



California Health Sciences University

CHSU POLICY FOR COLLECTING INFORMATION THROUGH SURVEYS

I. PURPOSE

Collection of data from programmatic/administrative and curricular surveys helps the University and respective Colleges review quality and implement positive change. The policy formalizes the approach to respond to educational program accreditors and federal/state government agencies. Notably, the policy allows CHSU to respond to the WASC Senior College and University Commission, the Accreditation Commission on Pharmacy Education, and the Commission on Osteopathic College Accreditation¹.

This policy aims to balance the need for surveys with the challenges they may impose on the CHSU community, including students, staff, faculty, residents, preceptors, and other internal and external stakeholders

The benefits of this policy are fourfold:

1. ensures that survey development and implementation are optimized through the minimization of redundancy and maximization of efficiency;
2. minimizes survey frequency with concomitant reduction of survey/email fatigue, thus potentially enhancing response rates and the reliability of inferences made from the data collected;
3. protects community members' privacy, and;
4. ensures the safety of data collection and usage.

II. TYPES OF SURVEYS ADDRESSED IN THIS POLICY

The policy applies to surveys included in:

- the CHSU assessment plan;
- the assessment plans of the educational programs;
- the assessment plans of CHSU departments;
- human subjects research;
- conduct of work to external stakeholders on behalf of CHSU.

III. POLICY

Collaboration will take place with the CHSU Office of Institutional Research, Effectiveness and Research (OIAER). After projects are approved by the appropriate supervisor, the OIAER will review the survey tool prior to its distribution. The review will: ensure



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appropriate privacy and data security protections are used, survey projects are coordinated, and the right of participants to be appropriately informed prior to participation is protected. The purposes for the collaboration include survey construction and quality aligned with current survey practices and CHSU standards, overlap with current and past initiatives, appropriate scheduling within the university survey calendar and general vetting of practices surrounding surveys.

In the case where a CHSU employee is asked to circulate a survey on behalf of an external stakeholder (e.g. vendor) to members of the CHSU community, it is requested that a copy of the final report, the survey instrument, and responses for each question be supplied to OIAER. The survey instrument should be provided in advance, whenever possible.

CHSU uses an enterprise level software (Qualtrics) for the conduct of surveys. Free or paid personal accounts with other software companies are discouraged when conducting university business.

Those individuals who administer surveys agree to follow this policy closely, understanding their obligation to protect confidentiality of survey respondents, and to comply with both the CHSU Code of Ethical Conduct and CHSU Research Misconduct current policies.

IV. PROCEDURES

1. A request for Qualtrics is made, using the form “Enterprise Survey Account” located on the OIAER site.
2. Surveys submitted for dissemination will be reviewed according to the following criteria:
 - a) Administration of the survey must fit with other scheduled projects that take priority (e.g. surveys required by accreditors).
 - b) The survey should not run at the same time as another high priority institutional surveys of the same participants. Multiple surveys using different subsets of a population can sometimes run simultaneously if deemed appropriate by the OIAER. Examples of high priority surveys include, but are not limited to, evaluations of the education programs, surveys related to accreditation and licensing of CHSU and its colleges.
 - c) The survey will not cause the total number of surveys of the target population in a given year to be excessive.
 - d) The survey should not seek information that is already available from other sources. For example, surveys that duplicate the evaluation of the education



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programs for research purposes will be identified, reviewed and returned to the authors for reconsideration.

- e) Surveys of the same or similar populations should be combined for the purposes of efficiency and prevention of survey fatigue, when feasible. This could result in a delay in the project to allow coordination with other offices.
 - f) Any demographic information requested as part of the survey must be included in the request and in compliance with FERPA regulations. Individuals should be familiar with the current CHSU Release of Directory Information Policy.
 - g) The survey should be constructed in accord with evidence-based survey practices, for which OIAER assistance can be provided.
 - h) One week's notice is requested for scheduling OIAER consultation and assistance. Urgent requests will be accommodated on a case-by-case basis.
3. The survey results will have perceptible benefits to CHSU. For CHSU and program-wide surveys, a copy of the final report will be provided to OIAER, so others within the CHSU community can use results as part of academic research, based on the IRB approval information.
 4. Depending on the nature of the work of the account requester and their administrative role, some surveys will be exempt from review. For example, a survey collecting information peripheral to the conduct of CHSU business (e.g. lunch orders, appointments etc.).

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- Policy Owner: Office of Institutional Assessment, Effectiveness and Research
 - Effective Date: 8/22/2019
 - Revised Date: 5/27/2020
 - Approval by Provost Date: 6/10/2020
 - Approval by the President Date: 6/10/2020