

State of Iowa Department of Corrections

Policy and Procedures

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Chapter 1: ADMINISTRATION & MANAGEMENT

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Administrative Code Reference: N/A

Subject: QUALTRICS PLATFORM UTILIZATION AND GOVERNANCE

PREA Standards: N/A

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1. PURPOSE

The purpose of this policy is to establish clear, supportive, and professional guidelines for the use of the Qualtrics platform within the Iowa Department of Corrections (DOC). This policy ensures that Qualtrics is utilized strategically to digitize processes, enhance the customer and user experience, and foster collaborative, data-driven decision-making, while maintaining the highest standards of data security and operational efficiency.

2. POLICY

It is the policy of the DOC to leverage the Qualtrics platform primarily for high-impact process digitization and strategic data collection. Because Qualtrics incorporates rigorous best practices and robust data security measures, its use is reserved for initiatives that align with agency goals and require formal administrative oversight.

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3. DEFINITIONS

Customer Experience (CX): The overall experience and ease of interaction that the public or external stakeholders have with DOC processes and portals. CX initiatives are supported by a dedicated Qualtrics Brand platform designed to manage customer interactions and facilitate form creation.

Department of Management (DOM): The state agency responsible for statewide platform standards and final external review.

DOC Qualtrics Help Team: The designated group of DOC subject matter experts responsible for scoping, building, and reviewing Qualtrics projects.

Employee Experience (EX): Internal feedback and engagement initiatives specifically targeting DOC staff. EX is supported by a specialized Qualtrics Brand platform utilized for gathering internal employee feedback, including engagement and onboarding surveys.

Governance, Risk, and Compliance (GRC): The oversight framework used during state review to assess data sensitivity and security restrictions.

Process Digitization: The conversion of manual, paper-based workflows (e.g., intake forms, applications) into automated, digital formats.

Qualtrics: An enterprise software platform specializing in Experience Management (XM). It allows users to build advanced online surveys, distribute them, collect feedback, and use built-in analytics to measure and improve customer, employee, product, and brand experiences.

Qualtrics Champions: Designated staff representing various Institutions and CBCs who serve as local advocates and resources for the platform.

4. PROCEDURES

A. Appropriate Use Cases and Platform Focus

1. The priority for the Qualtrics platform is Process Digitization (Forms). The DOC aims to replace legacy paper applications and intake processes with seamless digital experiences. This transition supports real-time dashboards, efficient staff monitoring, and advanced data capabilities.
2. While surveys are supported, they are secondary to process digitization. To maintain engagement and respect stakeholders' time, routine or low-impact data collection should be conducted using accessible alternatives (e.g., Google Forms). Internal Employee Experience (EX) surveys are generally better suited for dedicated EX platforms.
3. If a Customer Experience (CX) survey is proposed, it must strictly align with leadership goals and demonstrate:
 - a. A documented, actionable plan to utilize the feedback.
 - b. Consistent messaging to prevent survey fatigue among stakeholders.
 - c. No unnecessary overlap with existing data collection efforts.

B. Approved Applications for Qualtrics

Staff are encouraged to utilize Qualtrics for the following strategic initiatives:

1. Outward-Facing Projects: Surveys and forms directed at the public or external stakeholders.
2. Long-Term Initiatives: Persistent data collection efforts requiring historical tracking and advanced analytics.
3. Sensitive Data: Projects requiring secure data handling, compliance, and controlled access.
4. Process Digitization: Transitioning legacy paper application and intake processes to digital formats.
5. Targeted Feedback: Program-specific surveys evaluating facility services, training, or the digital navigation experience of internal/public portals.

C. Strategic Outcomes and Safeguards

The DOC is committed to maximizing operational efficiency, streamlining workflows, sharing digital resources across facilities, and sustaining leadership commitment to digital transformation. To protect these goals, the DOC actively works to mitigate:

1. Legacy Reliance: By transitioning away from inefficient paper forms and disjointed tools for long-term data needs.
2. Administrative Friction: By thoughtfully scoping projects to prevent redundant or overly complex workflows.
3. Siloed Operations: By fostering cooperative, shared-resource environments across Institutions and Community-Based Corrections (CBCs) to prevent fragmented data.
4. Data Risks: By steadfastly adhering to platform best practices and confidentiality standards.

D. User Access, Account Lifecycle, and Onboarding

To maintain strict data security and ensure staff have the appropriate level of platform access, the following protocols govern Qualtrics accounts:

1. Access Requests and Staff Transitions - All initial platform access requests, as well as access modifications resulting from staffing changes (e.g., new hires, role changes, or departures), must be coordinated through the Help Team. Users or managers should contact the Help Team, who will either direct them to the appropriate ServiceDesk Plus ticket or process the access request on their behalf. Detailed administrative procedures for provisioning access, assigning form and dashboard permissions, and updating relevant Google Groups can be found in [AD-IS-10 Attachment A: Help Team Access Management Checklist](#).
2. Account Deactivation - For security and compliance purposes, a Qualtrics account is automatically disabled if a user has not logged in for 60 consecutive days. To reactivate a disabled account, the user must contact the Help Team for assistance.
3. Onboarding and Skill Development - To ensure effective and compliant utilization of the platform, all new users are required to complete foundational system and skill development training upon receiving access. A comprehensive list of mandatory Department of Management (DOM) training is provided as [AD-IS-10 Attachment B: Required DOM Training Checklist](#).

E. Project Submission and Approval Workflow

To ensure all projects align with DOC objectives, maintain brand consistency, and receive dedicated support, all Qualtrics requests must follow a standardized, sequential pipeline:

1. Phase 1 (Application)

Prior to survey creation, staff must submit their project idea via the Qualtrics Request hyperlink on the Corrections Connection. Staff will indicate if they request the Help Team to build the project or prefer to co-develop it.

2. Phase 2 (Initial Review & Prioritization)

The DOC Qualtrics Help Team reviews the application. Projects are prioritized based on strategic fit, scale, and overall operational impact rather than a first-come, first-served basis.

3. Phase 3 (Scoping, Development, & Internal Review)

Upon acceptance, the Help Team collaborates directly with the requesting staff member—along with selected subject matter experts from across the agency, as needed—to clearly define requirements and build a high-quality product. This development phase includes an internal DOC review to ensure the project meets all functional standards and ADA accessibility requirements.

4. Phase 4 (DOM & GRC Review)

Once the draft meets internal standards, it is routed to DOM for the standard statewide review process. This phase includes a secondary accessibility check and a Governance, Risk, and Compliance (GRC) review. The GRC review will determine any necessary restrictions or specific access requirements based on the sensitivity of the data being collected.

5. Phase 5 (Revisions & Final Approval)

The Help Team supports the staff member in making any required edits resulting from the DOM/GRC review. Final approval is secured from DOM and the primary DOC Approvers prior to launch. Note: Specialized internal reviews for communications/branding or

cultural/change feedback may be conditionally requested prior to launch.

F. Onboarding and Skill Development

To empower staff and ensure confident platform use, all users will receive a comprehensive, supportive onboarding experience prior to utilizing Qualtrics:

1. DOM Foundations: Users will be directed to existing DOM resource pages to explore platform basics at their own pace.
2. DOC-Specific Guidance: Collaborative sessions led by the Help Team and Approvers will highlight agency best practices, review the approval flow, and provide guidelines for crafting effective outward-facing initiatives.
3. Support Routing: Staff should utilize docqualtricshelp@iowa.gov for direct, timely assistance.