



ASQ Plus™ and ASQ Plus Express Order Form

Logo Alert!
If you are ordering for the first time or changing your logo, please send your logo electronically to diane@aerweb.com.

E-mail completed form (all pages) to diane@aerweb.com, or fax completed order form to:
Applied Educational Research, Inc. at (609) 924-2025.

If applicable, email Client Purchase Order to the College Board at: enrollmentsolutions@collegeboard.org, or fax to: 703-842-8795 or mail to: The College Board, 11955 Democracy Drive, Reston, VA 20190

Date: _____ Purchase Order Number (if applicable): _____

Order placed by:

Name: _____
Title: _____
Client: _____
Street Address: _____
City/State/Zip: _____
Telephone: _____ Fax: _____
E-mail: _____

If different:

Ship to:

Name: _____
Title: _____
Client: _____
Street Address: _____
City/State/Zip: _____
Telephone: _____ Fax: _____
E-mail: _____

Bill to:

Additional contact person:

Name: _____
Title: _____
E-mail: _____

Please have web site ready by: _____ (Please allow one (1) week for set up)

I verify that the information provided and quantities indicated on this Order Form are accurate and that I am authorized to approve and sign this Order Form on behalf of Client.

Name	Title	Signature

Client Questions on this ASQ Services Order Form: Call AER at (609) 924-0464.

If you have not received an acknowledgement of your order within one (1) week of submission, please call AER at 609-924-0464.



Client name: _____

ASQ PLUS™ ORDER FORM

ASQ Plus goes beyond a general market survey and compares Client with a core group of other institutions Client chooses to analyze. The ASQ Plus questionnaire asks admitted students their opinions on the general strengths and weaknesses of Client and allows them to make direct, point-by-point comparisons between it and specific competing institutions. College Board evaluates and compiles the results into detailed reports that will help Client determine what is successful for Client and what is not successful for Client in the recruitment and admissions process.

Participation fee	<u>\$ 1,600.00</u>
Local questions (if applicable) – please attach	<u>\$</u>
Total initial invoice	<u>\$</u>

Processing Fees: Processing fees are \$2.95 per usable response. Processing charges, plus optional items such as data files or subgroup reports, will be billed at the conclusion of your survey.

Customize your ASQ Plus survey:

- For additional custom (“local”) single-answer multiple-choice questions to the end of the survey, please add **\$655** to the order and **include questions on a separate page**. (Note that special formatting may result in additional charges.)
- Please check one box below: distinguish between enrolling and non-enrolling students or use the same form for all students? (Does not affect price)

Different forms (non-enrolling students are asked where they plan to attend college):

Same form (all students are asked where they plan to attend college):

- Choose **3** college characteristics, **5** college image descriptions, and **6** information sources from the lists provided.

Characteristics: Please list three numbers _____

Images: Please list five numbers _____

Information Sources: Please list six numbers _____

- **Competitors:** We will request competitor information for your reports at the close of your survey. Five (5) competitors are standard; however, additional competitors may be included in your reports as data permits for an additional fee.



Client name: _____

ASQ PLUS™ EXPRESS ORDER FORM

ASQ Plus Express is a more concise version of ASQ Plus, and allows for student completion on mobile devices, including cell phones. ASQ Plus Express goes beyond a general market survey and compares Client with a core group of other institutions Client chooses to analyze. The ASQ Plus Express questionnaire asks admitted students their opinions on the general strengths and weaknesses of Client and allows them to make direct, point-by-point comparisons between it and specific competing institutions. College Board evaluates and compiles the results into detailed reports that will help Client determine what is successful for Client and what is not successful for Client in the recruitment and admissions process.

Participation fee	\$ 1,600.00
Local questions (if applicable)	\$
Total initial invoice	\$

Processing fees: Processing fees are \$2.95 per usable response. Processing charges, plus optional items such as data files or subgroup reports, will be billed at the conclusion of the survey.

Customize your ASQ Plus Express survey:

- Please select a **4-digit PIN** for your ASQ Plus Express survey: _____
- All customization for ASQ Plus Express is done via the Client set-up page, including selecting all characteristics, images and sources of information, specifying competitors or groups of competitors, and adding optional local questions. **Instructions for configuring the survey, including a link to the set-up page, will be sent once Client’s website has been established.**
- The ASQ Plus Express questionnaire includes 12 characteristics, 16 images and 12 sources of information. All are chosen by Client: Client may select them from the ASQ Plus Express suggested options list or write its own.
- To add custom (“local”) questions to the end of the survey, please add **\$655** to the order. Express allows for up to three local questions, which may be single-answer multiple-choice, multiple response, or open-ended.



ASQ PLUS™ and ASQ PLUS™ EXPRESS Terms & Conditions and Policies

ASQ PLUS & ASQ PLUS Express (each an “ASQ Service” and collectively, the “ASQ Services”) are customized surveys delivered by College Board and completed by your school’s (“Client”) admitted students. Client will complete and submit an ASQ Order Form to choose the ASQ service and service options.

Client Requirements. Client will submit to College Board’s vendor, Applied Educational Research (“AER”), copies of Client’s logo and/or trademark for use in customizing the survey web site. Client will provide AER with student id numbers (without any other identifiers or personally identifiable information) for respondents to use in logging into the survey web site. Client will invite its admitted students to complete the survey, including both enrolling and non-enrolling students, as required by the ASQ study design.

Delivery. AER will develop an online password-protected web site for data collection, will manage the data collection, and will prepare a study data file at the conclusion of the survey process. AER will provide Client with paper and/or electronic copies of a Highlights Report, Detailed Report and Competitor Analysis based on analyses of the study data. AER will provide to Client the following optional, separately priced products if ordered by Client at the conclusion of the survey: (a) an electronic file of survey responses with documentation; (b) supplemental reports based on defined subsets of respondents.

‘Client Data’ is defined as the student response data to the questionnaire provided indirectly or directly by Client to College Board or AER. Client Data shall remain the sole property of Client. Client hereby grants College Board and AER a non-exclusive, limited license to use Client Data and any information prepared or furnished by Client solely in connection with the College Board and AER furnishing the ASQ Service. Client Data may be used by College Board for internal research necessary to the ASQ Service. Resulting data will only be reported in the aggregate.

Client marks, name and/or logos (“Client Marks”) provided to College Board or AER in connection with the ASQ Service shall remain the property of Client. Client hereby grants College Board and AER a non-exclusive, limited license to use Client Marks solely in connection with the ASQ Service.

‘College Board Data’ is defined as all items contained on the questionnaire and data (other than Client Data) contained in the reports provided to Client by College Board in connection with the ASQ Service. College Board Data is, and at all times will remain the sole property of the College Board. College Board retains all right, title and interest in and to College Board Data, and all copies thereof (including, without limitation, all copyrights, trade secrets, trademarks, patents and other similar proprietary rights therein). College Board hereby grants to Client a non-exclusive, revocable, limited license to use College Board Data solely in connection with the ASQ Services. The rights to College Board Data contained herein are non-transferable .

With regards to College Board Data, Client shall comply with College Board’s Guidelines for the Release of Data found at <http://www.collegeboard.com/research>.

Client’s students will access the survey via a website. Client understands and agrees that there is a risk of interruption to websites.

College Board may terminate this Order Form upon written notice to Client in the event Client breaches or fails to comply with any term or condition of this Order Form.

Client agrees to pay to College Board the fees outlined here for the ASQ Service selected. The initial invoice will include those fees listed on this Order Form and any other special charges authorized by Client to set up the ASQ Services.

College Board will issue a second invoice based on (i) the number of student responses to the web questionnaire, (ii) data file of student responses, if ordered, and (iii) supplemental reports or other items, if ordered.

This Order Form supersedes any conflicting terms and conditions contained in Client’s purchase order. If Client has signed an agreement with College Board for the ASQ Services, that signed agreement supersedes the terms and conditions in this Order Form.

Force Majeure. Either party may be excused from performance of an obligation if that obligation is prevented by an act of God, act of war, terrorism, riot, fire, explosion, flood or other circumstance that is beyond the control of, and could not reasonably be avoided by, such party.

General Disclaimer. COLLEGE BOARD HEREBY DISCLAIMS ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTIES OF MERCHANTABILITY, OR FITNESS FOR A PARTICULAR PURPOSE.

Limitation of Liability. TO THE EXTENT PERMITTED BY LAW, IN NO EVENT WILL THE TOTAL LIABILITY, IN THE AGGREGATE, OF COLLEGE BOARD AND ITS AFFILIATES FOR ANY AND ALL CLAIMS, LOSSES, COSTS OR DAMAGES WHATSOEVER ARISING OUT OF, RESULTING FROM OR IN ANY WAY RELATED TO THIS ORDER FORM OR THE WORK PERFORMED BY COLLEGE BOARD PURSUANT TO THIS AGREEMENT FROM ANY CAUSE OR CAUSES, INCLUDED BUT NOT LIMITED TO THE NEGLIGENCE, PROFESSIONAL ERRORS OR OMISSIONS, STRICT LIABILITY OR BREACH OF CONTRACT OR WARRANTY EXPRESS OR IMPLIED OF THE COLLEGE BOARD OR ITS’ AFFILIATES, SHALL NOT EXCEED THE ACTUAL AMOUNT PAID TO COLLEGE BOARD UNDER ORDER FORM FOR THE SPECIFIC DELIVERABLE SUBJECT TO THE DAMAGES CLAIM.

IN NO EVENT WILL COLLEGE BOARD AND ITS AFFILIATES HAVE ANY LIABILITY TO CLIENT IN CONNECTION WITH THIS ORDER FORM FOR ANY DIRECT, INDIRECT, CONSEQUENTIAL, INCIDENTAL, SPECIAL OR PUNITIVE DAMAGES, REGARDLESS OF THE NATURE OF THE CLAIM OR THEORY OF LIABILITY.