

**TITLE: Administration of Surveys Policy**

**Date of Approval: October 11, 2018**

**Mandatory Review  
Date:**

**Approved By:**

Board of Governors

President and Vice  
Presidents

Senate

**Effective Date: October 11, 2018**

**5 years**

## 1. PURPOSE

This policy provides a framework for the administration of surveys at The Sheridan College Institute of Technology and Advanced Learning (Sheridan). The policy is intended to maximize the benefits from surveys of Sheridan Stakeholders (as defined below) by:

- Avoiding the collection of duplicate information;
- Promoting good survey methodology, design, administration, analysis and reporting;
- Preventing or minimizing survey fatigue;
- Maximizing response rates; and
- Ensuring measures are taken to protect respondent privacy and confidentiality.

## 2. SCOPE

This policy applies to Surveys that target a Broad Sample or census of Sheridan Stakeholders, including Surveys that are being conducted for any purpose, including but not limited to:

1. Academic/scholarly research conducted by external researchers,
2. Academic/scholarly research conducted by Sheridan Stakeholders, where the research involves accessing Sheridan's administrative records for information or data about potential survey respondents,
3. Quality assurance studies,
4. Meeting external reporting requirements, and
5. Facilitating the management of the institution.

### Exemptions:

Notwithstanding the above, this policy specifically excludes the following:

1. Small-scale surveys conducted by students that are part of assigned work of a course or program.

2. Surveys or polls conducted by individual faculty with students enrolled in their courses as part of internal processes to assess or assure the quality of learning and teaching within that class.
3. Evaluation of a Sheridan event by participants or feedback from clients at the point of service.
4. A roster of pre-existing and/or recurring surveys that are deemed to be approved and maintained in a roster by the Survey Review Committee.
5. Membership surveys conducted by Sheridan employee labour unions or Sheridan Student Union.
6. Survey pilots or pre-tests that are used to evaluate whether the survey questions are measuring the construct that was intended.

Proponents unsure whether a survey falls under the scope of this policy should contact the Office of Institutional Research for clarification.

### **3. DEFINITIONS**

**Broad Sample** – A sample is the subset of a group’s population selected to be surveyed. For the purposes of this policy, broad sample means a sample that is anticipated to be more than 100 respondents.

**Stakeholders** - Stakeholders are identifiable populations that make up the Sheridan community. Stakeholder groups include, but are not limited to: prospective students, current students, alumni, employees, employers, community partners, and donors.

**Survey** – For the purposes of this policy, Survey refers to any survey, questionnaire or other research instrument that consists of a series of questions (or other types of prompts) for the purpose of eliciting information upon a subject, or sequence of subjects, from an informant.

**Survey Review Committee** – The Survey Review Committee is a committee struck to oversee the implementation of this policy.

### **4. POLICY STATEMENT**

**4.1** Sheridan regularly collects Stakeholder input in its efforts to deliver a premier, purposeful educational experience in an environment renowned for creativity and innovation.

**4.2** Sheridan shall only survey Stakeholders for legitimate and consistent business purposes in a manner that supports sound research methodology and is likely to produce useful results. Sheridan shall employ methods to reduce the impact of survey fatigue, including using existing data sources and data collection processes, surveying a smaller sample of a stakeholder population, using non-survey research methods, and surveying during off-peak periods.

**4.3** Surveys of Stakeholder populations shall be approved in advance by the Survey Review Committee.

**4.4** The Responsible Office for this policy shall be the Office of Institutional Research. The Responsible Office will interpret and apply the policy and have responsibility to draft and/or approve any associated procedures.

**4.5** Failure to comply with this policy may result in the termination of the survey and/or being excluded from proposing future surveys on campus.

## **5. RELATED DOCUMENTATION (Procedures/Additional Policies/Forms)**

[Administration of Surveys Procedure](#)

[Free Speech Policy](#)