

PROCEDURES MEMORANDUM

TO: MCC Staff

FROM: Office of the President

SUBJECT: Survey Procedures and Guidelines

DATE: July 25, 2014

PURPOSE: To provide coordination and guidance in the development, administration and analysis of surveys to maintain quality, minimize the impact of survey administration and provide for systematic review, analysis of data, and appropriate distribution of results. Adherence to the procedures and guidelines demonstrates that the College encourages and supports ethical research principles.

SCOPE: The procedures and guidelines apply to all new and recurring systematic data collection methodologies to elicit attitudes, opinions, behavior, and related demographic, social and economic information to be used for statistical compilation for research, grant reporting, assessment or improvement purposes. The procedures and guidelines do not apply to in-class activities which are part of an organized curriculum.

1. General Principles

Any survey must comply with federal regulations. Surveys include: attitude, opinion, belief and fact-finding requests for self-reported information relevant to specific organizational missions, policies, or procedures; occupational task inquiries about discrete, technical, job-related tasks within a specified work group; recurring collection of information from individuals on a continuing basis at specified intervals, and; discussions with individuals or groups to obtain self-reported information that may be used to draw conclusions or arrive at generalizations about a group of individuals. A “survey sponsor” is any area of the college that may benefit from or has direct interest in the survey results. A “survey administrator” designs, develops, analyzes and reports on an approved survey. A “survey recipient” is an individual who is a subject/participant of the survey (refer to PM X-26 Human Subjects Research Procedures and guidelines when appropriate).

2. Standard Procedure

A. Individuals requesting to conduct a new or recurring survey must contact the Office of Institutional Effectiveness.

- B. Individuals requesting to conduct a new or recurring survey must have the approval of the appropriate vice president. For surveys at the program and/or departmental level, the “survey sponsor” is the Cost Center Manager. For surveys involving more than one program, department or cost center the “survey sponsor” is the appropriate Vice President. For institution-wide, state-, federal- and external-imposed surveys, the “survey sponsor” is the Office of Institutional Effectiveness.
- C. Individuals requesting to conduct a new or recurring survey should be able to articulate the purpose and objectives, survey audience, survey instrument, strategy for maximizing response rate, implementation plan, data analysis methodology and documentation of the results.
- D. The Office of Institutional Effectiveness will: assist the “survey sponsor” and “survey administrator” to identify existing databases and archives that might make conducting a new survey unnecessary; provide detailed assistance in the design, execution, and/or analysis of surveys; and provide technical review and make recommendations of new and recurring surveys.
- E. External distribution of survey data must have prior approval of the Office of Institutional Effectiveness.

Adopted 7/5/05; Revised 6/29/06; Reviewed but no changes 2/22/08; Revised 7/25/14