

MARYMOUNT UNIVERSITY ELECTRONIC MASS DISTRIBUTION SURVEYING POLICY

POLICY

Only surveys that are for the purpose of administrative or institutional improvement will be approved for electronic mass distribution to the university community. The Office of Institutional Effectiveness acts as a clearinghouse to approve surveys that are being administered electronically to:

- All faculty, staff, or students **OR**
- At least 250 students, 50 faculty, or 50 staff members

Surveys for research purposes only and student research projects will not be distributed using the University's mass mail outlets. This policy also does not apply to an administrative or academic function that is administering a survey to individuals directly under one's purview (e.g. faculty distributing mid-term course evaluations to students in their courses or a supervisor asking employees who report directly to him/her their preferences for a change in the workplace).

PURPOSE OF POLICY

The purposes of this policy are to:

- Establish a consistent procedure for managing surveys on campus
- Improve survey quality
- Coordinate university wide survey scheduling
- Reduce survey fatigue
- Avoid duplication in data collection

CRITERIA FOR SURVEY APPROVAL

All surveys that fall under this policy will be reviewed by the Office of Planning and Institutional Effectiveness. Approval for surveys will be based on the following:

- Importance: Does the survey provide useful information for assessment and planning purposes?
- Dissemination and Use of Information: Who will have access to the information, and will it help them make better decisions as a result?
- Duplication of Efforts: Can the proposed survey be combined with other planned surveys? Are there existing data sources that contain the same information?
- Content and Design of Survey: Is the survey well-designed? Is it of reasonable and appropriate length? Are the questions easily understood and interpreted?
- Timing: When will the survey be conducted? Does it overlap with other surveys of the same population?
- Targeted Sample: Who is being surveyed?
- Overall Impact: What will be the impact of the survey? Will the survey be considered controversial? Does the survey overburden respondents?

SURVEY REQUESTS

All requests for surveys are submitted in writing to the Office of Planning and Institutional Effectiveness at assess@marymount.edu with the following information:

- A. General description of the survey to include purpose and how the results will be used
- B. Copy of survey instrument
- C. Wording for the cover email to survey participants, with subject line included
- D. Information on how many individuals will be surveyed and a basic description of their characteristics (e.g., 900 residential students)
- E. Proposed dates or timing of when survey should be administered
- F. Description of any incentives that will be given

Survey requests will be submitted at least 10 business days from the desired date of survey administration.

Please note: Survey authors are required to obtain Institutional Review Board approval, if necessary, separately. This policy does not cover IRB approval. For more information about Marymount's IRB, please go to: <http://www.marymount.edu/academics/discover/irb>

SURVEY APPROVAL

Once surveys have been reviewed, requestors will be notified via email as soon as possible and given specific survey tracking information to appear on the survey. To plan when to survey the community, please see the calendar of planned university wide surveys.

ASSISTANCE WITH SURVEYING

The Office of Planning and Institutional Effectiveness provides assistance to faculty and staff conducting survey research by:

- Working with faculty and staff through the approval process
- Providing guidance on questionnaire design, sampling, and other methodological issues
- Creating and reporting results for online surveys using the University web-based surveying system
- Assisting with data analysis and interpretation
- Approving emails for distribution through Marymount's mass mail system