

SURVEY ADMINISTRATION GUIDELINE

Overview

Surveys of campus constituents (i.e., students, faculty, staff, and alumni) are recognized as an important means for collecting information to support and improve educational quality, institutional effectiveness, and student and employee experience. Survey administration, however, must be done while ensuring that campus constituents' time and resources are respected. This guideline establishes a procedure for managing surveys conducted on the Cal State LA campus to ensure that the redundancy and frequency of surveys are minimized and that the surveys align with our University's mission and values.

All University surveys of campus constituents will be reviewed by Senior Leadership and coordinated through the Office of Institutional Effectiveness. This guideline allows the campus to engage in best practices that benefit both the University and survey users. The goals of the guideline include:

- To be thoughtful stewards of our community members' time and resources
- To reduce survey fatigue and unnecessary survey proliferation
- To evaluate and prioritize requests for access to campus constituents for research purposes
- To encourage collaboration among researchers and practitioners on the use of existing data

For this guideline, a **survey** is defined as a structured series of questions addressed to a group of persons to understand patterns in the group's attitudes or experiences and may take the form of written or electronic questionnaires. A questionnaire will be considered a survey based on the information it elicits, regardless of its length. All administrative and research surveys meeting the following criteria should be coordinated through the Office of Institutional Effectiveness:

- Any survey for which the sample comprises of prospective, current, or former students.
- Any survey for which the sample comprises of a specific cohort of students (e.g., a specific identity such as race or ethnicity, women in STEM) from one or more college.
- Any survey for which the sample comprises of prospective, current, or former University employees (staff, faculty, or administrators).
- The survey guidelines are applicable to all surveys, irrespective of the survey tool utilized (e.g., Qualtrics, EAB Navigate, or Survey Monkey)

Note: Surveys to entire population of interest will not be approved unless there is a compelling reason to do so (e.g., accreditation requirement).

The guideline defines the coordination procedures for these surveys. Individuals who wish to administer a university survey to campus constituents must submit a completed and Dean/MPP (or designee) approved **Survey Request Form** at least **90 days** in advance of the desired survey administration date.

Surveys with students in one of following categories are **exempt** from the review process:

- Course-embedded surveys, evaluations, or assessments
- Surveys conducted by faculty for instructional purposes
- Surveys related to performance evaluations or periodic reviews
- Surveys designed to solicit feedback from participants regarding a specific campus event
- Point-of-service surveys administered during or immediately following the service interaction
- Surveys conducted within the membership of an office, committee, faculty department, targeted alumni group (e.g., reunion committee) or student organization (such as student government surveying its elected members)
- Administrative forms that individuals complete as part of routine business operations (e.g., directory information updates, scholarship applications, information technology help tickets, scheduling) and polls or ballots used for voting purposes (e.g., elections, resolutions) are not considered surveys, even if administered using survey software.
- Surveys required by accrediting agencies

Note for Exempt Surveys: To avoid survey fatigue, please contact IE to coordinate timeline of the survey administration.

Please note that approval by Provost Senior Leadership and IE to administer a survey is not a substitute for review by Cal State LA's Institutional Review Board (IRB). If a survey is subject to review by the IRB, approval is required before it can be administered within the University. For more information about Cal State LA's IRB, please visit the Office of Research,

Scholarship, and Creative Activities. Acceptance of authorization to administer a survey establishes an obligation on the part of the researcher to use these data responsibly, per University policies for handling data.

IE's Roles and Responsibilities

Under the recommendation of the University's senior leadership, the roles and responsibilities of the Office of Institutional Effectiveness include:

- Review survey requests to ensure information sought serves Cal State LA's mission and values and is not already available through other forms
- Help coordinate the survey administration to minimize overlap and duplication in content, sampling and scheduling
- Minimize survey fatigue and unnecessary survey proliferation
- Maintain the university survey calendar, which will be posted on the IE webpage
- Maintain a repository of existing survey items and reports that campus constituents
- If resources permit, provide support for survey development, administration, and analysis

University Survey Request Process

1. Before submitting the Survey Request Form:

- Visit the [IE's Survey webpage](#) to ensure that the information you are seeking is not already available and minimize overlap with existing survey administration.
- Consult the University Survey Calendar to select administration dates that minimize overlap with existing survey administration.
- Finalize your survey in the format you intend to administer it. Confirm your survey content, communications, and administration plan with collaborators.
- Obtain pre-approval from the appropriate University official(s) prior to submitting survey request to IE depending on survey population (specified in table below).

Small Scale Survey with smaller than 100 Students in the Unit (College, Department, or Program)	Chair, Dean, Directors, and appropriate AVPs
Large Scale Survey with 100 or larger students Enrolled University-wide or across Multiple Units	Senior Leadership in the Provost Office <i>Note: Surveys of this large scope will be carefully/thoroughly reviewed and approved after evaluating whether they are closely aligned with Cal State LA's strategic plan or priorities or part of accreditation requirements, and are well-validated instruments.</i>

- Obtain IRB approval (if applicable) and ensure you have received all necessary training (e.g., FERPA) to understand your responsibilities of abiding by University, State and Federal policies.

2. Submitting your University Survey Request Form:

Individuals internal to CSULA wishing to conduct a survey that is covered by the Survey Administration Guideline must complete and submit the online Survey Request Form at least **90 days** in advance of the proposed survey administration date. Information required for the Survey Request Form includes, **but is not limited to**:

- Description of survey project, including the purpose and intended use of results
- Specific population receiving the survey
- Administration schedule, including beginning and end dates
- Final draft of survey
- Proof of pre-approval by Dean/MPP (or designee)
- Proof of IRB approval (if necessary)

Individuals external to CSULA wishing to conduct a survey of CSULA campus constituents must contact the Office of Institutional Effectiveness at ie@calstatela.edu.

3. Survey Request Review

IE will consider the following criteria when reviewing survey proposal:

- The purpose of the survey aligns with Cal State LA's mission, values and strategic plans.
- The survey provides value to campus constituents and/or helps inform planning or improvement of programs or services.
- The survey administration timeline does not impact other University surveys or activities and causes minimal burden on campus constituents.
- The survey follows both the University and Federal policies for collecting and managing data (e.g., FERPA, standards for confidentiality and information security, accessibility policies).
- The survey is well-designed with questions that are easy to understand and appropriate.
- Clear steps are taken to ensure confidentiality of participants and responses.
- There is existing data available to requestor or survey can be combined with other planned survey.

Before approval, IE will offer recommendations for revisions necessary to align the survey with the approval criteria. For any questions about the survey policy, please contact IE at ie@calstatela.edu.

4. Approved Survey Administration

Approved survey must be administered and used strictly as approved, without changes.

Survey Support

If resources permit, requests for support in development, administration, and/or analysis of survey will be reviewed by IE.

Questions

Please contact the Office of Institutional Effectiveness for questions or concerns about the Survey Administration Guideline or process, at ie@calstatela.edu or (323) 343-2730.