

Office of Planning, Analysis and Accountability (OPAA)

Guidance on Administration of Internal and External Surveys

This guidance recognizes that the demand for survey information should be balanced with the burden surveys impose on students, faculty, and staff. To achieve this, the Office of Planning, Analysis and Accountability (OPAA) oversees a process that manages the number of surveys that members of the community are invited to take. It encourages coordinated efforts and best practices in survey research to produce quality data, create opportunities for cross-collaboration and information-sharing, and promote best practices in information security and privacy.

SCOPE

The process aims to reduce survey fatigue and unnecessary survey proliferation and prioritize surveys that benefit the broader interests and goals of the university as well as maximize their effectiveness. Further, it promotes good survey design, sampling, and administration that conforms to methodological best practices. Finally, it also aims to ensure that the survey complies with FERPA guidelines, meets IRB requirements, and the survey research is done ethically and respects our community.

Any survey that meets at least one of the following criteria must undergo the Survey Registration Process

- A sample size of at least 75 students, alumni, faculty, and/or staff
- A random sampling of Bowie State students, faculty, or staff populations
- Results are to be generalized to the broader BSU population (students, faculty, or staff)
- Targets specific subpopulations based on characteristics such as enrollment status, gender, ethnicity, etc.
- Used for institutional measures and improvement.

The following surveys are excluded from the Survey Review Process. However, the primary survey administrator should consult the BSU survey calendar on the OPAA webpage to avoid conflicts. This calendar includes

- Surveys sent by Alumnae/i Office
- Academic evaluative surveys conducted by faculty, staff, or students
- Surveys conducted by students in courses solely to fulfill the requirements of a course or degree program
- Participants' event evaluations or event planning
- Polls that involve voting
- Feedback collected at point-of-service
- Course evaluations

ADMINISTRATION OF INTERNAL AND EXTERNAL SURVEYS

OPAA

- serves as an official data source and a major vehicle for gathering and delivering evidence of institutional success and accountability for the college.
- provides analytical and consulting services to inform planning, decision-making, student retention and success, assessment, and accreditation at a variety of organizational levels while maintaining reporting requirements for government agencies and other external organizations.
- is Bowie State's survey clearinghouse. All surveys intended for distribution to any members or prospective members of the college community (such as applicants, students, faculty, staff, board members, and alumni), regardless of format, must be vetted by and registered with OPAA using

the procedures described below. This policy extends to surveys administered by external consultants or other third parties of the college community.

Please note that registering a survey is not a substitute for a review by the Institutional Review Board (IRB). All surveys for academic research involving human subjects must receive IRB approval.

Staff or faculty who wish to conduct surveys of BSU students, alumni, employees, or external partners must have their surveys registered and placed on the Survey Calendar. This is done by submitting a Survey Request Form, which is reviewed by the Survey Coordinating Committee (SCC).

Information collected from surveys conducted by administrative offices, faculty committees, and other college committees are Bowie State University's property. Upon completion, the primary survey administrator must submit survey results, data, and any reports to OPAA to be archived. Sharing results enhances institutional knowledge, informs future assessment, and helps Bowie State meet OPAA reporting needs. In addition, completed survey results may be made available to the Bowie State community.