

## Institutional Survey - Policy & Procedures

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### 1.0 Purpose

- 1.1 Institutional surveys serve as important tools for gathering data and feedback from students, faculty, staff, and other stakeholders to inform decision-making, assess satisfaction, evaluate programs and services, and enhance the overall quality of the university experience.
- 1.2 The purpose of this policy is to establish guidelines and procedures for conducting institutional surveys at AUIB to ensure effective coordination and maximize benefits.

### 2.0 Scope

- 2.1 This policy applies to all surveys conducted by or on behalf of AUIB, targeting its student body, faculty, staff, alumni, and other relevant stakeholders.
- 2.2 This policy applies to surveys in which an external organization, researcher or group proposes to administer to students or other populations of the University community.
- 2.3 This policy excludes academic research conducted by individual faculty members, course evaluations, polls conducted by individual academic staff with students enrolled in their courses, or event/and service feedback gathered at the point of service. Other exemptions will be determined on a case-by-case basis by the Office of Institutional Effectiveness (OIE).

### 3.0 Definitions

- 3.1 Survey - A research method that involves collecting information or data from a group of individuals or a population to gather insights, opinions, attitudes, or facts about a specific topic of interest. Surveys typically utilize structured questionnaires or interviews to systematically gather data and conducted through various mediums, such as paper-based questionnaires, online forms, telephone interviews, or face-to-face interactions.

### 4.0 Policy

- 4.1 Institutional surveys should be designed and administered in a way that aligns with the mission, vision, and strategic goals of AUIB. Survey questions and data collected should directly contribute to measuring progress towards achieving the institution's broader objectives and inform strategic decision-making.



- 4.2 Institutional surveys should be conducted with transparency, clearly communicating the purpose, objectives, and intended use of survey data to participants and stakeholders.
- 4.3 Researchers must safeguard the confidentiality and anonymity of survey participants, ensuring that individual responses are kept confidential and not linked to identifiable information.
- 4.4 Researchers must maintain high standards of survey quality and integrity, employing valid and reliable survey instruments and methodologies to produce accurate and meaningful results.
- 4.5 All institutional surveys conducted at AUIB must be authorized and overseen by the OIE, which is responsible for survey coordination and administration.
- 4.6 Formal approval is required whereby the authorized entity shall ensure compliance with relevant laws, regulations, and ethical guidelines governing survey research.
- 4.7 The approval process includes an assessment of survey objectives, methodology, target population, survey instruments, data collection procedures, confidentiality measures, and any potential impact on participants.
- 4.8 Data collection methods may include online surveys, paper-based questionnaires, interviews, focus groups, or other approved techniques.
- 4.9 Surveys requiring sensitive or personal information may undergo additional scrutiny to ensure compliance with privacy and data protection regulations.
- 4.10 Participants shall be informed about the purpose, nature, and voluntary nature of the survey.
- 4.11 Survey participation shall be based on voluntary consent, and participants shall have the right to refuse or withdraw from participating at any time without consequence.
- 4.12 Researchers must implement measures to ensure the confidentiality and anonymity of survey respondents, where appropriate, to encourage open and honest responses.
- 4.13 Clear instructions, timelines, and contact information should be provided to participants to facilitate their understanding and engagement in the survey process.
- 4.14 Collected survey data shall be analyzed using appropriate statistical methods and qualitative techniques to generate meaningful insights.



- 4.14.1 Results of institutional surveys shall be reported in an aggregated and anonymized manner to protect individual privacy.
- 4.14.2 Survey findings shall be shared with relevant stakeholders, including university leadership, faculty, staff, and the broader university community, to inform decision-making and promote transparency. In the case of external bodies which have been given permission to conduct surveys on campus, the University may also use the results and/or findings for its own purposes.
- 4.15 The OIE is responsible for survey coordination and shall periodically review and update this policy to ensure its effectiveness and alignment with best practices in survey research.
- 4.16 The OIE will annually propose a schedule of surveys to be conducted, both by itself OIE and other entities.
- 4.17 Non-compliance with this policy could lead to: survey termination, exclusion from conducting future surveys or classification of the data as unusable.

## **5.0 Procedures**

- 5.1 The OIE is responsible for survey coordination and administration is designated with the authority to oversee the implementation and management of Institutional Survey policies and procedures. This office has approval authority and a responsibility to ensure compliance with policies and procedures, and periodically review alignment with best practices and ensure integrity and ethical conduct of survey research within AUIB.
- 5.2 The Institutional Review Board's (IRB) role is to ensure that surveys conducted within the university adhere to the highest standards of research ethics, assess the potential risks to participants, safeguarding their rights, and promoting the welfare and privacy of survey respondents.
- 5.3 Individuals or departments wishing to conduct an institutional survey must consult with the OIE prior to submitting a request.
- 5.4 The proposal should include the survey objectives, target population, methodology, survey instruments, data storage and collection procedures, timeline, access to University resources, and any necessary approvals or ethical considerations.



- 5.4.1 Data collection methods may include online surveys, paper-based questionnaires, interviews, focus groups, or a combination of techniques, as appropriate.
- 5.4.2 The survey proposal will be reviewed to ensure alignment with the Institutional Survey Policy and decide regarding its approval. The assessment will include determining if there is alternative data that can fulfill the objectives, avoid duplication, maximizing response rates, extent to which data will be shared, possible inclusion with other surveys, and the usefulness and relevance.
- 5.4.3 Where possible, the IRB review will be completed concurrently, if it is determined the survey requires approval.
- 5.4.4 Approved surveys will be administered according to the specified methodology and timeline considering optimal timing and prioritization.
- 5.4.5 Changes to the approved proposal must be submitted to the OIE for review and approval.
- 5.5 An individual or group whose survey request was denied may appeal the decision to the President. The President will issue a final decision under this policy.
- 5.6 Prior to survey administration, participants shall receive clear and concise communication explaining the purpose, voluntary nature, and expected duration of the survey.
  - 5.6.1 Participants shall be informed of their rights to refuse or withdraw from participating without consequence and how their data will be protected and anonymized.
- 5.7 Surveys must include:
  - “This survey has been approved by the OIE under AUIB’s Survey Policy”.
  - The anticipated time to complete the survey.
  - Purpose of the survey and how the information will be used.
  - The extent to which privacy and/or identity will be protected.
- 5.8 The OIE will ensure the secure handling and storage of collected data, while adhering to privacy and data protection regulations.
- 5.9 Collected survey data will be analyzed using appropriate statistical methods and qualitative techniques.



- 5.9.1 Results will be aggregated and anonymized to protect individual privacy and confidentiality.
- 5.9.2 The OIE will prepare a comprehensive report summarizing survey findings, insights, and recommendations for decision-making.
- 5.9.3 Results may be disseminated through reports, presentations, or other appropriate communication channels to promote transparency and enable informed decision-making.
- 5.9.4 The survey results will be shared with relevant stakeholders, including university leadership, faculty, staff, and the wider university community.
- 5.10 The OIE will periodically review and evaluate the effectiveness of institutional surveys and associated procedures.
  - 5.10.1 Feedback from survey participants, survey administrators, and stakeholders will be collected and considered for improving future survey initiatives.
  - 5.10.2 Survey activities will be monitored to ensure compliance, data integrity, and adherence to ethical guidelines.
- 5.11 The OIE will provide training and support to individuals or departments involved in conducting institutional surveys.
  - 5.11.1 Training sessions may cover survey design, data collection methods, ethical considerations, data analysis techniques, and report preparation.

#### **Related Policies and Documents**

Confidentiality and Privacy  
Data Governance  
Data Sharing Agreement  
Data Standards  
Information Security  
Institutional Review Board Policies and Procedures  
Student Records Management  
Use of University Technology Assets and Network Systems