

**BRIEFING NOTE TO EXECUTIVE LEADERS TEAM**

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| **Subject:** |  Survey Policy, Procedure and Application |
| **Prepared by:**  |  Sherry Gosselin, Director PMO & IRO |
| **Action Requested:** |  Preliminary Approval  |
| **Date of Meeting:** |  ?, 2017  |

**OVERVIEW / ISSUE**

Apart from academic research, Fleming participates in a number of surveys and Focus Groups used to gather data from and about Fleming applicants, students, graduates, former students, alumni, faculty, staff, and community.  Surveys/Focus Groups need to be well designed and administered in an efficient manner to avoid survey fatigue and better utilization of data already available and collected.

Colleges and universities across the province are developing survey policies to get a better handle on these issues.

**BACKGROUND**

As more attention is being paid to metrics, priority setting is becoming an important issue, the volume of surveys is continuing to increase both internally and externally (e.g. accreditation bodies surveys, Campus Climate Surveys etc.)

This increased activity warrants increased coordination and priority setting. Ensuring that each survey has a valid research plan for its use (i.e. an audience for the survey) and that data already collected in other ways are not duplicated.

**CONSIDERATIONS**

The purpose of this policy is to coordinate College surveys through the Institutional Research Office to maximize survey benefits by:

* Avoiding the collection of duplicate information;
* Minimizing survey/Focus Group fatigue;
* Maximizing participation rates;
* Protecting the privacy of survey participants;
* Promoting the dissemination of survey results;
* Ensuring good survey methodology and design; and
* Ensuring those who undertake survey research are aware of the Freedom of Information and Protection of Privacy Act (FOIP Act), Tri-Council Policy Statement on Ethical Conduct for Research Involving Humans, Human Subject Research Committee (HSRC) approvals, and policies related to confidentiality.

**ASSESSMENT OF POTENTIAL RISK**

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| **Risks that would impact or jeopardize the success of the proposal or project** | **Likelihood**High/Medium/Low | **Impact**High/Medium/Low |
| Survey fatigue | High | Medium |
| Inefficiencies (duplication, unused results etc.) | High | Medium |
| Improper survey methodologies leading to unreliable results | High | Medium |
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**Actions proposed to (a) prevent or reduce the likelihood of the risk occurring or (b) reduce the severity of / manage the risk**:

Adopt a survey policy with accompanying procedure and application process (modelled after other university and college policies) to protect against the above risks and better manage survey/Focus Group activity at Fleming.

**CONCLUSION / RECOMMENDATION(S)**

**Recommendations:**

* Preliminary Approval (Step 2, Policies and Procedures Critical Path) of the Survey Policy, Procedure and Application to better manage survey activity across the college.