



# Seeking Win-Win-Win Outcomes: The Introduction of WebSurveyor at Coastal Carolina University

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*Abstract*

The fusing of the roles of teacher, researcher, and service provider is a **win-win-win** outcome. The adoption of WebSurveyor can enhance the collective ability of the faculty to achieve such role integration. The Wall College of Business seeks to promote more widespread adoption of WebSurveyor among the faculty to attain the desired win-win-win outcomes. The purpose of the proposed special session is to present one institution's experiences with on-line survey software in the interests of increasing awareness among colleagues at other institutions. We would like to share our experiences with WebSurveyor while simultaneously learning from others.

Please contact the authors if you have any questions or wish to obtain a copy of the paper.