



Policy Type	
Policy Title:	Survey and Focus Group Policy
Policy Number:	3125
Date Adopted:	09/10/2020
Version:	1.0
Review Cycle:	Bi-Annually
Date Last Reviewed:	09/10/2020
Office Responsible:	Department of Institutional Research & Effectiveness
Reviewing Committee:	Leadership Council
Related Policies:	N/A
Related Laws:	N/A
Related Code of Regulation:	N/A

Policy Summary:

The purpose of this policy is to provide a coordinated approach to surveying prospective students, current students, alumni, faculty, staff, employers, community members, and other stakeholders within the Jackson College Community in order to:

- Ensure that survey design, administration, analysis, and reporting are methodologically sound.
- Ensure that surveys conducted on behalf of the College adhere to high and consistent standards of quality that maintain the integrity of the College's reputation and brand.
- Minimize collection of duplicate data and "survey fatigue" by combining data collection needs whenever possible and appropriate, and managing the number and timing of multiple surveys to the same group of respondents.
- Ensure appropriate distribution and use of survey results.
- Maintain a thorough and accessible record of survey tools and results.

Definitions:

A survey is defined broadly as any means of data collection in which questions are presented to respondents in paper, oral (e.g., interview, focus group), or electronic (e.g., email, web) format for the purpose of evaluating/assessing College programs, functions, or services; or gathering feedback from respondents for decision-making and continuous improvement of same. Respondents include, but are not limited to, prospective students, current students, parents, alumni, faculty, staff, administrators, employers, and other community members

Policy Scope:

All surveys must be conducted in collaboration with, the office of Institutional Research and Effectiveness at Jackson College. These surveys will be placed through an approval process established by the Survey Collaborative Team. The Survey Collaborative Team

will collect and review survey results to identify areas of improvement. This information will be shared with the appropriate stakeholders.

This policy applies to all surveys conducted by or on behalf of Jackson College, its employees, offices, services and departments. The following forms of data collection are exempt from this policy:

- Surveys sent by voluntary associations to their own members; for example, a registered student organization may freely poll its own members or a union may survey its own members;
- Surveys sent out to all members of a voluntary e-mail list;
- Departmental surveys of their program students for assessment and outreach;
- Electronic collection of information required for employment or matriculation;
- Electronic communication between a faculty member and his or her students for non-research purposes.

Campus-wide surveys will be conducted in a manner consistent with ethical considerations and security best practices. Since Jackson College students, faculty, alumni, and staff will be surveyed, the results will be considered the property of Jackson College with the expectation that they will be shared appropriately with the campus community.

Respondent survey data must be kept confidential. Thus, data shared must not include personally identifiable information such as student id, social security number or name and reports using the data must not identify individual respondents (paper, electronic or verbal).

Summary data with small cell sizes must not be reported if it could potentially reveal data about an individual person. In general, at a minimum cell sizes of nine or fewer must not be reported, but depending on the summary report, it may be necessary to set a higher threshold in some cases.

Some surveys may be subject to review by Jackson College Review Board (IRB), which ensures that no subjects are harmed by research projects, but please note that IRB approval or exemption does not imply institutional approval or sponsorship of a survey. The IRB reviews proposals in which human participants are involved in research, with "research" defined as "an activity designed to test a hypothesis, permit conclusions to be drawn, and thereby develop or contribute to generalizable knowledge." Notably, some projects that involve human participants are not considered research, and would thus not require IRB review, because their intent is to document a historical event or the experiences of individuals, rather than to have predictive value or lead to the development or testing of a hypothesis (e.g., oral histories, ethnographies, documentaries and other journalistic inquiries). Finally, note that whether or not an investigator intends to publish his or her results is not relevant to whether or not the project requires IRB review.

Change Log

<u>Date Of Change</u>	<u>Version</u>	<u>Description of Change</u>	<u>Responsible Party</u>
9/10/20	1.0	New policy	Director of Institutional Research & Effectiveness