

Procedure Number:	<b>1506p</b>
Procedure Title:	<b>Survey Procedure</b>
Approved by:	<b>Senate</b>
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## **1. Purpose**

- 1.1. This Procedure outlines the process for approval of Surveys at University Canada West.
- 1.2. The approval of surveys is managed by the Survey Management Committee, a group of staff and faculty with knowledge and experience in survey methodology and design.

## **2. Survey Management Committee**

- 2.1. The mandate of the Committee is to:
  - 2.1.1. establish the framework and associated supporting materials for approving Surveys;
  - 2.1.2. ensure that the methodology and design of the survey are appropriate for the objectives of the study and that it conforms to best practices;
  - 2.1.3. consider the appropriateness of the survey distribution;
  - 2.1.4. maintain the schedule of Surveys administered to various University community groups;
  - 2.1.5. assess the effectiveness of the Surveys once they are completed, including tracking of response rates, final study results, etc.;
  - 2.1.6. if applicable, refer the applications to the Research Ethics Board for approval;
  - 2.1.7. promote the communication of Survey results;
  - 2.1.8. provide an Annual Report to the President, Board of Governors and the Senate.
- 2.2. The Chair of the Committee is the Director, Institutional Accountability.
- 2.3. Members of the Committee include:
  - 2.3.1. Two (2) Faculty members with experience in survey methodology and design;
  - 2.3.2. Director of Student Affairs (or designate);

- 2.3.3. Registrar (or designate);
- 2.3.4. Survey Specialist (from Institutional Accountability Office).
- 2.4. The Chair, at their discretion, can invite additional individuals to deal with specific Surveys (or specific issues).

### 3. Process for consideration and approval of Surveys

- 3.1. Any person or group wishing to conduct a survey should initiate a consultation with Institutional Accountability Office ([ir@ucanwest.ca](mailto:ir@ucanwest.ca)).
  - 3.1.1. the Committee Chair will provide guidance on applicability of the Policy;
  - 3.1.2. the Institutional Accountability Office will make the templates and guidelines available to the UCW Community.
- 3.2. If the study is within the scope of the Policy, an application with the Committee will need to be submitted, using the approved form.
- 3.3. The following institutional surveys are excluded from consideration:
  - 3.3.1. UCW Student Services Survey
  - 3.3.2. UCW Graduation Survey
  - 3.3.3. UCW Alumni Outcomes Surveys (Graduate and Undergraduate)
  - 3.3.4. National Survey on Student Engagement (NSSE)
  - 3.3.5. Canadian University Survey Consortium (CUSC)
  - 3.3.6. Canadian Graduate and Professional Studies Survey (Canadian Association of Graduate Studies - CAGS)
  - 3.3.7. Global University Systems Annual Survey
- 3.4. The request should be made no less than **30 days** prior to the start of the consultation.
- 3.5. The application contains the following information:
  - 3.5.1. the name and contact information for the Survey Owner;
  - 3.5.2. the purpose of the Survey;
  - 3.5.3. the strategic and research context (literature review) of the Survey;

- 3.5.4. the population to be surveyed;
  - 3.5.5. the proposed approach (e.g. methodology, schedule of distribution and communication channels, incentives, plans for analysis and disposition of data);
  - 3.5.6. how the data resulting from the Survey will be used and communicated
  - 3.5.7. schedule for retention and destruction of data.
- 3.6. The applicants should include a copy of:
- 3.6.1. materials to be use in communicating with respondents (i.e. cover letter emails, website pages)
  - 3.6.2. finalized Survey instrument.
- 3.7. After the conclusion of the study, a copy of the results must be provided to the Committee.

#### **4. Criteria for approval of Surveys**

- 4.1. The Committee will consider the following criteria for approval of Surveys;
- 4.1.1. alignment with the University's strategic plan and priorities;
  - 4.1.2. fulfilment of institutional reporting requirements (internal or external);
  - 4.1.3. extent to which data is available from other sources;
  - 4.1.4. extent of the survey burden on target groups within the University;
  - 4.1.5. timing of other survey commitments; distribution changes may be recommended to avoid overburdening the members of the UCW Community;
  - 4.1.6. design and content of survey instrument and proposed survey administration methods;
  - 4.1.7. plans for use of data and communication of results;
  - 4.1.8. compliance with legal, regulatory, and applicable UCW policies, including the protection of personal information.
- 4.2. Prior to granting approval for a Survey to proceed, the Committee may recommend changes to address concerns raised in relation to the criteria in section 4.1.