



Category
----------

2-81 Campus Survey Policy
---------------------------

Approval
----------

LT Approve:
Effective Date: 11/11/20
Revised: 11/11/20
Responsible Party
Executive Director, Institutional Effectiveness

### Purpose

Surveys of campus constituents are widely recognized as an important means for collecting information to maintain, improve, and assure educational quality; to enhance institutional effectiveness; and/or to improve student success. All surveys at WSU Tech must be conducted in an ethical and responsible manner. This policy establishes guidelines and requirements for conducting surveys at WSU Tech. The purpose of this policy is to ensure that surveys are designed appropriately and conducted in a manner that provides maximum benefit to campus constituencies while minimizing redundancy and frequency.

### Definitions

A survey is defined broadly as any means of data collection in which questions are presented to respondents in paper, oral (e.g., interview, focus group), or electronic (e.g., email, web) format for evaluating/assessing College programs, functions, or services; or gathering feedback from respondents for decision-making and continuous improvement of same. Respondents include, but are not limited to, prospective students, current students, parents, alumni, faculty, staff, administrators, employers, and other community members.

### Policy Scope

The Office of Institutional Effectiveness will serve as the college-wide survey clearinghouse. All surveys must be reviewed and approved prior to being implemented.

The following forms of data collection are exempt from this policy:

- Feedback instruments used in the evaluation of employee performance.
- Surveys conducted by faculty as part of instruction with students currently enrolled in their class or classes.
- Surveys conducted by the People & Culture division (Human Resources) for the purpose of community awards, such as “Best Places to Work”.
- Exit surveys for employees who are terminating their employment relationship with the college.

## **Procedures**

The Office of Institutional Effectiveness will:

- Provide consultation on the development and administration of surveys and analysis of results. Provide templates and standards for cover letters, introductory statements, survey types and questions.
- Review and approve survey requests.
- Prioritize and schedule surveys based on the needs of the college, such that data collection is timely and conducted in a manner that minimizes survey fatigue, duplication of effort, and disruption to the educational environment.
- Maintain a web-based survey tool, use the tool to post surveys for requestors as appropriate (and as time and workload permit), and generate reports.
- Maintain a survey archive.
- Annually review the scope and effectiveness of this policy and associated procedures.

Individuals requesting to conduct surveys will:

- Consult with the Executive Director, Institutional Effectiveness prior to implementing any survey.
- Provide draft copies of all surveys, datasets, and associated reports not generated by IE.
- Be responsible for preparation of any mailings of surveys administered on paper, as well as the compilation of the data from such surveys.
- The survey results may have benefits to the college community. A copy of the survey results must be provided to the Office of Institutional Effectiveness so results can be used by others on campus when appropriate.