



UWS limits survey distribution as outlined in this policy.

### **Definition**

For this policy, a survey is defined as a method used for collecting data from a pre-defined group of respondents to gain information and insights on various topics of interest.

### **Purpose**

This policy is to clarify the use and optimize the application of surveys at UWS by:

- Avoiding the collection of duplicate information,
- Reducing survey fatigue by limiting the number and timing of surveys to any one specific group,
- Enhancing survey participation,
- Protecting the privacy of survey participants, and
- Ensuring data collection validity and reliability.

### **Scope**

This policy applies to surveys created or endorsed by UWS that involve a sampling or census of a population at the university (including current and prospective students, students no longer enrolled in a UWS program, alumni, employees, trustees, and patients). The UWS vice president of academic affairs determines whether a survey is governed by this policy. UWS limits survey distribution as outlined below.

### **Institutional Review Board Oversight**

The UWS Institutional Review Board (IRB) governs surveys associated with applicable human research. All research conducted on human subjects requires IRB approval except:

- Data collection for an internal department or other university administrative purposes (i.e., course evaluations and employee and student satisfaction surveys).
- Surveys issued or conducted by university personnel for the intent of improving services and programs of the university or for developing new services or programs.
- Informational gathering interviews or surveys that focus on university processes, services or policies (i.e., quality improvement and quality assurance surveys) unless clear intent is for generalizable knowledge.
- University evaluations that are conducted under independent contract by an external agency for internal purposes only (i.e., personnel studies, customer satisfaction surveys, cost-benefit analyses, program enrollment, constituent demographics and outcome analyses).

See [Policy 8003 Institutional Review Board \(IRB\)](#) for additional information. The IRB administrator, with oversight from the vice president of academic affairs, determines whether the survey must be reviewed by the IRB.

### **Survey Calendar and Scheduling**

The office of institutional effectiveness maintains a survey calendar (see Outlook calendar for [surveys@uws.edu](mailto:surveys@uws.edu)). Institutional surveys (e.g., annual student feedback, course evaluations, etc.) may receive scheduling priority over those from outside agencies or other internal stakeholders (e.g., faculty or students conducting research, department-specific inquiries, etc.). The vice president of academic affairs may deny a request, or offer alternative scheduling options, to prevent over-surveying a specific population.

### **Survey Request Form**

Employees and students intending to conduct a survey must complete a [survey request form](#) located on the UWS website. The following surveys are exempt from the request process:

- Feedback from clients at point(s) of service
- Event evaluations by event participants
- Classroom/audience response or technology-based polling
- Routine course evaluations conducted by the university
- Surveys or polls that involve voting on preferred options for a specific event (e.g., meals or scheduling)

### **Requests to Conduct a Survey**

Requests to conduct a survey are reviewed and, if approved, are authorized by the vice president of academic affairs based on the criteria established below and the schedule of planned surveys. A decision regarding the request is normally provided within ten (10) business days.

To be eligible for approval, the survey must:

- Have a clear purpose.
- Not duplicate other existing surveys.
- Be well designed and utilize sound survey methods and practices.
- Not violate copyright laws upon reproduction.
- Utilize existing university software or other approved mechanism for data collection.
- Protect the confidentiality of responses, as applicable.
- Be approved by IRB, when applicable.
- Not interfere with the timing of other planned surveys and university activities.
- Include a university mentor or sponsor, in the case of surveys conducted by students.
- Adhere to university brand guidelines.

Surveys not meeting these criteria are denied and may be resubmitted for approval when the outstanding concerns are resolved.

### **Compliance**

Surveys must comply with the requirements of the Family Educational Rights and Privacy Act (FERPA), Department of Health and Human Services (DHHS), or Health Information Portability and Accountability Act (HIPAA) as applicable.



### **Collecting and Storing Data**

Survey administrators must store data securely and use data only for the designated and intended purposes. When presenting survey results, survey administrators ensure the confidentiality of respondents. Survey administrators must adhere to university policies for handling and storing data.

**Related Policies:**    [Policy 1231 Student Record Retention and Disposal](#)  
                              [Policy 1232 Student Record Privacy \(FERPA\)](#)  
                              [Policy 3601 Acceptable Use of Information Systems](#)  
                              [Policy 8003 Institutional Review Board \(IRB\)](#)

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