

TITLE: Administration of Surveys Procedure

Date of Approval: October 11, 2018

**Mandatory Review
Date: 5 years**

**Approved By:
Office of Institutional
Research**

Effective Date: October 11, 2018

1. PURPOSE

This procedure provides information with respect to the application of the Sheridan Administration of Surveys Policy.

2. SCOPE

This procedure 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.

Sponsor – A Sponsor is the person(s) who are responsible for managing or overseeing the survey at Sheridan; all surveys require the identification of a Sheridan employee as a Sponsor.

Stakeholders - Stakeholders are identifiable populations that make up the Sheridan community. Stakeholders 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. PROCEDURE

4.1 Request for survey approval

Sponsors must apply to survey a Sheridan Stakeholder population by completing a Survey Approval Request Form.

This application shall include:

- The name of the Sponsor(s) managing or overseeing the survey;
- The purpose of the survey (topic, objectives, issues to be addressed, etc.);
- The target population and intended sample size;
- How the survey will be administered and the recruitment approach to be used;
- Planned timelines;
- Frequency of the survey (e.g. will it be a one-time survey or administered on a cycle?);
- The personal information to be collected and how this data will be used, disclosed, and protected;

- How survey data will be used, how the results will be communicated, and how the data will be retained;
- A copy of the survey instrument,
- Where the survey involves an external party, the identification of an internal Sponsor and a copy of letters of agreement and/or data usage agreements, where applicable;
- A copy of the application or letter of approval from the Sheridan Research Ethics Board, where applicable, and
- Approval by a member of PVP.

Pre-application consultation with the Office of Institutional Research is encouraged.

4.2 Assessment of the request

Samples between 100 and 1,000: Requests will be considered by the Committee Chair alone, or brought to the Committee in cases in which the Chair deems such consultation necessary.

Samples over 1,000: Requests will be considered by the Survey Review Committee. However, in cases of an urgent nature, the Chair may make an assessment and determination without further consultation.

4.2.1 Survey Review Committee

A committee will be struck to oversee the implementation of this policy.

4.2.2 Membership of the Survey Review Committee

The Survey Review Committee shall be comprised of:

- three (3) members appointed by the President and Vice-Presidents (PVP),
- the Director of Institutional Research (chair),
- and the Dean of Undergraduate Research.
- Non-voting resource members may be appointed by the Committee.

4.2.3 Responsibility of Survey Review Committee

The Survey Review Committee will convene as needed. Responsibilities of the Committee include:

- Receive and consider applications for permission to survey populations within the scope of this policy when a broad sample of over 1,000 is sought by the sponsor(s)

4.3 Criteria for Approval

The Survey Review Committee will assess applications to conduct surveys based on the following criteria:

- Legitimate business purpose;
- Relevance to Sheridan's Strategic Plan, Academic Plan, and priorities;
- Where applicable, adherence and alignment with:
 - the Tri-Council Policy Statement on Ethical Conduct for Research Involving Humans,
 - the Research Integrity Policy,
 - Canada's Anti-Spam Legislation (CASL),
 - Sheridan's Guidelines for Pursuits with External Collaborators,
 - legislation and Sheridan policies related to privacy and information management,
 - Sheridan's Accessibility Policy. As per section 4.11 (Accessible Formats and Communication Supports), Sheridan will provide or arrange for accessible formats and communication supports of any survey material, upon request. Please contact the Centre for Equity and Inclusion for more information or assistance to respond to a request.
- Extent to which other survey or data sources supply (or could supply) the required data;
- Existing survey burden on target group(s) within Sheridan;
- The timing of the survey;
- Soundness of the research project, including methodology; and
- Government and institutional reporting requirements.

The Survey Review Committee or Chair may add conditions to an approval. Conditions may include, but not be limited to: the timing of the survey, the size of sample, the personal information to be collected or that SREB approval be obtained prior to survey launch.

4.4 Approval

Approval to proceed will be granted based on the assessment of the Chair (when sample sought is 1000 or less), or on a majority of Survey Review Committee members present. Where an application is denied, applicants will receive written feedback outlining the reason(s) for this decision.

The Survey Review Committee will endeavour to issue a decision within 15 business days of receipt of a complete application.

4.5 Appeal

A survey Sponsor may appeal a decision of the Survey Review Committee where the procedures outlined in this policy are not followed. The Provost and Vice-President (Academic) will issue a final binding decision on any appeals under this policy.

4.6 Re-application

A Sponsor whose application to conduct a survey is denied may not reapply to conduct the same survey unless the new application is substantively different from the denied application. This includes addressing any reasons for denial included in the original decision.

4.7 Termination of Non-Compliant Surveys

The Survey Review Committee may terminate a previously approved Survey if the project deviates substantially from the application, does not adhere to the Policy, Procedure, or any conditions imposed by the SRC in the approval letter.

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

[Administration of Surveys Policy](#)

Roster of Approved Surveys

1. The following existing surveys are deemed to be approved:
 - a. NSSE - National Survey of Student Engagement
 - b. KPI - Key Performance Indicators Surveys
 - c. Sheridan Course Feedback Surveys
 - d. Sheridan Start of Term Survey
 - e. Sheridan First Year Adjustment Survey
 - f. Sheridan Student Success Survey