

**Austin Peay State
University**

Rescind Policy Survey Administration

Issued: January 17, 2020

Responsible Provost and Senior Vice President for Academic

Official: Affairs

POLICIES

Responsible Institutional Effectiveness and Assessment in
Office: conjunction with the Decision Support and
Institutional Research

Policy Statement

It is the policy of APSU to establish protocols for the administration of surveys within the APSU community.

Purpose

As part of its mission to maintain and disseminate accurate data to support academic and administrative decision-making, assessment and compliance; as well as to provide technical and professional services to serve the information needs of Austin Peay State University, this policy aims to achieve the following goals:

- i. establish a central clearinghouse for survey administration;
- ii. ensure the survey administered meets institutional standards of quality and applicability;
- iii. establish a master Survey Calendar;
- iv. minimize survey fatigue due to volume and oversampling;
- v. maximize survey response rate and survey quality;
- vi. eliminate the collection of duplicate information;
- vii. effectively share survey results; and
- viii. provide and support an online survey software tool.

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Definitions

Census	Survey administered to entire population.
Faculty Research	Any research that is performed by APSU faculty to support scholarly productivity and/or produce new knowledge within the field.
Faculty-Directed Research	Any research in which faculty work directly with a student for either pedagogical or scholarly purpose.
Institutional Review Board (IRB)	IRB's mission is to assure the safe and ethical treatment of human participants in research. Federal and university regulations require that all research involving human participants conducted by APSU faculty, staff, and students be reviewed and approved by the IRB before initiation.
Institutional Survey	Any survey supported or sponsored by APSU used to collect data for institutional planning, assessment, research, and/or program evaluation. This includes surveys used to support external accreditation.
Population	All individuals who make up a single group of interest. For example, all first-year students, all students living on campus, etc.

Survey Administrator	Individual responsible for the proposed survey including final decisions on all aspects of survey methodology and analysis.
Survey Policy and Oversight Committee (SPOC)	A committee consisting of staff and faculty that will review the quality, content, and applicability of proposed surveys to determine if they adhere to the Survey Administration Policy and to issue whatever time, place, and manner restrictions are appropriate for the administration of the survey if the survey is approved by the committee.
Survey Sample	Group of individuals from a population who will be surveyed.
Sampling Method	Process used to determine which individuals will be included in the survey sample.
Survey	Method of collecting data through the use of a standardized questionnaire. Modes of administration include electronic surveys, paper-and-pencil surveys, person-to-person, and telephone surveys.
APSU Community	All prospective students, current enrolled students, employees and alumni.

Implementation

Accountability	The President, the Provost, Chief Information Officer, and the University's Director of Information Security will implement and ensure compliance with this policy. The Survey Policy and Oversight Committee (SPOC), under the direction of the administration, will implement this policy.
Applicability	<p>A. For the purpose of this policy, a survey is defined as a method of collecting data through the use of a standardized questionnaire. Modes of administration include electronic surveys, paper surveys, telephone surveys, and person-to-person surveys.</p> <p>B. Surveys administered to the APSU community under this policy include all faculty, student, staff, external, and third-party survey initiatives with the following exceptions:</p> <ol style="list-style-type: none"> 1. course/teaching evaluations for the sole purpose of providing feedback to individual instructor and/or supervisors; 2. administrative forms, including those for the business of Faculty Senate and Staff Senate; 3. polls for student elections;

4. web in-page/pop-up surveys collecting sign-up/contact/comment data;
5. evaluation of a specific event or workshop by participants; and
6. customer feedback collected at point of service.

Policy

- A. Any person, (now referred to as Survey Administrator) proposing to distribute a survey to the APSU community must receive approval from the SPOC after the survey administrator completes the Request Survey Proposal (RSP) web form to the committee prior to engaging in survey activities under the scope of this policy. The RSP requires the following information:
 1. Identification of the individual acting as Survey Administrator who will be responsible for survey administration activities as well as compliance with this policy (and all other applicable policies). Students administering research surveys will also identify the faculty advisor designated as principal investigator on the RSP.
 2. Detailed population/sample size description when requesting email addresses for members of the APSU community.
 3. Copy of the survey questionnaire.
- B. The SPOC will review the quality, content, and applicability of all proposed surveys to determine if they adhere to the Survey Administration Policy and to issue whatever time, place, and manner restrictions are appropriate for the administration of the survey if the survey is approved by the committee. The committee will submit to the Survey Administrator in writing whether the survey instrument has been approved for use at APSU.

If the SPOC rejects the survey, the survey administrator may appeal the committee's decision to the Provost's Office within 30 days of notification of the SPOC. Decisions by the Provost's Office are final.

- C. Survey administration oversight by the SPOC does not supersede the policies and procedures of the Institutional Review Board (IRB). If a survey research project is subject to review by the IRB, proof of IRB approval is required before the SPOC will consider scheduling the survey and provide access to email addresses.

- D. To ensure confirmation of requests for specific calendar dates and to schedule timely production of sample frame email lists the Survey Administrator should submit the completed RSP at least six weeks prior to survey launch date. It is the responsibility of the Survey Administrator to review the survey calendar prior to submitting the RSP. The SPOC will establish a master survey calendar for the institution and all approved institutional-wide surveys involving students, faculty, or staff must appear on the survey calendar. The calendar will also include meeting dates of the SPOC.
- E. Often times, the execution of surveys require access to emails, phone numbers, and addresses. Therefore, in the interests of APSU and the populations served by the University, the SPOC bears the responsibility to weighing the needs of the originator and the needs of the University. In short, SPOC is the gatekeeper for access to the databases containing contact information and provides “contact information release” guidelines to the Office of the Registrar and Decision Support and Institutional Research.
- F. Administering an institutional survey establishes an obligation on the part of the Survey Administrator to use the data responsibly, including not distributing the data to others in, or outside the university, unless the researcher is an authoritative source for and an authorized distributor of the data and the recipient is authorized to receive the data.
- G. All surveys conducted at APSU, as well as the data generated from them, are considered the joint property of APSU and the survey originator, and are subject to all APSU policies, state, and federal laws. Survey Administrators must also share survey data and reports with APSU upon request of the institution. Sharing of research data with members of the University community, external collaborators, and others for legitimate purposes is a key precept of APSU. APSU faculty may use and/or release their own survey research data for presentations and publications.
- H. The Office of Institutional Effectiveness and Assessment (IEA) will make available a university-wide schedule of surveys to minimize oversampling and help improve response rates. The Office of IEA conducts important surveys throughout the year to provide analytical support to departments, colleges and the university at large. As such the

Office of IEA, through the SPOC, may require the Survey Administrator to reschedule administration to ensure adequate response rates.

- I. APSU approved a Single Licensed Survey Provider (SLSP) as the online survey software to be used for surveys covered under this policy. APSU faculty, staff, and students, as well as researchers from other institutions, are prohibited from using any other online survey software tool when surveying the APSU community, unless the APSU faculty or staff member is participating in a collaborative survey project with faculty or staff at another institution using that other institution's survey software. The Office of IEA will provide access to the SLSP through its website. Survey Administrators are responsible for activating and distributing surveys using the SLSP only after receiving confirmation of launch date from the SPOC.
- J. The Office of IEA will maintain a survey repository documenting institutional survey questionnaires and reports. Survey Administrators should review questions currently being asked of the APSU community, as well as published reports, prior to planning any new survey initiatives to eliminate duplicative data collection activities. A request for the addition of new questions to institutional surveys should be directed to the appropriate Survey Administrator.
- K. Consultants or other third-parties hired by APSU to survey the APSU community must contact the University's Director of Information Security to ensure compliance with all relevant security and data policies.
- L. Specific procedures and guidelines for following the survey policy are contained within the Survey Policy Protocol website (Appendix I)

Faculty Research Activity Release

- A. This policy does not affect Faculty research or Faculty-Directed research activities to include faculty-supervised research surveys distributed within the confines of a classroom, program, or departmental research participant pool that contribute toward students' academic progress.
- B. If, however, the faculty research or faculty-directed research activity reaches beyond the confines of a classroom, program, or departmental research participant pool and involves students, faculty, and staff of the general APSU

community, a designated survey administrator must receive approval from the SPOC after the survey administrator completes the Request Survey Proposal (RSP) web form to the committee prior to engaging in survey activities under the scope of this policy.

The SPOC will review the request being made by the Faculty Survey Administrator to ensure only that the date and time requested to administrate the survey does not conflict with other institution-wide surveys.

- C. All faculty-directed surveys conducted at APSU, as well as the data generated from them, are considered the joint property of APSU and the survey originator, and are subject to all APSU policies, state, and federal laws. Sharing of research data with members of the University community, external collaborators, and others for legitimate purposes is a key precept of APSU. APSU faculty may use and/or release their own survey research data for presentations and publications. Survey Administrators must also share survey data and reports with APSU upon request.

Links

APSU Survey Protocol Process To be created upon policy approval.

Revision Dates

APSU Policy 2:062 – Issued: January 17, 2020

Subject Areas: *(Mark all that apply with)*

Academic	Finance	General	Human Resources	Information Technology	Student Affairs
<input checked="" type="checkbox"/>					

Approved

President: signature on file

Appendix I
APSU Survey Protocol Policy
Process

Below are specific guidelines regarding use of the SLSP:

- i. Use of the SLSP is subject to the same Acceptable Use Policy as other APSU computing resources as set forth by the Office of Information Technology. Users must comply with all other applicable university policies, state, and federal laws.*
- ii. The SLSP software is for institutional purposes only and licensing explicitly excludes any use of the software for commercial or personal use, including commercial and government-sponsored research.*
- iii. Users of the SLSP are responsible for following APSU's Institutional Review Board (IRB) processes.*
- iv. Users of the SLSP will protect the privacy and confidentiality of human subjects and other institutional information as required by the Family Educational Rights and Privacy Act (FERPA).*
- v. The APSU logo that is the default on APSU's SLSP surveys may be used only when surveys are administered as part of official University business.*
- vi. Proper authorization is required for use of any copyright material or third party logo used in the survey. Please refer to APSU's University's Copyright and Fair Use policy.*
- vii. Employees are responsible for general oversight of acceptable and responsible use of the SLSP among their students in accordance with university policies.*
- viii. APSU's SLSP administrator will routinely monitor the volume of surveys and survey respondents for system management purposes. Usage may also be subject to auditing and security testing.*
- ix. APSU's SLSP administrator will archive and retain surveys instruments and survey responses indefinitely. However, users are responsible for archiving their data to other media such as a local hard drive prior to expiration of their SLSP accounts. APSU is not responsible for archiving data and the administrator may remove any faculty, administrator, or student account due to inactivity.*
- x. APSU reserves the right to change, at any time, at its sole discretion, the APSU SLSP offering and these guidelines and procedures.*