Title of the Policy: Survey Scheduling Process

Functional Area: Office of Institutional Research

Applies To: All Faculty, Staff and Students

Policy Reference(s):

Number:

Date First Issued: 6/29/2016

Date Last Reviewed: N/A

Page(s): 3

Responsible Person

Director of the Office of Institutional Research

This policy shall be reviewed once every academic year.

Purpose / Rationale

The purpose of this policy is to establish a clear, consistent, and sustainable process for conducting surveys. The Office of Institutional Research has initiated a survey scheduling process as a vehicle for maintaining integrity of the research environment.

Survey effectiveness: higher response rates resulting from controlling and coordinating the number and timing of institution-wide and college-level surveys administered annually

Survey efficiency: limiting redundancy by coordinating multiple surveys on similar survey items or efforts

Education: helping inform researchers on best practices associated with survey research
Policy

Please note, IRB is a separate process and should be completed prior to initiating a survey.

Individuals and offices wishing to conduct a survey must go through the survey process detailed below, with the following exceptions.

- Surveying fewer than 250 students, 50 faculty, or 50 staff. (This applies to your survey population not your expected response number.)
- Surveying populations outside the university.
- Conducting a point-of-service survey (A survey used to collect data pertaining to customer service and/or quality for a specific college or unit).
- Evaluation of events.
- Surveys within the normal course of business within a college or unit.

In addition, although the individuals and offices that meet the above criteria are exempt from the survey scheduling process, the Office of Institutional Research can still provide guidance and support to those initiatives if requested.

Related Procedures

To discuss your data/survey needs, please submit a request with the office of institutional research at https://www.armstrong.edu/departments/irs-data-and-reports/datareports

Please be sure to include:

- Description of the survey project, including the purpose and intended use of results
- Specific population receiving the survey
- Intended time frame for administering the survey, including beginning and end dates
- Evidence of IRB approval (if necessary)
- Description including value and number of incentives available as well as timing of distribution
- Current draft of the survey, survey invitation and follow-up reminders including the name and email address of the sender

Surveys will be reviewed based on:

- Evidence of IRB approval (if necessary)
- Whether the data is available through a different means
- Timing with other high-priority surveys (possibly combining with another planned survey, if possible and appropriate)
- Having clearly stated goals of the survey
- Usage of results as well as recipients of any reports
- Decisions that will be made based on the results
- Whether the survey follows best practices and is an appropriate length
- The benefits of the results to the University
Confidentiality

Please keep in mind that *anonymous* surveys do not collect any participant data that makes the respondent identifiable. This includes linking responses back to email addresses or asking questions that lead to identification of respondents.

*Confidential* surveys collect identifiable information that must be protected. The survey owner and anyone they share the survey with will have access to responses and should understand their role and responsibilities in maintaining confidentiality of data.

Campus Qualtrics administrators will contact survey owners prior to accessing data for any reason. Qualtrics customer support requires permission to access any survey information.