

PIEDMONT VIRGINIA COMMUNITY COLLEGE

II – ADMINISTRATIVE (GENERAL) POLICIES

II – 70.5 SURVEY POLICY

Policy #:	II – 70.5
Effective:	May 11, 2009
Revised:	
Responsible Dept.:	IRPIE

Purpose

Surveys are an increasingly popular method for gathering information and feedback from college constituencies. 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 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.

Applicability

This policy applies to all surveys conducted by or on behalf of PVCC, its employees, offices, services, departments, divisions, and programs that are in progress as of July 1, 2009 or developed and administered, or re-administered, thereafter.

The following forms of data collection are exempt from this policy:

- Student evaluation of individual courses and instruction.
- Feedback instruments used in the evaluation of employee performance.
- Surveys conducted by faculty as part of instruction with students currently enrolled in their class or classes.
- Systems for electing students, faculty, or staff to leadership positions within College committees or organizations.
- Forms for the sole purpose of application to or registration in PVCC programs, classes, workshops, or events.

Also exempt are individuals conducting survey research that would utilize PVCC students, employees, data, or facilities and is not conducted by PVCC for the primary purpose of internal decision-making and improvement. This research is subject to PVCC's policy on [Conduct of External Research](#).

Policy Statement

Surveys must be reviewed and approved by the Director of Institutional Research, Planning, and Institutional Effectiveness (IRPIE) prior to being implemented.

A copy of all surveys, datasets, and associated reports not generated by IRPIE will be provided to IRPIE electronically for retention in a survey archive.

Responsibilities and Procedures

The Office of Institutional Research, Planning, and Institutional Effectiveness will:

- Provide an [electronic form for survey requests and approvals](#).
- Provide consultation on the development and administration of surveys and analysis of results.
- Provide templates and standards for cover letters, introductory statements, survey types and questions.
- Review and approve survey requests.
- Prioritize and schedule surveys based on the needs of the college, such that data collection is timely and conducted in a manner that minimizes survey fatigue, duplication of effort, and disruption to the educational environment.
- Maintain a web-based survey tool, use the tool to post surveys for requestors as appropriate (and as time and workload permit), and generate reports.
- Maintain a survey archive.
- Annually review the scope and effectiveness of this policy and associated procedures.

Individuals requesting to conduct surveys will:

- Complete the survey request form and meet with the Director of Institutional Research, Planning, and Institutional Effectiveness prior to implementing any survey.
- Provide IRPIE with a copy of all surveys, datasets, and associated reports not generated by IRPIE.
- Be responsible for preparation of any mailings of surveys administered on paper, as well as the compilation of the data from such surveys.

Drafted by Director, IRPIE

April 2, 2009

Reviewed by survey stakeholders

April 9, 2009

Reviewed and approved by Presidents Staff

May 11, 2009