



Policy Title:

# Survey Policy

University Classification & Policy Number:

Approval Body:

Administration

Responsible Designate:

The Vice-President, Research & Innovation is responsible for the communication, administration, and interpretation of this Policy. The Executive Director of Institutional Analysis is responsible for the administration of this Policy.

Established:

May 2019

Revised:

September 2023

Editorial Revisions:

Not Applicable

Scheduled Review:

2024

## 1.0 Policy Purpose

**1.01** This Policy establishes a coordinated approach to the administration of Surveys at UWinnipeg in order to maximize benefits and knowledge derived from Survey research.

## 2.0 Definitions

**2.01** The following definitions apply to terms as they are used in this Policy:

- a) **“Student(s)”**: refers to any individual:
  - i. engaged in academic work leading to the recording or issue of a mark, grade, or statement of performance for that work by an appropriate authority in the University or another institution; or
  - ii. registered, or auditing, as a participant in any course or program of study offered by or through an academic unit or division of the University; or
  - iii. entitled to a valid University student card who is between sessions but is entitled because of Student status to use University facilities.
- b) **“Survey(s)”**: refers to a research method used for collecting data from a broad sampling or census of a population of UWinnipeg faculty, staff, or Students. This includes Surveys administered by UWinnipeg faculty, staff, and Students, as well as requests from external organizations to administer a Survey to UWinnipeg faculty, staff or Students.
- c) **“UW Community”**: includes Students, employees, anyone holding a University appointment, post-doctoral fellows, visiting scholars, contractors, volunteers, members of the Board of Regents and Senate, and anyone who resides on University property.

## 3.0 Scope

**3.01** This Policy applies to Surveys administered by UWinnipeg faculty, staff, and Students, as well as Surveys in which an external organization requests the cooperation of UWinnipeg in administering a Survey to Students, faculty, and staff.

**3.02** This Policy does not apply to small-scale Surveys of a focused intent, including:

- a) in-class polls, assigned course work, focus groups, event or service evaluations gathered at point of service;
- b) Surveys or polls conducted by individual academic staff with students enrolled in their courses as part of internal processes to assess the quality of teaching and learning (e.g., course evaluation questionnaires);
- c) Surveys administered by individual faculty for the purposes of academic research, except in cases where the Surveys are expected to exceed 10% of a source population; or
- d) Surveys conducted by labour unions of their members.

## **4.0 Policy Elements**

### **4.01 University Survey Coordination and Oversight**

4.01.01 The Executive Director of Institutional Analysis is responsible for the overall management and coordination of Surveys at UWinnipeg.

4.01.02 The Executive Director of Institutional Analysis has the following specific responsibilities related to Surveys:

- a) Recommend policy and process improvements regarding Survey administration to UWinnipeg senior administration;
- b) Establish and coordinate an annual Survey schedule;
- c) Coordinate the application and approval process for Surveys in consultation with the Provost & Vice-President, Academic and the Vice-President, Research and Innovation, as required;
- d) Refer Survey applications to the Research Ethics Office, as required;
- e) Promote rigorous survey methodology and design;
- f) Ensure measures are taken to protect respondent privacy and confidentiality in accordance with applicable legislation, University Policy, and ethics approvals;
- g) Maintain an account of the level of surveying imposed on various university populations on campus to avoid the collection of duplicate information, minimize survey fatigue, and maximize the response rates for critical administrative surveys;
- h) Encourage the communication of Survey results to the UWinnipeg Community; and
- i) Report annually to UWinnipeg senior administration on Survey activity.

### **4.02 Approvals for University Surveys**

4.02.01 No Survey that falls within the scope of this Policy shall be conducted without approval of the Executive Director of Institutional Analysis.

4.02.02 Requests for approval shall be submitted in accordance with the guidelines as posted on the Office of Institutional Analysis and the Research Office websites.

4.02.03 Surveys will be reviewed based on the following criteria:

- a) Survey design;
- b) Timing and scope;
- c) Extent of potential overlap with other previously approved Surveys; and
- d) Impact of Survey and/or impact of previous Surveys similar in scope and intent.

#### **4.03 Failure to Comply**

4.03.01 Failure to comply with this Policy may result in the following:

- a) External organizations or individuals may be barred from campus and may be subject to legal action;
- b) A breach of this Policy by Students is an act of non-academic misconduct and shall be dealt with under the Student Non-Academic Misconduct Policy;
- c) Employees shall be dealt with under their respective employment contracts; and
- d) Faculty shall be dealt with under the Responsible Conduct of Research and Scholarship Policy.

4.03.02 This Policy is designed to be used in coordination with other University Policies. If the breach of this Policy violates more than one University Policy the decision on which policy or procedures to follow will be that of the Vice-President, Research & Innovation.

#### **5.0 Related Policies, Procedures and Institutional Documents**

- Acceptable Use of Information Technology Policy
- Information Security Policy & Procedures
- Privacy Policy & Procedures
- Responsible Conduct of Research and Scholarship Policy & Procedures
- Student Non-Academic Misconduct Policy & Procedures