

Policy History
Policy No. IM7
Approving Jurisdiction: President
Administrative Responsibility: President
Effective Date: March 8, 2024

Management of Surveys Policy

A. CONTEXT AND PURPOSE

1. The University has a strong need for high-quality, reliable data on student, employee, and community member experiences and preferences. This data supports performance measurement, assessment of achievement of outcomes, and informs institutional planning, decision-making and accountability. This need, coupled with easily accessible technology, has led to a significant growth in the number of surveys used to gather data from members of the University community and therefore downward pressure on survey response rates.
2. Surveys need to be well designed and administered in an efficient manner. This includes ensuring that surveys are strategically timed to avoid survey fatigue by not overburdening a target population. Further, surveys that are not well coordinated may represent an inefficient use of KPU resources. As such, survey coordination is essential.
3. The purpose of this policy is to coordinate KPU surveys and to maximize their benefits by:
 - a. Avoiding the collection of duplicate information;
 - b. Minimizing survey fatigue;
 - c. Maximizing participation rates;
 - d. Ensuring good survey methodology and design;
 - e. Protecting the privacy of survey participants; and
 - f. Promoting the effective use of survey results.

B. SCOPE AND LIMITS

1. This policy guides decisions on whether or not a survey is conducted, as well as the coordination of approved surveys. It does not address the design or the content of surveys.
2. Surveys covered by this policy:
 - a. Any broad sampling or census of members of the University community at KPU that involves direct requests to individuals for information either by the University, by KPU employees, or by third parties approved by KPU.
 - b. Surveys that collect information related to quality assurance of academic and/or vocational programs.
 - c. Surveys that require resources from the Office of Planning & Accountability.
 - d. Surveys that require review and approval by the KPU Research Ethics Board are also covered by this policy if either of the following are true:
 - i. The survey falls under 2.a. or 2.b. as described above (i.e., is a broad sampling or Census of University community members or collects information related to quality assurance of academic and/or vocational programs.
 - ii. Development and/or distribution of the survey requires resources from the Office of Planning & Accountability (OPA).
 - e. Surveys conducted by third parties approved by KPU that meet any of the above criteria are also covered by this policy.
3. Surveys not covered by this policy:
 - a. Surveys exempted from this policy are generally those that are not related to quality assurance of academic and/or vocational programs and are limited in scope. The following are some examples of exempted surveys:
 - i. Surveys used as teaching/instructional tools, such as surveys that are part of the course or degree requirement or polls taken within a course that are not related to quality assurance of academic programs;
 - ii. Surveys used to collect feedback from a limited audience and are not related to quality assurance of academic programs;
 - iii. Focus groups and key informant interviews;

Refer to the following KPU Policy and Procedure for guidance and information on research requiring Research Ethics Board review:

- i. [Policy RS1 - Research Involving Human Participants](#)
- ii. [Policy RS1 Procedure — Research Involving Human Participants](#)

- iv. Feedback on events from participants; and
 - v. Surveys of members carried out by a labour union, employee association (e.g., KFA), or a student society, but only where they don't require OPA resources.
 - b. Course feedback and program review self-study report surveys conducted by OPA.
 - c. Surveys conducted for research purposes are exempt from this policy, unless they fall under 2.c.
4. If there is any uncertainty as to whether a survey falls under this policy, the Office of Planning & Accountability (opa@kpu.ca) should be contacted for guidance.

C. STATEMENT OF POLICY PRINCIPLES

1. To best serve the University community and to meet its accountability requirements, KPU requires the ability to collect reliable and valid data and information from its applicants, students, alumni, employees and other members of the University community.
2. The University has an obligation to protect those members of the University community who are potentially subject to surveys from burdensome and unnecessary requests for information.
3. The University has an obligation to ensure that the personal information provided through surveys is collected, used and stored in compliance with British Columbia's Freedom of Information and Protection of Privacy legislation.

D. DEFINITIONS

Refer to Section A in the related Procedures document for definitions which will enhance the reader's interpretation of this policy.

E. RELATED POLICIES & LEGISLATION

BC Freedom of Information and Protection of Privacy Act

IM8 Privacy

IM9 Information Security

RS1 Research Involving Human Participants

F. RELATED PROCEDURES

Refer to *IM7 Management of Surveys Procedures*