



Department: Office of Institutional Effectiveness

Policy Title: Doane University Survey Policy

Date Issued: 14 January 2020 (version 1)

Date Revised: 14 February 2020 (version 1.1)

Approved by: Executive Council

Purpose

The purpose of this policy is to prevent survey fatigue, reduce data redundancy, ensure that survey results are used to improve effectiveness, and assist offices with gaining access to data. The purpose is NOT to limit data gathering.

Scope

This policy applies to all surveys that meet both of the following criteria:

1. The survey is sent using Doane email addresses to students, staff, faculty, employees, or alumni.
2. The survey is intended to improve effectiveness, evaluate activities, assess outcomes, or to gather feedback for decision making.

Policy

All surveys falling under the scope of this policy must be submitted for review by the Office of Institutional Effectiveness (OIE). Review by OIE is independent of the Institutional Review Board (IRB) approval. The survey sponsor is solely responsible for determining whether or not the survey requires approval by the IRB.

Explicit exemptions from this policy include those surveys that meet any of the following numbered criteria:

1. Surveys sent by faculty and/or staff committees to solicit feedback from colleagues or hold elections.
2. Surveys sent by faculty to students in their individual courses.
3. Surveys that are sent only to users of a particular service or office, or who have attended a specific event/activity, e.g. a satisfaction survey sent to students who attended a concert on campus.
4. Surveys sent on behalf of offices in order to gather information for purely administrative tasks, e.g. a survey sent to students to plan for attendance at an event.
5. Surveys sent as part of assigned coursework or degree requirements.
6. Surveys sent by faculty for research purposes. (Research is defined by [45 CFR 46 102.1](#))
7. Surveys targeted at focus groups or pilot studies.
8. Surveys sent by Doane Student Media or University Communications for newsgathering purposes.



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Policies & Procedures

Surveys that have received approval, are not changing content, and simply need an updated list of Doane email addresses, do not need to be reapproved.

Procedure

The survey sponsor must submit the following information using the form linked below:

- Name of Survey: The name of the survey if externally developed or the suggested name if internally developed.
- Survey sponsor(s): The name(s) of the person submitting the request for the survey.
- Funding: The grant or internal account used to pay for the survey.
- Purpose: The rationale for using this particular survey and the types of question(s) the survey seeks to answer. (One paragraph will suffice.)
- Plan for Administration: What is the target group for the survey? How will the survey be sent? When will the survey be sent? How long will the survey be open?
- Plan for use of the results: Include any use of the information for assessment, federal or state reporting, or accreditors.
- Survey Questions: Supply the list of the questions in the survey or a link to the survey if externally developed.

Submission form: <http://bitly.com/DUdatasurvey>

OIE will conduct a review (allow up to two weeks) of the proposed survey which will include:

- Comparison of the anticipated survey results with existing data to avoid redundancy,
- Analysis of the alignment of the data with the purpose of the survey,
- Suggestions for use of the data by other departments/programs/units, and
- Analysis of the need for IRB approval.

Possible outcomes of the review include:

- Approval to administer the survey and directions for sending to the list of Doane email addresses requested.
- Request for more information regarding the plan for administration.
- Denial of the request.

Results of the review will be sent via email to the survey sponsor(s). The Provost will address all appeals.

Resources

Qualtrics: <https://www.doane.edu/about-doane/offices/its/solutions/qualtrics>

IRB: <https://www.doane.edu/irb>

Office of Institutional Effectiveness: ie.support@doane.edu

Survey submission form: <http://bitly.com/DUdatasurvey>

Summary of Changes

Version 1.1 updates

- Clarified exemption 6 to match federal definition of research.
- Added exemption 8 to clarify the policy does not restrict newsgathering operations.