



Date: May 9, 2017

From: David Cox

Re: Campus Survey Fatigue

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**Purpose:** Improve institution effectiveness and enhance research through a coordination of schedules of surveys to improve and increase response rates.

**Problem:** Number of surveys, best practices are not being followed and a lack of coordinated scheduling.

**Samples:** There are three types of surveys; campus, college and administrative. Recently Student Affairs surveyed 3,000 students for each of the following groups:

- Greek Life – 12% response rate
- Career Competencies – 8% response rate
- Alcohol/Drug Use – 16% response rate

Staff Senate surveyed 1538

- Response rate – 742 responded for a 48% rate

Technology Survey

- Response rate – 3%

**Solution for Consideration:** Create a 'clearinghouse' committee to identify what, when, duplication and purpose. Create an open calendar for scheduling surveys and all surveys would follow a standardized process.

**Basic Assumptions:**

- Internal departmental surveys are not controlled
- Students do not read emails
- There isn't a centralized control for sending emails, too many sent within same time frame
- Faculty are allowed to send surveys
- OIR receives several request across campus to provide student list
- Electronic surveys (Qualtrics) responses, how is the data secured
- FERPA – are rules being followed and validated
- Low participation
- Third party companies – are they allowed to survey our students
- Types of surveys:
  - Research component
  - Student's opinion

- Practical and issue oriented
- Program evaluations

**Synopsis of Change:**

- Create a clearinghouse committee with representatives from Academic Affairs, Administration, Student Affairs, Assessment, OIR and Faculty to meet periodically
  - Ask who, when, what and purpose
  - Goal to reduce number of emails/surveys
  - Open access calendar – for scheduling surveys
- Centralization repository for students surveys
  - Analyze Hobson’s tool for scheduling
- Define a department owner
- Share data outcomes, to decrease the number of surveys
- Surveys should be smart device friendly
- Determine what are the best incentives that would encourage students to participate
- Communication to Faculty and departments on change