

Policy Number:	1506
Policy Title:	Survey Policy
Approved by:	Senate
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Review date:	-
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1. Policy Statement

- 1.1. University Canada West (“**UCW**” or the “**University**”) has a strong need for meaningful and reliable data to conduct its operations, examine the quality of its services and programs and to fulfill accountability responsibilities to internal bodies and external agencies.
- 1.2. This policy outlines the framework applicable to large-scale surveys at UCW, aiming to balance the needs of researchers with UCW’s imperative to maintain the trust of its stakeholders.

2. Purpose

- 2.1. This policy and associated procedure outline the coordinated approach to the administration of surveys with the goal of maximizing their usefulness by:
 - 2.1.1. ensuring that the survey studies are designed effectively;
 - 2.1.2. preventing or reducing survey fatigue by optimizing the number and distribution of surveys to any stakeholder group;
 - 2.1.3. avoiding the duplication of consultation efforts;
 - 2.1.4. maximizing the response rates for critical institutional surveys;
 - 2.1.5. ensuring measures are taken to protect respondents' privacy and confidentiality;
 - 2.1.6. encouraging effective use of collected data and information and reporting; and
 - 2.1.7. promoting the communication and sharing of survey results.
- 2.2. The process for the consideration of surveys is administered by the Survey Management Committee, a group of faculty and staff with knowledge and experience in survey methodology and design and related topics.

3. Scope

- 3.1. This policy applies to all internal or external groups or individuals who wish to conduct a survey with a broad sampling or census of a group from UCW Community.
- 3.2. This policy does not apply to consultations that are small-scale and have a focused intent; examples include:
 - 3.2.1. surveys that are part of assigned work of a course or degree requirements;
 - 3.2.2. course evaluations (guided by Policy No. 5013, *Student Evaluation of Instruction*);
 - 3.2.3. limited-scale focus groups;
 - 3.2.4. feedback forms distributed after an event or service has been provided by UCW; or
 - 3.2.5. experimental or participatory research projects that do not have a survey component.
- 3.3. Notwithstanding the above, groups wishing to initiate an internal consultation are encouraged to contact the Committee Chair for guidance.
- 3.4. This policy does not apply to surveys involving subjects that are not part of the UCW Community.

4. Definitions

- 4.1. These definitions apply to terms as they are used in this policy:

Word/Expression	Definition
Employee	includes directors, officers, employees, faculty (including continuing, adjunct, visiting, honorary, and emeritus faculty), researchers, student employees, interns, and volunteers of the University.
Personal Information	information about an identifiable individual, including information collected, used, or disclosed solely for the purposes reasonably required to establish, manage, or terminate an employment relationship between UCW and that individual. It does not include: <ol style="list-style-type: none"> a) contact information (<i>i.e.</i>, information to enable an individual at a place of business to be contacted); or b) work product information (<i>i.e.</i>, information prepared or collected by an individual or group of individuals as a part of the individual's or group's responsibilities or activities related to the individual's or group's employment or business).
Survey	the process of collecting, analyzing, and interpreting from many individuals, along with communicating results.
Survey Owner(s)	the member(s) of the UCW Community who create(s) and implement(s) a Survey at UCW.

Word/Expression	Definition
UCW Community	means all Employees and students at the University, and all people who have status at the University, including members of the Board and Senate, visiting and emeritus faculty, visiting researchers, and volunteers

5. Responsibility

- 5.1. The Director, Institutional Accountability is responsible for the administration and maintenance of this policy and any associated procedures.
- 5.2. The Survey Management Committee assesses all proposals to conduct a survey and is responsible for the approval and oversight of all surveys within the scope of this policy.
 - 5.2.1. receive and consider applications to survey populations within the scope of this policy;
 - 5.2.2. provide survey and research guidance and advice;
 - 5.2.3. refer University Survey applications as required to the Research Ethics Board (as outlined in Policy No. 5020, *Research Ethics*); and
 - 5.2.4. maintain a record of survey schedules imposed on different members of the UCW Community.
- 5.3. All Survey Owners are responsible for ensuring that approvals are secured from the Survey Management Committee.

6. Data Ownership & Security

- 6.1. UCW and individual Survey Owners must make all reasonable efforts to ensure that the data collected from Surveys is collected, used, disclosed, stored, and disposed of in a secure manner.
- 6.2. The Survey Owner is responsible for the data collected from a Survey and its security, whether conducted on behalf of UCW or on the Survey Owner's own behalf.
- 6.3. Where appropriate, data from individual Surveys may be shared by Survey Owners with other groups within UCW for collaboration, reporting, or other purposes.

7. Protection of Privacy

- 7.1. The collection and use of personal information by UCW and its Employees are governed by the *Personal Information Protection Act* ("PIPA").

- 7.2. Where a Survey involves the collection of any personal information from respondents, all respondents must:
 - 7.2.1. receive express notice of:
 - 7.2.1.1. the purpose(s) of the Survey;
 - 7.2.1.2. how the information being collected will be used;
 - 7.2.1.3. how the data resulting from the Survey will be stored;
 - 7.2.1.4. who will have access to the data from the Survey;
 - 7.2.1.5. how and for what purpose the data will be shared or reported; and
 - 7.2.1.6. whether respondents will be provided with anonymity or confidentiality.
 - 7.2.2. provide consent to the collection, use, and storage of their personal information.
- 7.3. Data resulting from Surveys at UCW that contain the personally identifiable information of respondents will be treated confidentially, in compliance with the *PIPA* and applicable UCW policies.
- 7.4. Any person involved in a Survey who breaches confidentiality may be subject to disciplinary sanctions according to the appropriate University policy.

8. Inducements to Survey Participation

- 8.1. Respondents' consent to participate in a Survey must be voluntary and free of undue influence, including influence in the form of inappropriate inducements.
- 8.2. Any reimbursement, payment, or incentive, financial or otherwise, provided by the Survey Owner(s) to respondents must not be such that the respondent will base their decision to participate in the Survey solely on the potential material reward.
- 8.3. Where compensation or a prize is offered to Survey respondents based on a draw, the Survey Owner(s) must ensure that:
 - 8.3.1. the method of entering the draw and of dispersing payments or prizes does not compromise their confidentiality obligations to respondents; and
 - 8.3.2. the prize draw complies with Canadian legal requirements related to the use of promotional games.

9. Applicable legislation

- 9.1. *Personal Information and Protection Act (PIPA)*
- 9.2. Criminal Code
- 9.3. Competition Act of Canada

10. Related policies

Policy Number	Policy Title
5013	Student Evaluation of Instruction
5020	Research Ethics
6751	Information Privacy and Security
8008	Acceptable Use of Information Technology Resources

11. Associated procedures and other documents

Procedure Number	Procedure Title
1506p	Survey Procedure
	Survey Management Committee Terms of Reference