University of Colorado
Colorado Springs

Institutional Research
Main Hall 410
1420 Austin Bluffs Pkwy.
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719-255-3640 | rmarschk@uccs.edu
www.uccs.edu/ir

Proposal
UCCS Survey Committee

The purpose of the Survey Committee is to improve the quality of campus surveys by (a) coordinating the scheduling of all surveys delivered to UCCS students, alumni, and/or employees, (b) reviewing all surveys for compliance with existing polices and best practices, (c) providing support for survey research and design, and (d) expanding accessibility to and use of survey results.

UCCS relies on surveys to collect data to improve programs and planning; surveys are often expected and sometimes required by accrediting bodies and local, state, or federal government agencies. We believe survey fatigue has reduced the willingness of participants to respond to surveys, thereby generating results that are inapplicable or of questionable validity. Through a collaborative effort, we aim to reduce survey fatigue, improve response rates, avoid redundancies, provide resource and operational support, and enhance the overall use and applicability of survey results to advance the mission and strategic plan of the university.

I.   Membership

Position:	Member Name:
Chair, Director of Institutional Research	Robyn Marschke
Assoc Chair, Office of Research	Jessi Smith
Representative, Career Services	Claire Ami
Representative, Auxiliaries	Stephanie Hanenberg
Representative, Student Life	Sabrina Wienholtz
Representative, Alumni Office	Joanna Bean
Representative, Marketing & Communications	Eric Nissen
Representative, Institutional Research	Wendi Clouse
Representative, Title IX	Amanda Alee
Representative, Compliance	Deb O'Connor
Ex-Officio as needed	

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II.   Scope of Survey Proposals

A.   Surveys <u>inside</u> the scope of this committee include but are not limited to: questionnaires, climate surveys, satisfaction surveys, class research projects, surveys associated with sponsored research projects or evaluation research, applied research, office assessments, learning assessments, customer service polls, elections or ballots, administrator performance reviews, and projects coordinated with an off-campus partner or third party.

B.   Surveys <u>outside</u> the scope of this committee are formal course evaluations or "FCQs", informal course evaluations conducted within a class, one-off event feedback evaluations conducted at the end of an event, and event registrations or RSVPs. *Surveys that are entirely anonymous and administered via a single URL without using campus email addresses or resources are outside the scope of this committee.*

III.   Review Process

A.   Student, employee, or faculty member shall submit a completed Survey Intake Form (appendix) to revise an existing core survey or conduct a new survey. Proposals should be submitted to ir@uccs.edu. Institutional Research will distribute the proposal to the Survey Committee members for review and use Microsoft Teams to correspond outside of monthly meetings.

B.   The Survey Committee reviews proposals on a rolling basis. Within one month of receiving the Intake Form, the committee will:

1.   Conduct a cursory review for the <u>necessity of IRB</u> (Internal Review Board) approval and refer such proposals to the IRB. Examples of surveys that may need IRB approval are surveys that reach vulnerable populations or ask about illegal behavior.

2.   Review and provide guidance regarding <u>FERPA and HIPAA</u> compliance.

3.   Evaluate the <u>fit and feasibility</u> of the proposal into existing mission, strategic planning efforts, and current operations.

4.   <u>Coordinate provision of support services</u> as requested on the Survey Intake Form. This may include full collaborative rights on a temporary Qualtrics account on the Institutional Research license, provision of a custom sample or list of respondents, centrally managed survey distribution and correspondence with participants, use of the Institutional Research Office's survey incentive program (for incentives exceeding $50), advice on survey design or best practices, and analytical or reporting support.

5.   Review the proposal for best practices; the review will address the following items:

a)   *Whether existing data may suit the needs of the stakeholder and whether an existing survey may be revised to do so.*

b)   *Whether the survey instrument, sample, delivery schedule, communication plan, and distribution of the survey are in compliance or should be revised.*

c)   *Whether the survey distribution conflicts with other surveys or scheduled communications.*

d)   *The length of the proposed survey is short, allowing for completion within 20 minutes or less, and the content does not duplicate or is not redundant with known information.*

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e)   *The survey acquires informed consent which outlines risks and benefits to participants, includes notification of or probability of receiving monetary or gift-in-kind incentives, guarantees voluntary participation, and clarifies confidentiality versus anonymity when necessary.*

f)   *The survey contains appropriate contact information, technical support, and any necessary debriefing or referral resources.*

g)   *The proposal includes a description of how the results will be used, applied, posted, or published and ensures sensitive information will not be inadvertently disclosed.*

h)   ***All parties involved in the survey research shall complete FERPA and CITI trainings prior to survey administration.*** *The FERPA training is available online via Skillsoft in the myUCCS portal and is listed as CU:FERPA. The IRB training is online via the CITI Program and is accessible from the UCCS Sponsored Research website.*

C.   Off-campus or third parties wishing to conduct a survey of UCCS students, alumni, faculty, or staff must collaborate with an active UCCS employee who is responsible for coordinating with the Survey Committee and submitting the Survey Intake Form to the Survey Committee.

D.   The Institutional Research Office will maintain a website that contains a calendar of core surveys, summarized results (when appropriate), resources for best practices in survey design, and related procedures and policies. The site URL is https://www.uccs.edu/ir/data/surveys.

E.   Results of the Survey Committee review are final although revised proposals may be resubmitted for reconsideration.

Survey Hub Website:

A.   Survey Committee Charge (this document)
B.   Survey Proposal Form
C.   Survey Calendar, with core surveys identified
D.   Survey Results
E.   Training Resources (CU:FERPA and CITI)