Policy on Conducting Survey Research on Campus

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March 1, 2017

The official web-based survey software platform of UMW is Qualtrics. Qualtrics can be used to create and distribute survey instruments, and to store and analyze data. Qualtrics is accessible to all faculty, staff and students to conduct surveys on and off campus from anywhere in the world. An account can be created at umw.qualtrics.com using your UMW credentials.

Because of this accessibility, there is a several stage process of authorization for surveys conducted on and off campus. It is the policy of OIAE to monitor surveys being conducted so that campus members are not overwhelmed by the number and timing of surveys throughout the year. In addition, the Office seeks to avoid duplication, such as if a survey on a similar topic is already being conducted, or data is available through OIAE that does not require a survey. Finally, surveys that are administered using Qualtrics bear the URL “umw.qualtrics,” labeling the surveys as a UMW document, even if those surveys are conducted off campus.

**Please note:** Approval of a survey by the office of IAE does not constitute approval by a human subjects review board (needed for research that is not only for internal UMW use). In order to do this, you must also submit your proposal and have it approved by the UMW Institutional Review Board before coming to the office of IAE.

The levels of oversight required by OIAE for various surveys are as follows:

1. If you are conducting a survey that does not use Qualtrics and is off campus, no authorization is needed.
2. If you are conducting a survey that does not use Qualtrics, but will happen on campus (for example, a brief pencil-and-paper survey that addresses student satisfaction with student services; or using other online mechanisms, such as Canvas or OrgSync) you should inform the Office of Institutional Analysis and Effectiveness briefly in an email of the timing, manner, topics and subjects of the survey.

1. If you are conducting a survey that uses Qualtrics, no matter the population or location, you should inform the Office of Institutional Analysis and Effectiveness briefly in an email of the timing, manner, topics and subjects of the survey.
2. If you are conducting a survey that requires the use of Banner data for student, faculty, or staff information (emails, populated with student data, etc.), you **must** inform the office of IAE and have your survey vetted by the Assistant Provost for Institutional Analysis and Effectiveness before proceeding.