

Survey Procedures

Standard Administrative Procedure

3.2100.01

Board Policy Reference: [CU](#), [Research CU\(Legal\)](#)

Approved (11-08-2023)

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Purpose Statement

Surveys are an effective method for gathering information and feedback from a variety of college stakeholders – prospective students, current students, alumni, faculty, staff, employers, and community members.

This Standard Administrative Procedure provides guidance governing the development and administration of survey instruments at Laredo College as well as provides a coordinated approach in order to:

- Ensure that survey design, administration, analysis, and reporting are methodologically sound.
- Ensure that surveys conducted by the college adhere to high and consistent standards of quality and ethical data collection.
- 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.

Definitions

Survey:

A survey is defined broadly as a data collection tool in which questions are presented to respondents in paper, oral (e.g., interview or focus group), or electronic (e.g., email or web) format for the purpose of evaluating/assessing programs, functions, or services; or gathering feedback from respondents for decision-making and continuous improvement. Respondents include students, alumni, employees, or community members.

Institutional Review Board (IRB):

The Institutional Review Board (IRB) is an administrative body established to protect the rights and welfare of human research subjects recruited to participate in research activities conducted under the auspices of the institution with which it is affiliated.

The IRB is charged with the responsibility of reviewing, prior to its initiation, all research (whether funded or not) involving human participants. The IRB is concerned with protecting the welfare, rights, and privacy of human subjects. The IRB has the authority to approve, exempt, disapprove, monitor, and require modifications in all research activities that fall within its jurisdiction as specified by both the federal regulations and institutional policy.

Applicability

This procedure applies to all surveys conducted by or on behalf of the college, its employees, offices, services, departments, divisions, and programs.

- All surveys must be conducted via an online survey platform approved by Laredo College.
- All surveys must be approved by the chair/director, dean/associate vice president and respective vice president, and forwarded to the Planning, and Institutional Effectiveness office for documentation.

Surveys conducted as part of an external research project (educational or human subjects) must be approved by the Institutional Review Board (IRB). <https://www.laredo.edu/about/planning-and-institutional-effectiveness/Research%20Review%20Requests.html>.

The following forms of data collection are EXEMPT from this procedure:

- Student evaluation of individual courses and instruction.
- Feedback instruments used in the evaluation of employee performance.
- Systems for electing students, faculty, or staff to leadership positions within the college, its committees, or organizations.
- Forms used for application to or registration in college programs, classes, workshops, or events.

Procedure

Individuals and offices conducting a survey must provide the information listed below to surveys@laredo.edu at least two weeks before the start date of the survey:

1. Description of the survey project, including the purpose and intended use of results.
2. Specific population receiving the survey, include sample size & demographics.
3. Method of survey distribution (e.g., online, hard copy, via email, in class, at event, etc.).
4. Timeframe for administering the survey, including beginning and end dates.
5. Description of any planned incentive program for respondents.
6. Current draft of the survey and all invitation and cover letters.

If a recurring survey has been approved in an earlier year, it will be necessary only to submit information about the proposed administration dates. Surveys approved in prior years, but which have been significantly changed, must be re-approved. It is recommended that individuals and offices wishing to administer a survey consult with the IRB before submitting a survey proposal to ensure that there is no duplication of effort.

Effective November 2023, all surveys not previously approved by IRB must be submitted for approval.

Related Statutes, Policies, or Requirements

CU – Research CU(Legal)

Contact

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