Title: *Survey Policy*
Policy Number: E1500
Responsible Office: E&I / ITS
Originally Issued: August 2022
Last Revised Date: N/A

TITLE OF THE POLICY
Survey Policy

PURPOSE OF THE POLICY
The purpose of this policy is to coordinate the creation and administration of surveys, as well as to ensure the secure collection, analysis, storage, and distribution of survey data.

The intention of this policy is to (a) ensure the use of sound survey methodology, design, and analysis (b) prevent survey fatigue by limiting the number and timing of surveys, (c) maximize response rates, (d) safeguard respondent confidentiality and data security, (e) avoid duplication of surveys, survey data and results and (f) encourage sharing of survey results.

APPLICABILITY
This policy applies to all external, third party and internal surveys created or administered by Wake Technical Community College (Wake Tech).

POLICY STATEMENT
Effectiveness and Innovation (E&I) will serve as the college's survey coordinator. All surveys that require student, faculty, staff, alumni, or community participation must be requested through the Information Technology Services (ITS) survey request system and coordinated through E&I. Procedures for survey requests can be found on the E&I website.

The following surveys are exempt from this policy:
a) student evaluations of course instruction
b) faculty-driven classroom surveys meant to assess teaching and learning
c) simple feedback surveys conducted immediately following an event or point of service
d) polling of faculty or staff in individual departments or divisions
e) faculty and staff organizations surveying their membership.

DEFINITIONS

Word/Term	Definition
Educational Research	*Educational research is the scientific field of study that examines education and learning processes and the human attributes, interactions, organizations, and institutions that shape educational outcomes. It is conducted by asking questions and/or identifying hypotheses to be tested, collecting data according to a formal design or protocol, and drawing generalizable conclusions based on the results.*
FERPA	*Family Educational Rights and Privacy Act is a federal law that protects the privacy of student education records.*
GLBA	*The Gramm-Leach-Bliley Act requires the college to explain our information-sharing practices and to safeguard sensitive data.*
HIPAA	*The Health Insurance Portability and Accountability Act is a federal law that requires the creation of standards to protect sensitive patient health information from being disclosed without the patient's consent or knowledge.*

PII	*Personal Identifiable Information is any representation of information that permits the identity of an individual to whom the information applies to be reasonably inferred by either direct or indirect means.*
Survey	*Any means of collecting information from respondents through paper or electronic questionnaires or forms to make generalizable inferences regarding a population.*
Survey Administrator	*Wake Tech personnel with user permissions to create surveys in the college's web-based survey tool and provide survey links to Survey Requestors and third-party survey vendors.*
Survey Requestor	*Individuals responsible for the survey design, analysis, data management and distribution.*

PROCEDURES

Information Technology Services (ITS) will:

- Provide a method for requesting surveys through the college's ITS systems.
- Maintain and provide oversight of the web-based tool used to administer surveys.

Effectiveness and Innovation (E&I) will:

- Coordinate and screen survey requests through the ITS system and among designated survey administrators.
- Provide consultation on the development and administration of surveys and analysis of results.
- Provide templates and standards for cover letters, introductory statements, survey types and questions.
- Return surveys to requestors that meet the criteria of educational research and do not provide documentation of Institutional Review Board (IRB) approval in the survey request. Procedures for IRB submission can be found here: https://www.waketech.edu/about-wake-tech/administrative-offices/ie-and-research/accreditation/review-board
- Prioritize and schedule surveys based on the needs of the college, such that data collection is timely and conducted in a manner that minimizes survey fatigue, duplication of effort, and disruption to the educational environment.

Survey Administrators will:

- Use an ITS approved web-based survey tool to develop surveys, provide links to Survey Requestors and generate reports as needed.
- Maintain an archive of surveys in the web-based survey tool.
- Coordinate with Effectiveness and Innovation when implementing surveys.

Survey Requestors will:

- Follow the procedures for submitting survey requests.
- Outline the intent of the proposed survey, define the target population, and clearly define all parties who will receive results, as applicable.
- Submit a draft of survey questions.
- Agree to follow the Data Security requirements.

All surveys administered at Wake Tech will adhere to the following:

Confidentiality: Through informed consent, respondents must be informed that their responses will be confidential but not anonymous and that their participation is voluntary. Confidentiality indicates that the presented information will not be associated with a specific individual. If email addresses, login credentials or other personal identifiable information is captured as part of the survey completion process, confidentiality of the data must be assured. All surveys must comply with the: (a) Higher Education Opportunity Act – 2008; b) Privacy Act of 1974; c) Family Educational Rights and Privacy Act (FERPA), (d) Health Insurance Portability and Accountability Act (HIPAA), (e) Belmont Report's Ethical Principles and Guidelines for the Protection of Human Subjects of Research, (f) American Association of Educational Research Code of Ethics [5] and (g) Association of Institutional Research Code of Ethics.

Data Security: The Survey Requestor is responsible for managing obtained survey data. Survey results will only be presented in aggregate form. Released data will not contain any identifiable respondent data. When presenting survey results, Survey Requestors are responsible for ensuring the confidentiality of respondents. Additionally, by accepting the authorization to deploy the survey, Survey Requestors understand and acknowledge that they will have an obligation to use data compiled responsibly, ensuring that data is not redistributed to parties inside or outside the College community, unless clearly detailed when submitting a survey request. No survey responses may be stored, hosted, or collected on any technology platform that Wake Technical Community College does not maintain as part of the College network.

Compliance: Individuals found to be in violation of this policy or engaging in any conduct that violates applicable law shall be subject to disciplinary action including restriction or possible loss of privileges, suspension, termination, or referral to law enforcement.

RELATED POLICIES, PROCEDURES, REFERENCES, FORMS, OR TERMS

Type	Name	Location
Procedures	Survey Procedures	https://waketechedu.sharepoint.com/employee/data-services/SitePages/Data-Requests.aspx
Reference	Higher Education Opportunity Act - 2008	https://www.ed.gov/laws-and-policy/higher-education-laws-and-policy/higher-education-opportunity-act-of-2008
Reference	Privacy Act of 1974	https://www.justice.gov/opcl/privacy-act-1974
Reference	Family Educational Rights and Privacy Act	http://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html
Reference	Health Insurance Portability and Accountability Act	https://www.hhs.gov/hipaa/index.html
Reference	Belmont Report's Ethical Principles and Guidelines for the Protection of Human Subjects of Research	http://www.hhs.gov/ohrp/humansubjects/guidance/belmont.html
Reference	American Association of Educational Research Code of Ethics	https://journals.sagepub.com/doi/10.3102/0013189X11410403
Reference	AIR Statement of Ethical Principals	https://www.airweb.org/ir-data-professional-overview/statement-of-ethical-principles

Policy	Data and Retention Policy	https://waketechedu.sharepoint.com/employee/handbook/SitePages/Data-Protection-and-Retention-Policy.aspx
Policy	Acceptable Use Policy	https://waketechedu.sharepoint.com/employee/handbook/SitePages/Acceptable-Use-Policy.aspx

CONTACT INFORMATION

Subject	Contact	Telephone	E-mail / Web Address
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