



## INSTITUTIONAL ADMINISTRATIVE SURVEY GUIDE

*This guide intends to provide you with clear directions & information pertaining to the institutional survey process.*



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IE consults with units across AU regarding institutional administrative survey design and administration, including wording of questions, survey length, data collection methodology, target audience selection, and data analyses.

Institutional Administrative Surveys are internally initiated assessments that collect data from a super-set audience across Augusta University, Augusta University Health System, and/or Augusta University Medical Associates (which includes faculty, staff, and students) to support planning and decision-making directly related to strategic priorities, unit plans, and accreditation efforts.

## Our Services

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*Read this guide to understand IE's role in survey management, and to learn more about survey best practices to obtain reliable and valid results. After reading this guide, you will be prepared to complete the survey approval form, if applicable.*

IE consults with units across AU regarding **institutional survey** design and administration, including wording of questions, survey length, data collection methodology, target audience selection, and data analyses.

**Institutional Surveys** are assessment instruments used to support institutional planning and decision-making related to university strategic priorities, annual unit plans, and accreditation purposes. Surveys are inclusive of questionnaires, ballots, polls, assessments, and evaluations, regardless of the method used to administer the instrument, if the request includes surveying one or more broad populations or targeting specific subgroups of the AU community (students, faculty, staff, etc.).

Departmental surveys that are limited in distribution are not included in the policy definition, and therefore this guide. Examples of surveys that are excluded are course evaluations, class surveys, informal polls (e.g., meeting times), and customer service feedback forms but could be subject to the approval process if required by the Designated Senior Official(s)

Given the high volume of survey requests, it is IE's responsibility:

- To provide the requestor with **alternative data collection methods** if appropriate (e.g., Wufoo or Google Forms instead of Qualtrics)
- To streamline the survey process, which can mean **consolidating similar surveys** (i.e., similar audience, data, and/or timeframe)
- To **establish an appropriate timeline** to administer the survey depending on its scale and target population
- To ensure that the survey is **directly associated with Beyond Boundaries** in the unit's annual unit plan (link to [Augusta University's Strategic Plan](#))
- To **provide units with the resources to manage the survey in the long-term** to meet continuous improvement efforts

## Survey Best Practices: Planning & Design Checklist

The topics in the checklist correspond with the Survey Approval Form. Ensure you complete this checklist so that you will be prepared to submit the Survey Approval Form. The checklist addresses survey planning and design topics that follow best practices to help you achieve higher responses and obtain more representative data. Please contact [surveys@augusta.edu](mailto:surveys@augusta.edu) with any questions!

Survey Approval Form Checklist:		
1.	Name & Purpose of the survey	What is the name of the survey? How will the information be used? What questions are you trying to answer?
2.	Survey Length	How many minutes will it take for a respondent to complete the survey? IE has tools to help you determine time to completion.
3.	Activity Dates	A. When do you <b>prefer</b> the survey launch and close? <i>See Activity Dates tips on next page.</i> B. If your preferred dates cannot work, what are <b>alternate</b> dates for the survey launch & close? C. When do you need the <b>results</b> ?
4.	Date Constraints	Explain the reasoning for the preferred dates. <i>See tips under Activity Dates on next page.</i>
5.	Communication Plan	How do you plan to advertise this survey in order to maximize response rates from the target population?
6.	Incentives	If respondents will be compensated in any way, please describe your plan for incentives and how respondents will be awarded and funded.
7.	Target Population & Details	Are you trying to survey Freshmen, Seniors, Graduate Students, University Faculty, University Staff, AU Health Staff, Alumni, and/or Other? Please describe your target population in detail.
8.	Survey Sample Information	A. Do you need IE to provide you a sample of the target population? B. Indicate the <b>sample size</b> . <i>See tips under Survey Sample Information on next page.</i> C. Of the sample, how many respondents do you need to complete the survey? <i>See tips under Survey Sample Information on next page.</i> D. Is the survey anonymous and/or confidential?
9.	Data Use & Stewardship	A. Will the data be used for any of the following: Accreditation, Program Review, Assessment, Campus Improvement, Departmental Improvement, Personal Research, Institutional Research, Regional/National Survey? B. What will you do with the information after you analyze the data? With whom will the results be shared? Is there a plan for reporting out the results? C. Will individual faculty/staff/student data be shared with an organization or individual outside of AU? D. How and where will you store the results?
10.	Administration Cycle & History	A. Frequency (As-needed, every term, annually, every other year, other)? B. Has the survey been administered at AU before? If yes, when and what were the previous findings?
11.	Strategic Plan	Which <a href="#">Beyond Boundaries Organizational Goals</a> does the survey support?
12.	FERPA Compliance	Are you aware of <a href="#">FERPA policies</a> ?
13.	IRB Compliance	Is IRB approval needed after IE approval has been obtained? IE approval is needed prior to IRB approval if the target audience is an AU population. <i>See next page for IRB link.</i>
14.	Survey Instrument Document	Upload the instrument. <i>See tips under Survey Instrument on next page.</i>
15.	IRB Approval Document	Upload the approval letter, if appropriate. <i>See next page for IRB link.</i>
16.	Supervisor Approval Document	Upload proof of authorization from your direct supervisor.

Upon submission of the Survey Approval Form, IE will route it to the appropriate Designated Senior Official(s) for his/her approval. Within a month, the requestor will receive a letter from IE granting approval for the effort or the reasoning why the survey cannot be distributed.

## Tips for Better Surveys

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### Activity Dates:



**Fall term is often the best time** to survey students and faculty. Spring term packed with benchmarking surveys for these two populations.

Otherwise, the best **times** to survey students:

- After drop/add and not during mid-terms
- For Fall term, before Thanksgiving
- For Spring term, before Spring Break

For more information, please review AU's [Academic Calendars](#)

### Survey Sample Information:



**How many** complete survey **responses** do you need? See the following links for different population sample calculators.

- [Qualtrics Calculating Sample Size](#)
- [Creative Research Systems](#)
- [Calculator Net](#)

### IRB Compliance:



If you plan on presenting your results at a **conference** or submitting your work for **journal publication**, please contact the [Institutional Review Board Office](#) for approval.

### Survey Instrument:



- [Six things to consider before writing your survey](#)
- [Learn how to create a survey with 4 common sense tips](#)
- [10 tips for building effective surveys](#)
- [Survey Questions 101: Do you make these 7 mistakes?](#)
- [4 guidelines for writing clear and effective survey questions](#)
- [How to write a good questionnaire](#)

## Ongoing Survey Operations

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Please note the following surveys IE routinely administers and/or supports.



## Ready to complete the Survey Approval Form?

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When you are ready to request a survey, please complete the [Survey Approval Form](#) (one survey per form). Note that by submitting this form, the requestor thereby agrees and understands the content in this guide.