the question set, e.g., "Employee Picnic Survey (questions 21-30)."

#### How do I create a multi-channel campaign?

If you want your survey to be the destination in a multi-channel campaign, i.e., links to the page through site promotions, e-mail campaigns, online advertising or other acquisition channels, you need to contact the Web team to obtain the necessary forms. Multi-channel campaigns are relatively easy to plan and complete, but you'll need to give us advanced warning so that we can reserve production time for your campaign.

When you create a ticket for your site promotion (at [setonhall.mojohelpdesk.com](http://setonhall.mojohelpdesk.com)), specify that you would like to create a multi-channel campaign.

#### How do I handle a special request you haven't covered?

Type the request in the **Special Instructions** field. If we have questions or can't accommodate you, we will contact you.

**Please submit your completed form to**  
[setonhall.mojohelpdesk.com](http://setonhall.mojohelpdesk.com).