



Number: TBD
Title: Coordination of Survey Administration and Reporting
Responsible Office: Academic Affairs

Date of Origin: Date Last Amended: Date Last Reviewed:

I. PURPOSE & INTENT

Surveys are widely recognized as an important means for collecting necessary information from students, faculty, staff, and alumni for organizational improvement. The purpose of this policy is to facilitate the development, dissemination, and utilization of surveys to advance the university's strategic interests by establishing practices and procedures for administering and utilizing surveys. Through this policy, the university hopes to enhance the quality of surveys and responses and promote the utilization of insights gathered through these surveys. Through greater coordination and collaboration, the university intends to promote efficiencies and eliminate redundancies.

Related Policies:

- 1. USF Policy 10-505 Degree Progression and Completion Deadlines for Undergraduate Students
2. USF Policy 0-520 Mass Electronic Communication
3. USF Policy 0-507 Data Management

II. STATEMENT OF POLICY

With the exceptions noted in section III below, surveys administered by USF units and distributed to a combination of 200 or more students, faculty, staff, and/or alumni must be approved by the Survey Review Committee.

With the exceptions noted in section III below, surveys conducted by individuals or organizations outside the university and distributed to any number of USF students, faculty, staff, and/or alumni must be approved by the Survey Review Committee.

Academic research conducted by faculty or students and surveys conducted by students as part of an official USF course assignment are subject to this policy only if the project involved

30 solicits 200 or more total USF students, faculty, staff, and/or alumni as participants in a survey  
31 or as recipients of an email invitation requesting their participation in a survey.

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### 33 **III. APPLICABILITY & AUTHORITY**

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35 This policy has university wide application and provides guidelines for the administration,  
36 centralization, and data reporting of surveys administered to USF students, faculty, staff,  
37 and/or alumni by either internal or external entities with the following exceptions:

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39 A. Institutional or organizational elections.

40 B. Survey projects fulfilling state or federal requirements.

41 C. Satisfaction surveys, user surveys, or program/event evaluations administered one time or  
42 on an ongoing basis that:

43 a. are administered only to individuals who have already used a given service or attended  
44 a specific program/event; and

45 b. are not administered to non-users or non-participants.

46 D. End-of-term course evaluations.

47 E. Institution-wide surveys designated or administered by the Office of Decision Support  
48 (e.g., The National Survey of Student Engagement (NSSE), Graduating Senior Survey,  
49 First Destination Survey, etc.).

50 F. 360-degree performance appraisals of employees.

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### 52 **IV. DEFINITIONS**

53 A. **Survey:** An instrument, questionnaire, or interview administered electronically, in person,  
54 or over the telephone designed to collect information on expectations, experiences,  
55 attitudes, opinions, and/or preferences and is intended for distribution to USF students,  
56 faculty, staff, and/or alumni.

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58 B. **Survey Author:** The individual or unit responsible for the survey development,  
59 administration, coordination, analyses, and/or reporting of a survey or survey data.

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61 C. **Survey Review Committee:** A committee and committee chair appointed by the Office  
62 of the Provost and coordinated through the Office of Decision Support (ODS) to support  
63 best practices in the coordination of survey administration and survey data reporting.  
64 Members of the Survey Review Committee will include representation from:

65 a) Office of Decision Support

66 b) Student Success: Undergraduate Studies

67 c) Student Success: Office of the Registrar

68 d) Graduate Studies

69 e) Human Resources

70 f) Diversity, Equity, and Inclusion

71 g) Faculty Success

72 h) Faculty Senate

73 i) Council of Deans

74 j) Research and Innovation: Institutional Review Board

75 k) Student Government

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## V. GUIDELINES

### A. General

The following guidelines are applicable to all surveys, regardless of sample size:

- a) Surveys are not to be administered to any current undergraduate, graduate, or professional student during the following timeframes:
  - i) End-of-term course evaluations.
  - ii) During the weeks of final exams.
  - iii) During time periods of institution-wide surveys administered by the Office of Decision Support.
- b) Ideally, current USF students, faculty, staff, and/or alumni will not be asked to participate in more than one approved survey at a time.
- c) Unless approved by the Survey Review Committee, survey administration will not last more than 30 days from the initial date of invitation.
- d) Unless approved by the Survey Review Committee, email invitations to USF students, faculty, staff, and/or alumni requesting their participation in a survey is limited to a maximum of three (3) emails (one initial email and up to two subsequent reminders).
- e) Survey authors should ensure questionnaires are appropriately constructed and utilize official university logos and branding. For information on effective survey development visit [www.qualtrics.com](http://www.qualtrics.com). For information on official university logos and branding, visit <https://www.usf.edu/ucm/marketing/brand.aspx>
  - i) Exceptions to university branding may be approved by the Survey Review Committee. Examples include when an external entity is contracted to conduct the survey (e.g., The National Survey of Student Engagement – NSSE).
- f) The utilization of student and employee email addresses for the purpose of administering a survey must adhere to Policy 0-520 Mass Electronic Communication  
<http://regulationspolicies.usf.edu/policies-and-procedures/pdfs/policy-0-520.pdf>
- g) For surveys where the use of student, faculty, staff, and/or alumni email addresses has been approved, survey authors must conceal the identity of each recipient from the survey population.

### B. Survey Populations and Samples

1. If the Survey Review Committee has approved a sample population, survey authors are responsible for engaging with the appropriate offices for generating population files.
2. The Survey Review Committee’s approval for administering a survey does not require for any office to comply with a survey author’s request for a population sample.

- 120 3. Unless approved by the Survey Review Committee, surveys should be administered to  
121 no more than 33% of a desired USF population.  
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- 123 4. Unless approved by the Survey Review Committee, population samples will not  
124 oversample specific populations.  
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- 126 5. Requests for sample populations must include a statistical or logical justification of the  
127 sample size or any oversampling.  
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### 129 C. Approval Procedures

- 130 1. Prior to submitting a request for survey approval, survey authors are encouraged to  
131 explore the reports and information already available on the Office of Decision  
132 Support's Survey Research Hub.  
133 <https://usfweb.usf.edu/ODS/secure/Surveys/default.aspx>  
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- 135 2. If none of the exceptions above apply and information is not already available from  
136 other surveys, survey authors must submit a request for survey approval to the Survey  
137 Review Committee prior to the administration of a survey. All requests must be  
138 submitted online at: <http://usfweb.usf.edu/ODS/Forms/Default.aspx>.  
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- 140 3. The approval by the Survey Review Committee to administer a survey is not a  
141 substitute for a review by the Institutional Review Board (IRB). The Survey Review  
142 Committee may also request that a survey author to submit a survey for review by the  
143 IRB before it is administered.  
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### 145 D. Scheduling

- 146 1. Institution-wide surveys (e.g., Graduating Senior Survey, course evaluations, etc.) hold  
147 highest priority for scheduling followed by college-wide surveys, and then all other  
148 surveys.  
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- 150 2. Surveys will be approved on a first-come, first-served basis and will not overlap with  
151 other surveys administered to the same populations as listed on the Office of Decision  
152 Support's Survey Administration Calendar.  
153 <https://usfweb.usf.edu/ODS/secure/Surveys/AdministrationCalendar.aspx>  
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### 155 E. Reporting and Results Sharing

- 156 1. As part of the approval process, survey authors must share a plan for the dissemination  
157 of aggregated survey results.  
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- 159 2. To aid the university in the centralization of survey data, survey authors will provide  
160 survey records to the Office of Decision Support upon their request. For data  
161 governance and the protection of survey participants, the Office of Decision Support  
162 does not distribute survey records.  
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- 164 3. To aid in the sharing of survey findings, survey authors will share final reports of  
165 aggregated survey findings with the Survey Review Committee. If appropriate, reports

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will be posted on the Office of Decision Support's Survey Research Hub to share with the university community.

<https://usfweb.usf.edu/ODS/secure/Surveys/default.aspx>

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