

**Purpose:** The purpose of the survey procedure is to coordinate survey efforts, and ensure the reliability of results and the use of results for institutional improvement.

**Scope:** The scope of the survey procedure includes all surveys of University populations, including employees, prospective students, parents of prospective students, current students, and alumni.

**Procedure:**

1. The Institutional Research Office is the source for official University data and surveys, through the guidance of the Director of Research and Analytics.
2. Departments seeking to survey a University population must seek input and approval from the Director of Research and Analytics regarding survey administration, by submitting the *Survey Request Form*, at least one month prior to the desired survey date.
3. The Director of Research and Analytics, in consultation with the Assistant Provost for Assessment and Accreditation, will provide guidance with survey design, administration, timing, and analysis of results.
  - a. The Director of Research and Analytics (DR&A) can assist in drafting survey questions.
  - b. If the survey has been drafted, the DR&A will review the draft and will recommend revisions as needed, to ensure the survey will yield valid and reliable results.
  - c. The DR&A will determine the best timing for survey administration, based upon the priorities set by the schedule of reoccurring surveys and other survey requests.
  - d. The DR&A will determine whether or not the survey should be conducted by the department or the DR&A, depending on the purpose of the survey.
    - i. Surveys of the entire student population must be conducted by the DR&A.
    - ii. Surveys of a smaller University population may or may not be conducted by the DR&A, depending on the purpose of the survey.
    - iii. Surveys of a class may be conducted by a faculty member without consultation.
  - e. The DR&A will provide survey analysis for those surveys conducted by the DR&A.
4. Results of the survey, whether conducted by the Director of Research and Analytics or the department initiating the survey, should be provided to the Assistant Provost for Assessment and Accreditation for review, determination of the value of campus-wide communication and use of survey results for institutional improvement.
  - a. The DR&A will assist the department with preparing a presentation of the results.
  - b. The Assistant Provost will guide the communication of the results for University-wide consideration, when relevant.
  - c. Results and proposed action steps should be shared with relevant administration, faculty, and staff.
5. Those conducting surveys should document the way in which survey results have been used to improve programs and services, and should share these outcomes with the Assistant Provost for Assessment and Accreditation. When relevant, action steps should be included in department strategic plans and annual assessment reports.