



[Online Survey Coordination Policy]
[Policy Number]
[Institutional Research, Analytics, and Reporting]

Applies to: All online surveys of prospective, current, and past university community members.

Supersedes: *(former policy number or numbers)*

Purpose of the Policy

Surveys of prospective, current, and past university community members are essential for collecting information that can ensure educational quality/satisfaction, enhance institutional effectiveness, and improve student success. This policy aims to encourage that online surveys of university community members are conducted to minimize redundancy and frequency and that online survey best practices are followed. All online surveys (with some exceptions) of university community members will be coordinated through the University Survey Coordination Committee. This policy defines the role of the University Survey Committee and the coordination procedure for online surveys.

Table of Contents *(optional; suggested for longer documents)*

Definitions

- I. **University Community Members:**
 - a. **Prospective university community** generally refers to the potential future students and their parents/guardians that have interacted with Cal Poly Humboldt or submitted an application. The prospective university community also includes people who have applied for employment.
 - b. **The current university community** generally refers to the matriculated students, employees (i.e., faculty, staff, administrators, and auxiliary employees), and volunteers.
 - c. **Past university community members** generally refer to alums, previously enrolled students who have not graduated, and retired employees/volunteers.
- II. **Data Collection Methods:**
 - a. **Survey:** A survey is a data collection method that uses a list of questions designed to gather information about a group of people.
 - b. **Administrative surveys** are conducted for the purposes of assessment, program evaluation, or quality assurance, in which findings are solely intended for internal use in planning, development, and program

- improvement, and are not designed to contribute to generalizable knowledge.
- c. **Research surveys** are designed to contribute to generalizable knowledge (e.g., theory building, building upon others' work in a field or discipline), which may be disseminated through a scholarly paper, conference presentation or poster, or other academic outlets that require IRB approval per EM:P14-02.
- III. **Polls, ballots, and class evaluations:** The following are not considered surveys, even if they are administered using survey software.
 - a. **Poll:** A poll is a data collection method that uses a short list of questions (1-3) designed to gather information about a topic from a group of people.
 - b. **Ballot:** Ballots are a method of collecting votes such as elections, resolutions, etc.
 - c. **Class evaluation:** Class evaluations collect students' evaluation of teaching outlined in the Faculty Collective Bargaining Agreement sections 15.15 to 15.18 (<https://www.calstate.edu/csu-system/faculty-staff/labor-and-employee-relations/Pages/collective-bargaining-agreements.aspx>).
 - IV. **The Institutional Review Board (IRB)** assures ethical conduct and the protection of human subjects in research according to federal regulations and university policy (see EM:P14-02)
 - V. **Online** for the purposes of this policy refers to electronic information transmitted over telecommunications lines (i.e., the internet).

Policy Details *(optional)*

All **online administrative surveys** and **research surveys** of **prospective, current, and past university community members** shall be scheduled with the University Survey Coordinating Committee (USCC) with the following exceptions:

Exceptions to this policy

- I. Ballots, Polls, Class evaluations.
- II. Surveys that utilize a student **research participation pool** (e.g., Psychology Department Sona Systems).
- III. Surveys from service providers to service recipients for process improvement, quality assurance, and/or administrative assessment, such as **point-of-service** surveys administered during or immediately following the service interaction or event.
- IV. Surveys of students by their instructor of record for pedagogical or curricular purposes where the results will not be published or otherwise disclosed.

- V. Surveys that evaluate an individual's leadership, **performance evaluation**, or periodic review.
- VI. Fact-based **administrative forms** that individuals complete as part of routine business operations (e.g., directory information updates, scholarship applications, information technology help tickets).
- VII. Student surveys of fellow students that are conducted solely to fulfill the requirements of a **course assignment** (i.e., results will not be published or otherwise presented to an audience external to Cal Poly Humboldt) under the guidance and direction of a faculty member who has completed an approved human subjects protection curriculum.
- VIII. Surveys from academic programs, departments, and colleges to students affiliated with their unit.
- IX. Any survey that is conducted in person and not **online**.

Scheduling a Survey

The process of scheduling a survey shall be outlined in the Online Survey Coordination procedure and guidelines. Institutional Research, Analytics, and Reporting shall be responsible for maintaining the Online Survey Coordination procedure and guidelines with input from the University Survey Coordinating Committee.

University Survey Coordinating Committee Charge and Authority

- I. University Survey Coordinating Committee Leadership
 - a. The University Survey Coordinating Committee Shall be co-chaired by the Institutional Research, Analytics, and Reporting (Director or designee) and the Institutional Assessment (Associate Director or designee).
- II. University Survey Coordinating Committee Membership
 - a. Ex Officio Members (no term limits)
 - i. Institutional Research, Analytics, and Reporting (Director or designee)
 - ii. Institutional Assessment (Associate Director or designee)
 - iii. Information Security, ITS (ISO or designee)
 - iv. Institutional Research, Analytics, and Reporting staff member (selected by the IRAR Director)
 - v. One representative from the Institutional Review Board (selected by the IRB)
 - b. Terms for Appointed Members
 - i. Appointed staff, faculty, and administrator members of the University Survey Coordinating Committee shall serve three-year terms.
 - ii. Student terms shall be one year.
 - c. Appointed Membership
 - i. One faculty representative from Academic Affairs Division

- ii. One representative from each of these three divisions
 - 1. Administrative Affairs Division
 - 2. Enrollment Management Division
 - 3. University Advancement Division
 - iii. One student representative appointed by Associate Students
 - III. University Survey Coordinating Committee duties
 - a. Coordinate the administration of surveys that are not exempt from this policy.
 - b. Review university survey proposals to ensure the information sought serves university interests and is not already available.
 - c. Disseminate best practices and provide resources (on the web) for support and/or training for university survey development, administration, and analysis.
 - d. Approve university survey requests by outside entities.
 - IV. Frequency of meetings of the University Survey Coordinating Committee
 - a. Monthly or as needed to be determined with the Co-chairs.

Data Classification Standards Data Management

All surveys shall adhere to the [Data Classification Standards - HSU Implementation of the CSU Data Classification Standards](#) (EM:P10-03) and [Data Management Policy](#) (P16-02).

Protection of Human Subjects in Research

All surveys shall adhere to the [Protection of Human Subjects in Research Policy](#) (EM:P14-02). When applicable, researchers shall receive approval from the Cal Poly Humboldt Institutional Review Board before collecting data.

Email Use

All surveys that use Cal Poly Humboldt assigned email accounts shall adhere to the [Email Policy](#) (P21-01).

Accessibility

Cal Poly Humboldt is committed to being an inclusive and accessible campus for all people of all abilities. Beyond the inclusion aspects, failure to make content accessible creates legal exposure for the University. Cal Poly Humboldt's digital communication is legally required to be accessible under federal, state, and California State University policy. All surveys affiliated with Cal Poly Humboldt shall

- I. Use the Survey Accessibility Guide by QualtricsXM <https://www.qualtrics.com/support/survey-platform/survey-module/survey-tools/check-survey-accessibility/>

- II. Adhere to the Accessible Technology Initiative (ATI) Policies (1) [CSU Policy on Disability Support and Accommodations \(EO 1111\)](#) and (2) [Accessible Technology Initiative Memo \(March 2021\)](#).

Survey Software

There are a number of free and paid survey software and services; however, it is encouraged that all Cal Poly Humboldt surveys use QualtricsXM survey software. All current university community members may request a free account.

Expiration Date *(if any; optional)*

History *(required)*

All changes must be listed chronologically in the format below, including all edits and reviews. Note when the policy name or number changes. Note if an edit or revision date is exclusively for the policy section or the procedure section:

Issued: MM/DD/YYYY

Revised: MM/DD/YYYY

Edited: MM/DD/YYYY

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