	COLLEGE of CENTRAL FLORIDA **ADMINISTRATIVE PROCEDURE**

Title: **External/Internal Survey Use**	
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Date Approved: 12/11/19	**Division: Institutional Research and Effectiveness**

PURPOSE

The purpose of this procedure is to manage the collection and usage of survey data college wide by coordinating effective timing, ensuring security of data collection and usage and promoting good survey design and sound survey practices.

DEFINITIONS

A survey is defined as a gathering of information through questionnaires, interviews, etc., and through internet communication to gather opinions and/or make inferences about specific populations.

PROCEDURE

All external surveys will be managed by the Institutional Research and Effectiveness (IRE) office. All internal surveys must be conducted using the Survey Monkey software, which is the official survey tool for the College of Central Florida and will ensure that the data is secure. Survey Monkey accounts are managed by IRE. Accounts are assigned to divisions as designated by the Vice President for Institutional Effectiveness and College Relations.

All conducted surveys must comply with both the Family Education Rights and Privacy Act (FERPA) and Health Insurance Portability and Accountability Act (HIPPA). Any research conducted on human subjects must be approved by the Institutional Review Board (IRB). All surveys involving alumni populations must be approved through the IRE office and the CF Foundation to ensure the survey doesn't conflict with activities related to alumni outreach.

TYPES OF SURVEYS

There are many types of surveys used for data collection. Examples include:

a. National surveys offered through professional organizations that seek students' perceptions and attitudes.
b. Internally developed "homegrown" surveys that ask for students' perceptions and attitudes.
c. Program and activity-level surveys asking for students' opinions about programs.
d. Surveys conducted to evaluate or compare programs, practices, curricula, methods or outcomes for use solely by the institution.
e. Institutional surveys asking staff and faculty to report their attitudes, opinions and perspectives (e.g., climate surveys).

SURVEY REQUEST
Survey requests will be reviewed based on the following criteria:

a. Is the purpose of the survey clear, and is it explained to the prospective participants?
b. Does the survey provide information useful for planning or improving services?
c. Is the survey well-designed and of an appropriate length? Does it follow sound survey methods and practices? Are the questions easily understood and interpreted?
d. What is the target population? Will the entire population or a sample be surveyed?
e. What actions are being taken to ensure the confidentiality of the responses?
f. When will the survey be conducted? What is the optimal timing to ensure it does not conflict with other college surveys and activities?
g. How will the results be used?
h. Will the findings be disseminated to appropriate college audiences? Who will have access to the information and will it help them make better decisions?
i. Has the Institutional Review Board approved the project, if required?
j. Has the respective vice president approved the project?
k. Can the proposed survey be combined with other planned surveys?
l. Does the survey follow the college's policy for collecting and managing data?

SURVEY APPROVAL
Requests to implement a survey must be made in writing to the dean/director of the respective department where the survey is intended to be administered. Requests must be submitted at least two weeks prior to the date the survey will be administered. The dean/director must provide approval in writing acknowledging their approval of the questions asked on the survey. Additionally, all surveys require the approval of the vice president who is responsible for the department administering the survey.

DATA SECURITY
This procedure falls within the guidelines of policies and procedures established by the Office of Administration and Finance, including, but not limited to, the Appropriate Use of Information Technology Resources, Information Security, Data Loss Prevention procedures and Student Records policy. Survey administrators must store data securely and use data only for the designated and intended purposes.

SANCTIONS FOR POLICY VIOLATION
Failure to adhere to the policies and guidelines relating to the use of surveys will result in a written notification to the data collector and the vice president who is responsible for their department. Violators of this policy must receive clearance from the vice president to administer any future surveys for a period determined by the vice president.

_____   _____
Vice President   Date

_____   _____
Approved by President   Date