



GRAYS HARBOR COLLEGE

Operational Policy

Policy Name	Survey Policy
Policy Number	901
Date Adopted	5/17/23
Date(s) Revised	

Purpose

Surveys are an increasingly popular method for gathering information and feedback from college constituencies. The purpose of this policy and related procedure(s) is to provide a coordinated approach to surveying prospective students, current students, alumni, faculty, staff, employers, community members, and other stakeholders in order to:

- Encourage coordinated efforts in surveying and create opportunities for cross-collaboration.
- Ensure that survey design, administration, analysis, and reporting are methodologically sound.
- Ensure that surveys conducted on behalf of the College adhere to high and consistent standards of quality that maintain the integrity of the College’s reputation and brand.
- Minimize collection of duplicate data and “survey fatigue” by combining data collection needs whenever possible and appropriate, and managing the number and timing of multiple surveys to the same group of respondents.
- Ensure appropriate distribution and use of survey results.
- Maintain a thorough and accessible record of survey tools and results.
- Ensure that survey design, data collection and storage, and reporting of results maintain confidentiality, protect personally identifiable student information, and abide by FERPA, HIPPA, and other applicable laws and or statutes to promote best practices in information security and privacy.

Policy Statement

Surveys including questions to be asked and data collection procedures must be reviewed and approved by the Director of Institutional Research and Reporting (DIRR) and/or the Chief Executive for Institutional Effectiveness and College Relations (CEIECR) (or designee) prior to being implemented.

A copy of all surveys, datasets, and associated reports not generated by the office of Institutional Effectiveness and College Relations (IE&CR) will be provided to IE&CR electronically for retention in a survey archive.

Individuals requesting to conduct surveys will:

- Coordinate and work with the Director of Institutional Research (DIRR) or designee prior to implementing any survey.
 - Please see related procedure(s) for what constitutes a survey under this policy.
- Provide IE&CR with a copy of all survey instruments, datasets, and associated reports not generated by IE&CR.

- Be responsible for preparation of any mailings or distributions of surveys administered on paper, as well as the compilation of the data from such surveys.
- Be responsible for or assist with translations of surveys, invitations, and other related materials.