



## Medicine Hat College Policy SURVEY

Policy #:	RE-01
Policy Authority:	Director, Strategic Research and Analysis.
Executive Sponsor:	Vice President, Administration and Finance.
Approved by:	President
Effective Date:	01/11/2016
Next Mandatory Review Date:	01/11/2021
Frequency of Review:	Every 5 years

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### 1. POLICY OBJECTIVE

The purpose of this policy is to provide structure and guidance for the coordination of College surveys to maximize their benefits by:

- Avoiding the collection of duplicate information;
- Minimizing survey fatigue;
- Maximizing participation rates;
- Promoting the dissemination of survey results;
- Ensuring good survey methodology and design; and
- Ensuring surveys are conducted in accordance with the Freedom of Information and Protection of Privacy (FOIP) Act.

### 2. POLICY SCOPE

This policy applies to the Medicine Hat College (MHC) Community.

### 3. BACKGROUND INFORMATION

College applicants, students, faculty, staff, former students, and alumni are increasingly being asked to participate in surveys to gather data for administrative, planning, and reporting purposes. This increasing need for surveys is a result of the growing desire, internally and externally, to understand student, community and/or employee experiences and to measure outcomes. Surveys need to be well designed and administered in an efficient manner. This includes ensuring that surveys are timed to avoid survey fatigue, by not overburdening a target population. Surveys that are not well coordinated may represent an inefficient use of College resources. All of these factors mean that survey coordination is essential. Survey research needs to be coordinated to control both the number and type of surveys, and who may conduct surveys on campus and for what purpose.

#### 4. DEFINITIONS

**FOIP Act:** Freedom of Information and Protection of Privacy Act

**Target Population:** Any group(s) within the Medicine Hat College Community towards whom a survey is directed

**Survey Participant:** An individual who voluntarily agrees to take part in a survey

**MHC or the College:** means Medicine Hat College

**Excluded Survey:** Surveys administered by the Office of Strategic Research and Analysis as part of normal business operations

**Survey:** A gathering of a sample of data or opinions considered to be representative of a whole

**Medicine Hat College Community:** A Member of the Medicine Hat College Community, (Member(s), under this Policy includes, but is not limited to the following:

- (a) Employee: any person who is employed by MHC or who provides services to MHC under an employment contract.
- (b) Student: any person enrolled in study at MHC.
- (c) Volunteer: any person performing work for MHC in an unpaid capacity.
- (d) Contractor: an individual or company (and its employees) who provides services to MHC under a service contract (i.e. a non-employee-employer relationship).
- (e) Community Member: any person working in collaboration with MHC for a business or an academic purpose or external community member

#### 5. PRINCIPLES

Persons wishing to conduct a formal survey must consult with the Manager, Institutional Research as outlined in Survey Procedure (PR-RE-01-01).

Excluded surveys include those administered by the Office of Strategic Research & Analysis as part of normal business operations.

Examples of surveys covered by this policy are:

- Surveys that address all faculty, staff, and/or students within the College;
- Surveys conducted by faculty or staff that target the external community;
- Surveys that are aimed at a broad subset of the population (e.g. first year student population);
- Surveys that are administered to students in class but are not part of assigned coursework or fulfill administrative needs; or
- Surveys covering a variety of topics (e.g. use and satisfaction with various College services).

Surveys of a small scale and/or focused intent are not covered by this policy. Such surveys may include:

- Part of assigned coursework or degree requirements;
- Focus groups;
- Evaluation of a specific program or service by the faculty or unit offering the program or service;
- Evaluation of an event by participants or feedback from customers/users of a service, when it is conducted by those providing the event or service;

- Teaching evaluation forms; or
- Surveys by the Executive of an employee group (e.g. AUPE, Management, or FA) of its members.

If there is any uncertainty as to whether a survey falls under this policy, the Manager, Institutional Research should be contacted for guidance.

## 6. RESPONSIBILITIES

The Manager, Institutional Research will be responsible for providing guidance as to whether or not a given survey falls within the scope of this policy. The Manager, Institutional Research will also assist with the coordination, development, and administration of surveys to the Medicine Hat College community, when appropriate and feasible.

## 7. APPLICABLE LEGISLATION/REGULATIONS

*Freedom of Information and Protection of Privacy Act (Alberta)*

## 8. RELATED POLICIES

- *9.2 Integrity in Research and Scholarship*
- *9.5 Intellectual Property and Copyright*
- *9.7 Ethical Conduct Involving Human Participants*
- *9.4 Applied Research*

## 9. RELATED PROCEDURES

Survey Procedure (PR-RE-01-01)

### **ORIGINAL COPY SIGNED**

Denise Henning  
President and CEO

Date: January 8, 2016

### **ORIGINAL COPY SIGNED**

Wayne Resch  
Vice-President, Administration and  
Finance

Date: January 8, 2016

## DOCUMENT HISTORY

January 2016          Policy Approved