

## GUIDELINES

### Title: **Survey Guidelines**

These guidelines should be read in conjunction with the Survey Policy.

#### 1. Title

Survey Guidelines.

#### 2. Purpose

To provide guidance on the design, implementation and administration of all University Surveys.

#### 3. Definitions

|                         |  |
|-------------------------|--|
| Campaign                | Publicising and collecting survey data   |
| Core University Surveys | Unit Teaching and Evaluation Instrument (UTEI)<br>Student Services and Facilities Evaluation (SSAFE)<br>Graduate Destination Survey (GDS)<br>Course Experience Questionnaire (CEQ)<br>Postgraduate Research Evaluation Questionnaire (PREQ)<br>Mid-Course Evaluation Questionnaire (Mid-CEQ)<br>Staff Satisfaction Survey<br>In-Progress Postgraduate Research Experience Questionnaire (iPREQ)<br>University Experience Survey (UES)<br>International Student Barometer (ISB) |
| Data                    | Information/feedback collected from ECU students and staff   |
| Non-core surveys        | Surveys other than those defined as Core University Surveys that have been appropriately registered by the Survey Manager.   |
| Survey Management       | The process of: <ul style="list-style-type: none"> <li>designing a survey/questionnaire (the “instrument”)</li> <li>specifying the target population</li> <li>communicating with target population</li> <li>collecting response data</li> <li>analysing the data</li> <li>reporting the findings.</li> </ul>   |
| Survey Services         | The business unit responsible for the centralised management and reporting of core University surveys  |
| Staff                   | Includes temporary, contract, sessional, casual and permanent staff.   |
| Students                | Includes potential, current and past students of ECU.  |

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| Survey Owner   | The individual requesting the survey to be conducted.  |
| Survey Manager | The individual with responsibility for managing the University's centralised Survey Services unit. |

## 4. Survey Guidelines

### 4.1 Core University Surveys

#### 4.1.1 Survey Services conducts Core University Survey campaigns

Survey Services has responsibility for managing core University surveys, collating results, performing high-level analysis on survey results, and publishing results to survey stakeholders.

Survey Services will, with the Survey Manager's approval, supply survey results in the form of de-identified raw data when requested by relevant business units.

Key stakeholders will be engaged in a review of survey instruments, survey campaigns and any relevant outcomes.

Communications with the survey population during, and as part of, the campaign will be managed by the Surveys Manager.

### 4.2 Non-Core Surveys

#### 4.2.1 Registration procedures

To register and gain approval for a survey, the Survey Owner must provide the Survey Manager with the following details via email:

- name of School/Centre;
- name and purpose of proposed survey;
- intended use of the results;
- when the survey is to be conducted i.e. date/ frequency;
- population size and scope;
- intended mode of delivery;
- the proposed survey questions; and
- other details which will enable the Survey Manager to make a determination, in accordance with 4.2.2.

#### 4.2.2 Approvals and Renewal Processes

In assessing a request to survey, the Survey Manager, in consultation with the Survey Owner, will consider whether:

- the interests of relevant stakeholders have been addressed;
- the information sought already exists;
- the information sought could be obtained through the addition of items to an existing or proposed survey;
- the survey instrument content, format and mode of delivery are appropriate to stated aims and expected outcomes;
- the timing, mode of delivery and target population for the application of the survey are appropriate;
- other surveys will be unduly impacted

- appropriate feedback to participants is proposed;
- historical data that could be used for trend analysis is available;
- similar data from other organisational units that could be used for comparative analysis is available.

The Survey Manager will notify the Survey Owner of the outcome of the request to survey in a timely manner.

Once approved, responsibility for the administration of the survey rests with the Survey Owner.

#### **4.2.3 Survey sample selection, survey design and fieldwork strategy**

The Survey Manager may provide advice on the population sample selection, survey design and fieldwork strategy. The Survey Manager may also be consulted concerning future survey projects.

### **4.3 Survey Calender**

An agreed Annual Survey Calender for Core University Surveys is maintained by Survey Services and published to raise awareness in the University Community. Core University Surveys have priority over non-core surveys in scheduling. Particular attention is given to ensuring that surveys targeting the same population group do not run concurrently.

### **4.4 Survey Data**

The data collected via University surveys remains the property of the University and may only be released to external parties after aggregation and de-identification and with the written permission of the Director, Policy and Planning.

## **5. Contact Information**

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|-----------------|-----------------------|
| Contact Person: | Surveys Manager       |
| Telephone:      | 6304 2301             |
| Email address:  | d.collings@ecu.edu.au |