

Policy History
Policy No. IM7
Approving Jurisdiction: President
Administrative Responsibility: Vice President Finance & Administration
Effective Date: June 4, 2011

Management of Surveys Policy

CONTEXT AND PURPOSE

The University has a strong need for reliable data relative to student and employee experiences and preferences, to measure outcomes and inform institutional planning and decision-making. This need, coupled with easily accessible technology, has led to a significant growth in the number of surveys used to gather data from and about the University’s students and employees. Kwantlen needs to ensure that surveys and surveying processes at the University are managed in the most effective and efficient manner possible.

This Policy has been developed to ensure that the results of surveys conducted within the University environment achieve the following aims:

- ensure effective survey design and methods in order to produce results that are reliable and meaningful
- avoid the unnecessary collection of information that is already available
- reduce survey fatigue by limiting the number of surveys to any one specific group
- ensure that all surveying at Kwantlen is in compliance with British Columbia’s Freedom of Information and Protection of Privacy legislation
- encourage effective use of collected data and information through the University
- promote high survey participation rates.

SCOPE AND LIMITS

This policy applies to any broad sampling or census of members of the University community at Kwantlen that involves direct requests to individuals for information.

Surveys covered by this policy include those administered by the University, by research projects within or outside the University or by outside agencies.

Certain surveys of a small scale and focussed purpose are exempted from this Policy. Examples of exempted surveys are provided in the Procedures document that accompanies this Policy.

STATEMENT OF POLICY PRINCIPLES

1. To best serve the University community and to meet its accountability needs, Kwantlen requires the ability to collect reliable data and information from its applicants, students, alumni, employees and other members of the University community.
2. The University has an obligation to protect those members of the University community who are potentially subject to surveys from burdensome and unnecessary requests for information.
3. The University has an obligation to ensure that the personal information provided through surveys is collected, used and stored in compliance with British Freedom of Information and Protection of Privacy legislation.

DEFINITIONS

Refer to the related Procedures document for definitions which will enhance the reader's interpretation of this Policy.

RELATED POLICIES & LEGISLATION

RS1 Research Involving Human Participants
[Freedom of Information and Protection of Privacy legislation \(BC\)](#)

RELATED PROCEDURES

Refer to *IM7 Management of Surveys Procedures*