Guide for Administrating Surveys at UNCP

Authority: Provost and Vice Chancellor for Academic Affairs

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Additional References:
- UNC Pembroke Institutional Review Board
- Qualtrics: Additional Information

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1. PURPOSE

1.1 Campus-wide surveys target the members of students, faculty, staff, and alumni at UNCP. The routine surveys provide essential feedback of our students' learning experience, quality of academic supporting programs and services, and work experience of our faculty and staff. The results are reviewed by department chairs/deans, and central administrators and used for further improvement.

1.2 The purpose of the survey policy is to provide guidelines and central clearinghouse for campus-wide survey administration to help minimize the occurrence of survey fatigue, reduce oversampling of students and employees, increase survey response rates, and finally improve the quality of surveys.

2. SURVEY ADMINISTRATION

2.1 Campus-wide surveys usually target a class of students, faculty, staff and/or alumni. Some of these surveys are required by UNC General Administration (e.g., GA Graduating senior survey) and UNCP central administration (e.g., seniors' future plan); some are involved with national consortium/associations (e.g., National Survey of Student Engagement); others may be administered by individual committee, department/program or school/college.

2.2 Campus-wide surveys which are mandatory by UNC GA system or UNCP central administration should be led by the Office of Institutional Research (OIR) for survey design, preparation, administration, analysis and report. The results can be used for improvement in institutional planning, program and services, assessment and Quality Enhancement Plan (QEP) at UNCP.

2.3 Campus-wide surveys which target a class of students, employees, or alumni should be approved in advance by OIR unless they meet one of the following **exceptions**:

2.3.a. A locally developed survey which targets a group of people who have used a given service or attended a specific program/event and for which the survey owner already has the contact information.

2.3.b. Surveys are conducted by faculty, staff or students as a part of their research/projects, or course assignments. The survey administrator may contact the Institutional Review Board (IRB) for further approval if it is necessary. More information about the IRB can be found at http://www.uncp.edu/academics/research/institutional-review-board.

2.3.c. Institutional elections.

3. SURVEY REVIEW AND APPROVAL

3.1 Survey review should focus on whether the survey design, description, questionnaires, and administrative procedure follow the sound practice. The review of survey requests may take up to two weeks once all materials are received. Materials listed below include:

3.1.a. The purpose of the survey.

3.1.b. Description of the targeted population and sampling procedure.

3.1.c. Schedule for administration of the survey.

3.1.d. Survey questionnaires.

3.1.e. The contents of emails including one invitation and three reminders to be used.

3.2 If an anonymous survey is conducted, the survey administrator needs to clearly address the anonymous issue in the invitation letter; meanwhile, personal information (e.g. name, ID, department/office and email address) should not be identified and tracked through the survey contents and procedure.

3.3 If a survey needs to collect personal information (e.g. ID, program/department), in the invitation letter, a confidential agreement should be addressed and the results should **not** be reports at individual level.

4. SURVEY SOFTWARE

4.1 UNCP offers an online-survey tool for faculty, staff and students through Qualtrics (https://www.qualtrics.com). This software allows for creation, distribution, tracking, and summary of online surveys. It has the capability to build surveys with several question types (including single choice, multiple choice, yes/no, rating scales, skip logic, and open ended questions). The survey links are then emailed to targeted groups or placed on a website (e.g., student portal or student learning management system) for completion. Data are conveniently stored in spreadsheet/PDF format and reports are automatically generated.

4.2 Technical support and survey consultation are provided by Qualtrics team and OIR staff. After approval by OIR, each individual should be able to create their own online surveys and administer the surveys themselves.

4.3 Other types of survey tools, such as Survey Monkey are allowed to use for campus-wide surveys. However, the survey consultation and technical support may not be available from OIR.