



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

Management of Surveys Procedure

DEFINITIONS

Approved Surveys: The University maintains a list of surveys that have been approved by the Survey Management Committee. The list will be maintained by the Institutional Analysis and Planning Office.

Exempted Surveys: Surveys exempted from this Policy are those that are of a small scale and focussed in purpose; for example, surveys that are part of assigned work in a non-thesis course, focus groups, polls taken within a course, evaluations of an event by participants, evaluation of a service by a client at the point of service and evaluations of teaching. Surveys of its own members carried out by a labour union or a student society are also excluded but only in situations where they do not use university facilities or resources.

Surveys: Surveys include all data and information gathering techniques either in paper, web, telephone or other formats.

University Community (General): For the purpose of this policy, University Community includes all employees, all current and prospective students as well as members of various University committees, visitors, contractors, their employees and agents and any other persons on Kwantlen premises and at Kwantlen sponsored and sanctioned activities and events, both domestically and abroad.

PROCEDURES

1. The approval of surveys will be managed through a Survey Management Committee, chaired by the Director of Institutional Analysis & Planning or designate.
 - a. Membership will be co-ordinated through the Office of the Vice-President, Finance and Administration and will include, in addition to the Director of Institutional Analysis & Planning (or designate), a representative from each of the following areas:
 - Senate (to be appointed by the Chair of Senate)
 - Academic (to be appointed by the Provost and Vice-President Academic)
 - Student Life (to be appointed by the Associate Vice-President Student Services)
 - Student Communications (to be appointed by the Associate Vice-President, Strategic Enrolment Management)
 - Senate Standing Committee on Program Review

The Chair, at his/her discretion will have the flexibility to add additional individuals on an ad hoc basis to deal with specific surveys or survey-related issues.

2. The mandate of the Survey Management Committee is to:
 - a. Receive and evaluate applications requesting approval to survey
 - b. Ensure the design and methodology is appropriate for the survey's purposes and conforms to accepted survey practices
 - c. Ensure the appropriateness of proposed dissemination of survey results; monitor implementation
 - d. Ensure that, if required, surveys have received Research Ethics Board approval
 - e. Maintain a record of surveys administered to various University community target groups
 - f. Assess the effectiveness of approved surveys once they are completed; e.g. track response rates, review outcome of new survey methodologies, etc.
 - g. Consider and recommend procedural improvements for the administration of surveys
 - h. Prepare and provide an annual report to the President
3. An individual or group wishing to carry out a survey should consider whether the survey fits within the scope of the Policy; in cases of uncertainty, there should be a consultation with the chair of the Survey Management Committee. If the survey fits within the Policy, the individual or group will make an application to

the Survey Management Committee for permission to proceed. A “Survey Application Form” needs to be completed as far ahead as possible and, in any case, not less than 30 business days before the administration of the survey. Exceptions, under unusual circumstances, may be considered and approved by the Chair of the Survey Management Committee. The Survey Application Form is available on the Kwantlen web-site at (provide link). The Application, which can be completed and returned electronically requests the following information:

- a. The purpose of the survey
 - b. The source and strategic or research context of the survey
 - c. The issues to be addressed or data to be collected
 - d. The population to be surveyed
 - e. The approach to be used in carrying out the survey (e.g. survey methodology, timing of the survey, plans for analysis and disposition of data)
 - f. Plans for use of data and communication of results
4. Requests for approval of surveys will be considered according to the Criteria:
- a. Alignment with the University’s strategic plan and priorities
 - b. Design of the survey including timing, scope and mode of delivery
 - c. The extent to which other surveys or administrative data sets supply (or could Supply) the required data
 - d. The extent of the survey burden on target groups within the University
 - e. Government requirements including Freedom of Information and Protection of Privacy legislation
5. Approval from the Research Ethics Board will be required where applicable in addition to approval from the Survey Management Group.

RELATED POLICY

Refer to IM7 *Management of Surveys Policy*