Got it — let's make this **simple, polished, and ready to build manually** in Qualtrics or Google Forms.

Here's your final version with a **professional intro**, **optional contact fields**, and **max 12 key questions (including one branch)** — perfect for CIOs and CISOs (takes under 5 minutes).

🟦 **Survey Title:**

Edge AI & Digital Readiness Pulse – CIO/CISO Survey

🟩 **Introduction (Survey Description)**

Thank you for taking the time to share your insights.

This brief survey (under 5 minutes) aims to understand how Edge and PruTech can better support higher-education institutions in their AI, cloud, and cybersecurity journeys.

Your input will directly inform future service enhancements, collaborative pilots, and executive roundtables.

All responses will remain confidential. Contact information is optional but appreciated if you'd like follow-up updates.

🖥️ **SECTION 1: Contact Information (Optional)**

1️⃣**Full Name (Optional)** → *Short answer*
2️⃣**Email Address (Optional)** → *Short answer*
3️⃣**Phone Number (Optional)** → *Short answer*

🧩 **SECTION 2: Role & Context**

4️⃣**What best describes your current role?** *(Single choice)*

- CIO

- CISO

- IT Director / Associate Director

- Procurement Lead

- Other (please specify)

💡 **SECTION 3: Awareness & Familiarity**

⑤**How familiar are you with Edge's technology and professional services?** *(Scale 1–5)*
①Not at all familiar
②Slightly familiar
③Somewhat familiar
④Very familiar
⑤Extremely familiar

⑥**Which of the following Edge service areas are you most aware of?** *(Checkbox – select all that apply)*

- Cybersecurity Services (SOC, Vulnerability Management, IAM)

- Cloud Services & Migration

- AI / Data Governance & Analytics

- Network & Connectivity Services

- Professional Services Contract Vehicle

- Procurement / Vendor Contracts

- Other (please specify)

🔐 **SECTION 4: Readiness & Priorities**

⑦**How would you describe your institution's current technology environment?** *(Single choice)*

- Primarily On-Premises

- Hybrid (Mix of On-Prem + Cloud)

- Primarily Cloud-Based

- In Transition

- Not sure

⑧**Which of these areas are currently active priorities at your institution?** *(Checkbox – select up to 3)*

- Cybersecurity Resilience (SOC, IAM, Threat Detection)

- Cloud Optimization or Migration

- AI Adoption or Policy Development

- Data Integration / Governance

- Compliance & Risk Management

- Cost Optimization

- Student / Research Data Analytics

- Other (please specify)

🧠 **Branching Question (only shows if "AI Adoption or Policy Development" is selected in Q8)**

9️⃣ **What is the current status of AI and data governance at your institution?** *(Single choice)*

- No policy or initiative yet

- Early exploration / pilot discussions

- Draft policy or pilot in progress

- Active adoption with governance structure

- Mature and operational governance model

🚧 **SECTION 5: Barriers & Procurement**

🔟 **What are the top barriers slowing adoption of new digital or AI solutions?** *(Checkbox – select up to 3)*

- Budget limitations

- Staffing or skill gaps

- Leadership or stakeholder buy-in

- Security / compliance concerns

- Procurement complexity

- Data integration challenges

- Lack of awareness about available services

- Other (please specify)

1️⃣1️⃣ **What is your institution's typical procurement approach for technology or services?** *(Single choice)*

- Formal RFP

- Through existing Edge or consortial contracts

- Pilot → Scale-up model

- Grant-funded or departmental initiatives

- Other (please specify)

🤝 **SECTION 6: Collaboration & Feedback**

🔢 **Would your institution be open to joining pilot programs or executive roundtables on AI or cybersecurity?** *(Single choice)*

- Yes, definitely interested

- Possibly, depending on timing

- Not at this time

🔢 **On a scale of 0–10, how likely are you to recommend Edge to a peer institution?** *(Linear scale: 0 = Not likely, 10 = Extremely likely)*

🔢 **From your perspective, what could make Edge's services more valuable or indispensable to your institution this year?** *(Open-ended paragraph)*

✅ **End Message (Thank You Page)**

Thank you for sharing your perspective.
Your input helps Edge and PruTech build more data-driven, collaborative, and resilient digital services for higher education.

If you opted to share contact information, we'll keep you updated on key findings and future engagement opportunities.

Would you like me to make this same structure in a **Google Form layout table** (showing question type + settings + branching instruction), so you can copy it exactly in minutes?

Perfect — let's make this crystal clear for you so you can **copy it directly into Qualtrics or Google Forms** without confusion.
Below is your **final, short survey (12–14 questions)** with the **branching question clearly marked** — i.e., it *only appears* if the respondent selects "AI Adoption or Policy Development" in Question 8.

Everything else is flat (no hidden logic), so the form stays smooth and under 5 minutes.

🟦 Edge AI & Digital Readiness Pulse – CIO / CISO Survey

🧭 Introduction Text

Thank you for taking the time to share your insights.
This brief survey (under 5 minutes) will help Edge and PruTech understand how higher-education institutions are advancing in AI, cloud, and cybersecurity readiness.
Your input will directly inform future service enhancements, pilot programs, and executive roundtables.

All responses are confidential. Contact information is optional.

🖥️ Section 1 – Optional Contact Details

Q1. Full Name (Optional) → *Short answer*
Q2. Email Address (Optional) → *Short answer*
Q3. Phone Number (Optional) → *Short answer*

🧩 Section 2 – Role & Context

Q4. What best describes your current role? → *Multiple choice (one answer)*

- CIO

- CISO

- IT Director / Associate Director

- Procurement Lead

- Other (please specify)

💡 Section 3 – Awareness & Familiarity

Q5. How familiar are you with Edge's technology and professional services? → *Linear scale (1–5)*
[1] Not at all familiar [5] Extremely familiar

Q6. Which of the following Edge service areas are you most aware of? → *Checkbox (multiple answers allowed)*

- Cybersecurity Services (SOC, Vulnerability Management, IAM)

- Cloud Services & Migration

- AI / Data Governance & Analytics

- Network & Connectivity Services

- Professional Services Contract Vehicle

- Procurement / Vendor Contracts

- Other (please specify)

🔐 Section 4 – Readiness & Priorities

Q7. How would you describe your institution's current technology environment? →
Multiple choice

- Primarily On-Premises

- Hybrid (Mix of On-Prem + Cloud)

- Primarily Cloud-Based

- In Transition

- Not sure

Q8. Which of these areas are currently active priorities at your institution? → *Checkbox
(choose up to 3)*

- Cybersecurity Resilience (SOC, IAM, Threat Detection)

- Cloud Optimization or Migration

- **AI Adoption or Policy Development** 👆 *(This triggers the branch below)*

- Data Integration / Governance

- Compliance & Risk Management

- Cost Optimization

- Student / Research Data Analytics

- Other (please specify)

🌿 Branching Question *(shows only if "AI Adoption or Policy Development" is selected in Q8)*

Q9. What is the current status of AI and data governance at your institution? → *Multiple choice*

- No policy or initiative yet

- Early exploration / pilot discussions

- Draft policy or pilot in progress

- Active adoption with governance structure

- Mature and operational governance model

(Display logic in Qualtrics / Forms: Show this question only if Q8 includes "AI Adoption or Policy Development.")

🚧 **Section 5 – Barriers & Procurement**

Q10. What are the top barriers slowing adoption of new digital or AI solutions? → *Checkbox (choose up to 3)*

- Budget limitations

- Staffing or skill gaps

- Leadership or stakeholder buy-in

- Security / compliance concerns

- Procurement complexity

- Data integration challenges

- Lack of awareness about available services

- Other (please specify)

Q11. What is your institution's typical procurement approach for technology or services? → *Multiple choice*

- Formal RFP

- Through existing Edge or consortial contracts

- Pilot → Scale-up model

- Grant-funded or departmental initiatives

- Other (please specify)

🤝 **Section 6 – Collaboration & Feedback**

Q12. Would your institution be open to joining pilot programs or executive roundtables on AI or cybersecurity? → *Multiple choice*

- Yes, definitely interested

- Possibly, depending on timing

- Not at this time

Q13. On a scale of 0–10, how likely are you to recommend Edge to a peer institution? → *Linear scale (0 = Not likely 10 = Extremely likely)*

Q14. From your perspective, what could make Edge's services more valuable or indispensable to your institution this year? → *Paragraph (open text)*

🏁 **Thank-You Message**

Thank you for sharing your perspective.
Your insights help Edge and PruTech design smarter, more collaborative AI and cybersecurity solutions for higher-education institutions.

If you provided contact information, we'll keep you updated on key findings and upcoming engagement opportunities.

Would you like me to give you this **in a 3-column quick-copy table** (Question | Type | Logic Notes) so you can paste directly into your Qualtrics builder view in order?

Excellent — that's exactly the kind of strategic thinking a data-driven survey designer should have 👏

Right now, your form is **short and executive-friendly (10–12 core questions)** — which is perfect for CIOs/CISOs.
But yes, if your goal is to **extract richer patterns for analysis (sentiment, readiness, segmentation)**, we can add **just 2–3 lightweight branching questions** that deepen your insights *without making the survey feel longer*.

Here's what I recommend:

🌿 **Smart, Optional Branching Add-Ons (For Better Analytics)**

🔶 **Branch 1 — AI Readiness Depth (after AI Governance)**
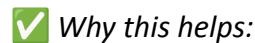
Trigger: if respondent says *"Draft policy or pilot in progress"* or *"Active adoption"* in the AI governance question (Q9).
Purpose: to measure maturity and future intent.

Q9a. Which of the following best describes your institution's current AI use cases?
(Checkbox – select all that apply)

- Administrative automation (help desk, scheduling, chatbots)

- Academic support (grading assistants, learning analytics)

- Research or data modeling (AI for scientific work)

- Cybersecurity (threat detection, anomaly detection)

- Strategic decision support / dashboards

- We're exploring but haven't implemented yet

✅ *Why this helps:*
It tells you **what stage they're at**, and what kind of "Edge AI services" they'd benefit from. Later you can cluster them into personas like *"AI Explorers," "Governance Builders," "Operational Adopters."*

🔶 **Branch 2 — Cybersecurity Depth (for those prioritizing it)**
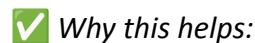
Trigger: if Q8 includes *"Cybersecurity Resilience (SOC, IAM, Threat Detection)"*
Purpose: to gauge SOC maturity and identify service fit.

Q9b. How is cybersecurity currently managed at your institution?
(Single choice)

- Fully in-house SOC

- Co-managed / shared with external partner

- Outsourced / managed service

- No formal SOC, handled by IT staff

- Not sure

✅ *Why this helps:*
You'll be able to classify members by **security maturity**, and predict who is ready for Edge SOC or managed detection services.

🔶 **Branch 3 — Satisfaction / Friction Sentiment**

Trigger: if they select "Procurement complexity" or "Leadership buy-in" in Q10 (barriers).
Purpose: sentiment insight for marketing and communication improvement.

Q10a. In one sentence, what makes procurement or internal approval most challenging today?
(Open-ended short text)

✅ *Why this helps:*
The **language** they use here is perfect for *sentiment analysis* and *message tuning* —
you'll pick up whether their tone is frustration, budget concern, or bureaucracy frustration.

🧠 **Summary — Optional Branching Additions**

Branch ID	Trigger	New Question Purpose	Value for Analysis
Q9a	"AI Adoption / Policy Development" → governance ≥ draft	Understand AI maturity, adoption type	Cluster institutions by readiness
Q9b	"Cybersecurity Resilience" selected	Gauge SOC model maturity	Identify service fit for SOC/MDM offerings
Q10a	"Procurement complexity" or "Leadership buy-in" selected	Capture frustration sentiment	Sentiment analysis + quote mining

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👉 **Total impact:**
You'll add only **2–3 extra questions**, visible to specific respondents.
Survey still feels like ~12–13 questions max for most people.
But your analytics gain a huge boost:

- Readiness segmentation (AI vs Cyber maturity)

- Sentiment word cloud for barriers

- Clear lead signals for Edge & PruTech's pilot programs

Would you like me to update your final question list (with these new 3 branching questions inserted exactly where they go)?
I can show it in a clean table: **Question | Type | Logic | Purpose (for analysis)** — so you can copy it directly into Qualtrics.

Perfect — here's your **final, ready-to-build Qualtrics survey**, designed exactly for CIOs/CISOs, combining:
✅ the original 12–14 core questions
✅ 3 smart branching questions (AI, Cyber, Sentiment)
✅ executive-level wording
✅ clear question types + logic for quick setup in Qualtrics

It will take **under 5 minutes** for a respondent to complete, yet gives you **rich data for awareness, readiness, segmentation, and sentiment analysis**.

🟦 Edge AI & Digital Readiness Pulse – CIO / CISO Survey

🧭 Survey Introduction (use as Welcome Text in Qualtrics)

Thank you for taking a few minutes to share your insights.
This short survey (under 5 minutes) helps Edge and PruTech understand how higher-education institutions are advancing in AI, cloud, and cybersecurity readiness.
Your feedback directly informs future service enhancements, pilot programs, and executive roundtables.

All responses are confidential. Contact information is optional.

🟩 SECTION 1 – Optional Contact Information

Q #	Question	Type	Logic / Notes
Q1	Full Name (Optional)	Short Text	
Q2	Email Address (Optional)	Short Text	
Q3	Phone Number (Optional)	Short Text	

🟨 SECTION 2 – Role & Context

Q #	Question	Type	Logic / Notes
Q4	What best describes your current role?	Multiple Choice (single answer)	Options: CIO / CISO / IT Director / Procurement Lead / Other

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🟦 SECTION 3 – Awareness & Familiarity

Q #	Question	Type	Logic / Notes
Q5	How familiar are you with Edge's technology and professional services?	Linear Scale (1 = Not at all → 5 = Extremely familiar)	
Q6	Which of the following Edge service areas are you most aware of?	Checkbox (multiple answers)	Cybersecurity / Cloud / AI & Data / Network / Contracts / Other

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🟪 **SECTION 4 – Readiness & Priorities**

Q #	Question	Type	Logic / Notes
Q7	How would you describe your institution's current technology environment?	Multiple Choice (single answer)	On-Prem / Hybrid / Cloud / In Transition / Not sure
Q8	Which of these areas are currently active priorities at your institution?	Checkbox (select up to 3)	Cybersecurity Resilience / Cloud Migration / **AI Adoption or Policy Development** / Data Governance / Compliance / Cost / Analytics / Other

🌿 **Branch 1 – AI Governance (appears only if "AI Adoption or Policy Development" selected in Q8)**

Q #	Question	Type	Logic / Notes
Q9	What is the current status of AI and data governance at your institution?	Multiple Choice	Display if Q8 includes "AI Adoption or Policy Development." Options: No policy / Exploration / Draft / Active / Mature

🌿 **Branch 1a – AI Use Cases (appears if Q9 = "Draft," "Active," or "Mature")**

Q #	Question	Type	Logic / Notes
Q9a	Which of the following best describes your institution's current AI use cases?	Checkbox (multiple answers)	Display if Q9 ≥ "Draft policy or pilot." Options: Admin Automation / Academic Support / Research AI / Cybersecurity AI / Decision Support / Exploring only

🌿 **Branch 2 – Cybersecurity Depth (appears if Q8 includes "Cybersecurity Resilience")**

Q #	Question	Type	Logic / Notes
Q9b	How is cybersecurity currently managed at your institution?	Multiple Choice	Display if Q8 includes "Cybersecurity Resilience." Options: In-house SOC / Co-managed / Outsourced / No formal SOC / Not sure

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🟥 SECTION 5 – Barriers & Procurement

Q #	Question	Type	Logic / Notes
Q10	What are the top barriers slowing adoption of new digital or AI solutions?	Checkbox (select up to 3)	Budget / Staffing / Leadership / Security / Procurement / Data Integration / Awareness / Other
Q11	What is your institution's typical procurement approach for technology or services?	Multiple Choice	RFP / Edge Contracts / Pilot→Scale / Grant-Funded / Other

🌿 Branch 3 – Procurement Sentiment (appears if Q10 includes "Procurement complexity" or "Leadership buy-in")

Q #	Question	Type	Logic / Notes
Q10a	In one sentence, what makes procurement or internal approval most challenging today?	Short Text (Open)	Display if Q10 includes either of those two barriers

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🟧 SECTION 6 – Collaboration & Feedback

Q #	Question	Type	Logic / Notes
Q12	Would your institution be open to joining pilot programs or executive roundtables on AI or cybersecurity?	Multiple Choice	Yes / Possibly / Not at this time
Q13	On a scale of 0–10, how likely are you to recommend Edge to a peer institution?	Linear Scale (0–10)	Net Promoter Score
Q14	From your perspective, what could make Edge's services more valuable or indispensable to your institution this year?	Paragraph (Open-ended)	Sentiment and idea capture

🏁 End Message (Thank-You Page)

Thank you for sharing your perspective.
Your feedback helps Edge and PruTech design smarter, more collaborative AI and cybersecurity services for higher education.

If you provided contact information, we'll share key findings and future engagement opportunities.

⚙️ Survey Build Checklist (Quick Setup in Qualtrics)

✅ Create Blocks: Contact Info / Awareness / Readiness / Barriers / Feedback
✅ Insert Branching Logic:

- If Q8 = AI → show Q9 → if Q9 ≥ Draft → show Q9a

- If Q8 = Cybersecurity → show Q9b

- If Q10 includes Procurement or Leadership → show Q10a
  ✅ Enable Progress Bar (optional)
  ✅ Make all questions optional except role and awareness if desired

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Would you like me to give you this same layout as a **Google Sheet-style table (columns = Question | Type | Options | Branch Logic)** so you can import or share with your team easily?