

Policy on Conducting Survey Research on Campus  
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March 1, 2021

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.co1.qualtrics.com](http://umw.co1.qualtrics.com) using your UMW credentials.

Because of this accessibility, there are several possible authorizations for survey analysis 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. **Please consult the survey calendar on our website while planning your 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 with individuals off campus.

**Please note:** Approval of a survey by the office of IAE **does not constitute approval by a human subjects review board**, which is needed for any research on campus whose purpose is not merely pedagogical in nature. In order to do this, you must submit your proposal and have it approved by the UMW Institutional Review Board **before** coming to the office of IAE, even if the proposal is deemed exempt. You can find information about the IRB here: <https://provost.umw.edu/irb/>

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 Google) you should inform the Office of Institutional Analysis and Effectiveness briefly in an email of the timing, manner, topics and subjects of the survey **at least one week prior to your estimated survey launch.**
3. 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 **at least one week prior to your estimated survey launch.**

4. 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 approved by the Associate Provost for Institutional Analysis and Effectiveness before receiving the data and proceeding with the analysis. NOTE: not all requests will be met automatically– the choice depends on the requestor, the timing, the purpose, and what is being asked for. In other cases, we may recommend a sample rather than a full list (of students, for example). **Please make a request at least two weeks prior to your estimated survey launch.**