Division of Student Affairs

Campus Survey Administration Policy

Effective Date: May 2017

Overview and Purpose

Units in the Division of Student Affairs often use surveys as a method to gather information about their programs, services, and facilities. To understand how well they are meeting broad stakeholder needs, units may need to survey a significant number of students, including those who are not active users of their individual program, service, or facility. Examples of this type of survey in the Division of Student Affairs include the National College Health Assessment and the Environmental Center's Alternative Transportation usage survey. **The purpose of this policy is to ensure ethical and effective use of large-scale surveys by providing a Division-wide review and approval process.**

The Office of Assessment and Planning (OAP) serves as the advisory and consulting unit for Division staff as they plan and administer these types of campus surveys. OAP staff can provide survey design assistance and/or identify existing institutional datasets that may provide the needed data without having to conduct a new survey. OAP serves as the liaison to the CU Boulder Office of Data Analytics and the Campus Surveys Committee facilitated by Institutional Research (IR).

Which Surveys Fall Under the Policy and Which Are Exempt?

In this policy, the OAP outlines the campus survey process for units in the Division of Student Affairs. Within the Division, campus surveys are defined as:

1. surveys that intend to sample a group of students who are not currently users of or participants in a program, service, or facility, **or**
2. surveys that require a sample of the student body. For example, all undergraduate students, first year students, etc. If the sample you are requesting is **200 students or more**, this policy applies.

Surveys that fall into one or both above-mentioned categories must receive approval from OAP. If you are unsure if your survey needs approval, please contact OAP. We also provide guidance on our Data Request Policy and projects possibly requiring Institutional Review Board (IRB) approval.

Note: At this time, surveys that seek department-specific feedback and focus on a defined population already available to the unit, such as satisfaction surveys for a program/service and training/workshop evaluations, are exempt from this policy.

Approval Process and Timeline

The approval process consists of the following steps:

1. Unit submits a campus survey request form,
2. OAP reviews form and seeks additional information as needed,
3. Decision made: approval, conditional approval with required changes, or denial.

OAP requires units to initiate the review process at least three months prior to the anticipated survey open date. Requests submitted less than three months from open date will be considered on a case-by-case basis, but we strongly recommend at least a three-month lead time so we can best support your project. OAP will review requests in the order they are submitted.

Submission Material

To begin the approval process, contact Kim Kruchen at kruchen@colorado.edu for the link to submit your request. Submission requires all of the following information; please have all materials prepared before you begin entering data in the form. Please limit your survey requests to one request per form.
- The individual who will serve as primary contact and the unit responsible for the survey
- The research question(s) you want to answer through survey data and how the survey connects to your unit's assessment plan (mission, goals, and outcomes)
- A description of the student population to be surveyed
- Timeline for administering the survey, including pre-notifications to raise awareness and reminders to complete the survey
- Description of how the unit will use the data collected
- A draft of the survey items, if applicable. Please also include your strategy for administering the survey. Specifically, how will you distribute the survey, and what is your collection method.
  o Whenever possible, OAP prefers to work with units on drafting the items together—the earlier in the survey development process that you can engage us, the better.
  o This policy is designed specifically with online survey administration in mind. If you are planning large survey collection using paper, tablet, or another method, this policy still applies. Please contact OAP to discuss the specifics.
- Any additional pertinent information. For example, does your survey require approval from your AVC or the VCSA, what external requirements are associated with the survey, have you previously administered this survey, etc.

Next Steps

Once the unit has submitted all information, OAP will conduct a review that focuses on the following information:
- availability of existing data,
- the appropriateness of a large-scale survey as a method,
- the student population that is being surveyed,
- dates of administration, and
- how content of the instrument aligns with unit goals and outcomes

It is at the discretion of OAP to make recommendations regarding the instrument, administration, and reporting of the findings.

At the conclusion of this review, units will receive a formal approval, a conditional approval with required changes, or denial. In the case of denial, OAP will make all efforts to work with the unit to identify and implement alternative data collection strategies.

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