

FEEDBACK—FROM CUSTOMERS, EMPLOYEES, STUDENTS, FACULTY, AND OTHERS—IS THE KEY TO YOUR ORGANIZATION'S CONTINUED SUCCESS. SURVEYTRACKER PLUS® IS THE PERFECT SURVEY SOLUTION FOR DELIVERING PROFESSIONAL RESULTS. SURVEYTRACKER PLUS USES SCANTRON TECHNOLOGY TO DESIGN, PRINT AND SCAN SCANNABLE FORMS.

Versatility is the key to higher response rates

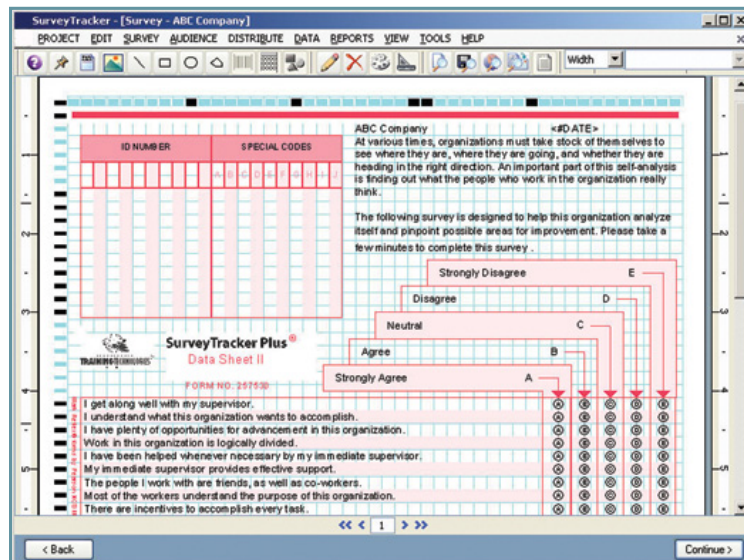
The key to a higher response rate is the ability to reach more respondents. SurveyTracker Plus unlocks this potential by providing various ways to distribute your survey and combine the results.

Distribution methods supported include:

Scannable Paper Surveys: Use Standard forms purchased or printed at Scantron. Or use the optional PrintFlex/ScanFlex Add-On Component and print your forms using plain white paper purchased from a local supplier.

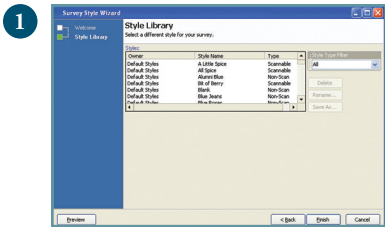
Survey-by-Disk: Surveys placed on a network or USB drive and passed to respondents.

Paper Surveys: Printed surveys for users without scanners.

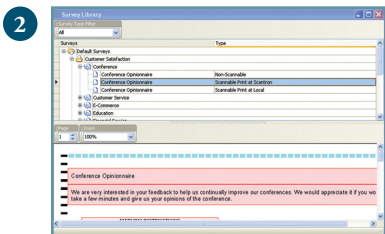


EXAMPLE OF A STANDARD SCANNABLE FORM

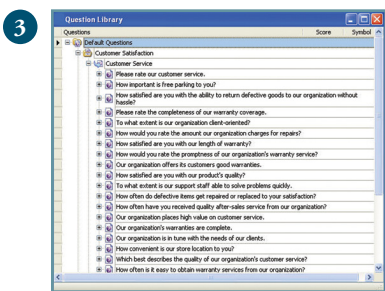
The Survey Design screen displays your survey form exactly as it will look to your respondent.



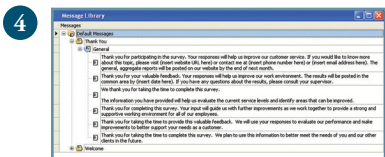
1 SELECT A STYLE THAT COMES IN THE LIBRARY or a style you have created and, instantly, all of the survey layout work is done for you.



2 This example shows how a scannable survey can be stored in the Survey Library and used again at a later time--no need to start from scratch!

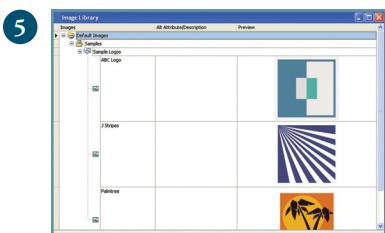


3 The Question Library is a great place to store individual questions and scales you use often.



4 THE MESSAGE LIBRARY STORES NOTES AND OTHER MESSAGES YOU USE OFTEN.

This time-saving tool alleviates the need to rewrite the same text from scratch each time you need it.



5 The Image Library is a convenient way to store your images for easy access.

Designing your survey doesn't get any easier... or faster.

Survey Design features include:

- On-screen design of scannable forms using custom or standard Scantron forms.
- A wide variety of scale choices with multiple scales per question and up to 300 choices per scale and up to six scales per question.
- Support for single-bit languages such as French, Italian, Spanish, and German.
- Hidden questions with support for pre-defined response data collection.
- N/A and "Other" responses so you can gather more detailed information.
- Branding of your survey.
- Draw and place circles, polygons and lines throughout the survey.

Save valuable time by storing survey content you use frequently.

SurveyTracker Plus supports a variety of libraries that accelerate the development of your survey. SurveyTracker is loaded with content or you can create and add your own.

The **Style Library** stores Survey Style Templates for fast survey design. (See image 1)

The **Survey Library** stores entire surveys—both custom and standard forms—and their styles. (see image 2).

The **Question Library** stores frequently used questions and scales (see image 3).

The **Message Library** stores notes such as instructions, report conclusions, thank you and welcome messages (see image 4).

The **Image Library** holds all of your images, logos, and graphics (see image 5).

The key to a successful survey is how easy it is to manage and reach your audience.

The Audience List is your list of potential respondents that can be entered manually or imported from delimited text, Microsoft Excel, Microsoft Access, and more. The audience list lets you "pre-slug" details, including the Respondent ID, from your audience list onto your scannable forms.

The audience is a fully functional list of respondents with support for up to 200 customizable fields. Each field can include demographic information which eliminates the need to add these questions to your survey. Responses are linked to the respondent.

The audience list is optional or surveys can be completely anonymous. (see image 6).

Survey Sampling

SurveyTracker Plus can simplify distribution by generating a random Sample of your complete audience list. Additional methods include Systematic, Cluster, Stratified, and Complete sampling.

Add-On Components add extra capabilities when used with SurveyTracker Plus.

Course Evaluation Add-On Component:

Automates the development of meaningful and informative reports for each class or instructor.

360 Degree Evaluation Add-On Component:

Automates many of the more advanced 360° evaluation processes. Allows the user to set up unique evaluation teams for customized evaluation reports for each person evaluated.

PrintFlex/ScanFlex Add-On Component:

Print scannable forms on plain paper from Scantron or your local paper supplier.

SurveyTracker Plus has the following requirements:

- IBM PC or compatible with at least an Intel Pentium 4 processor
- 2GB of RAM minimum, 3GB or more recommended
- At least 1GB RAM (2GB or more is strongly recommended)
- Microsoft Windows XP, Vista or 7
- At least 200MB of hard disk space. Additional drive space may be needed; dependent on the number and size of survey projects.
- At least a 24x CD-ROM drive
- Monitor resolution of at least 800x600
- Internet connectivity for product registration/activation
- Administrative rights required during installation
- Post-Script laser printer required for scannable form printing.

Scantron Scanners Supported:

- OpScan 2, 3, 4, 4U, 5, 6, 7, 8, 10, 15, 21, 9010M/9020M
- OpScan 4 ES
- OpScan iNSIGHT 2/4 (OMR Only cartridge, connected via RS-232)
- OpScan iNSIGHT 2/4 w/imaging
- iNSIGHT 4 ES
- iNSIGHT 20
- iNSIGHT 30
- iNSIGHT 70
- iNSIGHT 150
- 5000i

Scannable Forms Supported:

- Data Sheet I (form #257545)
- Data Sheet II (form #257530)
- Data Sheet IV (form #257532)
- Microsoft Windows XP, Vista or 7
- Information Data Sheet (form #257537)
- General Purpose Data Sheet (form #257515)
- General Purpose Data Sheet (form #257519)
- General Purpose Data Sheet (form #257521)
- Blank custom Scantron form (form #103188)

Order forms from: www.ScantronStore.com or (800) 347-7704

For more information, visit us at www.scantron.com or contact your Scantron representative at 1-800-722-6876 or email info@scantron.com.

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