

**I. Overview:**

1. For the purpose of this policy a survey is defined as gathering information by use on an instrument such as a questionnaire, interview list, or other method, in order to make an inference about a population. This includes surveys administered orally, pencil/paper, electronically, or any other method. This includes all surveys intended for distribution to any population of the University of Arkansas Community College at Batesville including the students, alumni, faculty, staff, administration, Board of Visitors, prospective students, or other population directly associated with the college that is targeted for its association with the college. All surveys intended for distribution to these populations must be approved according to the procedures described in this policy.
2. The Office of Institutional Research will serve as the oversight for this policy and clearinghouse for all surveys with support from the Vice Chancellor for Research, Planning, and Assessment. Survey approval is not required for (a) faculty-supervised survey research in the classroom setting that contributes toward students' academic progress, (b) evaluation of an event by participants of the event, (c) feedback from clients at the point of service if the feedback survey is three questions or less, (d) teaching/instructor evaluation forms, or (e) forms used to collect information for administrative purposes such as scheduling. Note: the Office of Institutional Research is available to assist with all surveys including those exempt from this policy as listed above.
3. Approval under this policy to administer a survey does not substitute for approval by the Institutional Review Board (IRB) to conduct research. If IRB review is required and a survey is being conducted both policies must be followed.
4. Approval by the Office of Institutional Research to conduct a survey grants the requestor the authorization to administer a survey. It also establishes an obligation on the part of the requestor to use the data responsibly, including not distributing the data to others in or outside of the college unless the requestor is an authoritative source for and an authorized distributor of the data and the recipient is authorized to receive the data. A copy of the results of all surveys must be provided to the Office of Institutional Research after the survey is complete.
5. Surveys conducted via electronic/online method will be conducted using the UACCB SurveyMonkey account (username: uaccbsurvey). There should be no other SurveyMonkey or other online survey instrument accounts on campus. Utilizing one survey account allows all data to be centralized and viewable by the Office of Institutional Research. Use of any other online/electronic method of data collection must be pre-approved by the Office of Institutional Research. The UACCB SurveyMonkey account password will be provided to users upon approval of survey request.
6. Failure to adhere to the UACCB Survey Policy and Procedures will result in notification to the data collector in writing of the violation as well as notification to the data collector's Vice Chancellor. Survey privileges will be revoked for the data collector for a period to be determined by their Vice Chancellor and the Vice Chancellor of Research, Planning, and Assessment.

**II. Practice****A. Request to Survey**

1. Individuals wishing to conduct a survey that is covered by this policy must submit a Request to Survey. Information required in submitting a Request to Survey includes:

- a. Description of the survey project, including the purpose and intended use of the results
  - b. Specific population receiving the survey
  - c. Method of survey distribution (e.g. online, hard copy, via email, in class, at event, etc.)
  - d. Time frame for administering the survey, including beginning and ending dates
  - e. Description of planned incentive program for respondents, if any
  - f. Current draft of survey including all questions and response options and draft of invitation to participate
  - g. Evidence of IRB approval (if required for research)
2. This information must be submitted via email to the Director of Institutional Research with a minimum of two weeks' notice prior to the start date of the survey. If a survey is approved to be a recurring survey on an annual or semester basis, information must be resubmitted if any changes are made to the questions or administration method of the survey. If a survey is approved as a recurring survey and is discontinued, the Office of Institutional Research should be notified of its discontinuance so that it can be removed from the survey calendar.

**B. Request Review**

1. The Office of Institutional Research will review a survey request based on the following questions:
  - a. Is the purpose of the survey clear and is it explained to the prospective participants?
  - b. Is the survey well-designed and of an appropriate length? Does it follow sound survey methods and practices? Are the questions easily understood and interpreted?
  - c. What is the target population? Will the entire population or a sample be surveyed?
  - d. Are the rights of the participants clearly explained?
  - e. What actions are being taken to ensure the confidentiality of the responses?
  - f. When will the survey be conducted? Is there a concern about survey fatigue at this time?
  - g. How will the results be used?
  - h. Will the findings be disseminated to appropriate college audiences? Who will have access to the information and will it help them make better decisions as a result?
  - i. Has the Institutional Review Board approved the project if required?
  - j. Can the proposed survey be combined with other planned surveys?
  - k. Are there other data available that will allow the survey to be avoided? Is surveying the best method for collecting this data?

**III. Conducting a Survey**

1. All surveys must include the contact information for the surveyor so that any questions regarding the survey or the results may be directed to that person.
2. All surveys must include a statement in the invitation noting that participation is voluntary.
3. If personally identifiable information will be collected as part of the survey (this includes student IDs), participants **MUST** be informed that the survey will not be anonymous before beginning.
4. Participants must be protected from risk of unreasonable harm including risks regarding privacy or confidentiality.
5. All surveys that include academic information are subject to FERPA. This regulation must be followed.
6. All surveys that include health information are subject to HIPAA. This regulation must be followed.
7. The use of an incentive such as a prize to encourage participation requires that identifiable information be collected. The promise of anonymity cannot be made on these surveys even if this information is collected only for the purpose of distributing a prize.
8. The person conducting the survey is responsible for the data security.
9. If assistance will be needed in compiling the results or in turning them into presentable infographics, this request should be made to the Director of Institutional Research at the same time that the Request to Survey is submitted so that time may be allotted appropriately.

Adopted: February 10, 2016