

Policy History
Policy No. IM7
Approving Jurisdiction: President
Administrative Responsibility: President
Effective Date: March 8, 2024

Management of Surveys Procedure

A. DEFINITIONS

1. **Approved Surveys:** Surveys that have been approved by the Office of Planning & Accountability (OPA). OPA will maintain an inventory of all approved surveys.
2. **Exempted Surveys:** Surveys exempted from this policy are described in Section B: Scope and Limits of the related IM7 Policy.
3. **Surveys:** The formal collection of information from a sample or population of individuals regarding a topic, program, service, opinion, or experience.
4. **University Community (General):** For the purpose of this policy, University community includes all employees, all current, prospective, and former students as well as members of various University committees, visitors, contractors, their employees and agents and any other persons on KPU premises and at KPU sponsored and sanctioned activities and events, both domestically and abroad.

B. PROCEDURES

Roles and Responsibilities

1. OPA is responsible for approval of all surveys to which this policy applies as well as the coordination, timing, and general management of approved surveys.
2. OPA does not replace the KPU Research Ethics Board for those surveys requiring ethics review.

Survey Request Process

3. Anyone wishing to gather information via a survey should first consider whether a survey is required to obtain the desired information. Considerations include, but are not limited to, the following:
 - a. Is the desired information critical to the project, process, or initiative?
 - b. Would another method, such as focus groups or interviews, be more appropriate for obtaining the desired information?
 - c. Is comparable information already available from another source (e.g., administrative records, existing reports or publications, etc.)?
 - d. Is there capacity and a plan to use the information collected? *Data should not be collected until it is clear how it will be used.*
4. Consideration should also be given to whether the proposed survey requires the review of the KPU Research Ethics Board. In case of uncertainty, consult with the Research Ethics Board to determine whether the proposed survey requires approval based on relevant KPU policies and procedures such as the following:
 - a. [Policy RS1 - Research Involving Human Participants](#)
 - b. [Policy RS1 Procedure — Research Involving Human Participants](#)
5. All proposed surveys to which this policy applies must be requested through OPA. OPA vets and approves surveys to ensure that they are for University business, meet KPU standards, are methodologically sound, and are conducted in consideration of other survey activity. See Section B: Scope and Limits of the related policy document for guidance on in-scope surveys.
6. Developing an effective survey requires considerable time and resources and may involve consultation with other relevant groups and individuals at KPU. As such, survey requests should be submitted to OPA as far ahead as possible; no fewer than 30 days before the desired administration of the survey is recommended but exceptions to this timeline may be considered.
7. Requests can be made by completing OPA's [survey request form](#) or by emailing opa@kpu.ca. Requests should specify:
 - a. Name of the survey requestor;
 - b. Description of the survey/project, including the purpose and intended use of results;
 - c. Rationale for how the survey will benefit KPU and contribute to its strategic direction;
 - d. Description of the population to be surveyed;
 - e. Desired information or survey questions; and
 - f. Desired timing of the survey.

8. A member of OPA will contact the requestor(s) for consultation and may request a meeting to better understand and assess the request.

Criteria

9. Requests for approval of surveys are assessed based on the following criteria:
 - a. Importance of the information to KPU's strategic planning and priorities;
 - b. The suitability of the proposed use for the information;
 - c. The extent to which existing data and/or surveys provide (or could provide) the required information (for example, student survey data collection typically occurs in the fall as part of the annual Student Satisfaction Survey);
 - d. Timing of other survey commitments (timeline changes may be required to avoid conflicts and overburdening potential respondents and to maximize response rates);
 - e. OPA's workload;
 - f. Ethical issues raised by the means of administering surveys or by the data collected, including assessment of the burden on and risks to the population of focus; and
 - g. Government regulations and compliance with British Columbia's *Freedom of Information and Protection of Privacy Act* (FIPPA).

Decisions

10. Upon review and assessment of survey requests, OPA will make one of the following decisions:
 - a. Survey approved as a stand-alone survey and a determination is made on timeline for data collection;
 - b. Survey questions added to existing KPU survey;
 - c. Survey declined as data already exists in other surveys or sources;
 - d. Survey declined as it does not meet the critical criteria for approval; or
 - e. The survey is exempt from the process.
11. Decisions on survey requests will be based on consensus of OPA reviewers, who typically include the Associate Vice President, Planning & Accountability, the Director, Planning & Accountability, and the Manager, Institutional Research. The Associate Vice President, Planning & Accountability, or their designate, has final authority regarding all survey decisions to which this policy applies.
12. For approved surveys (i.e., scenario 10a or 10b), OPA will work with the requestor(s) and other relevant knowledge areas at KPU, as required, to complete survey development and management.

Non-Compliance

13. OPA will monitor surveys for compliance with IM7 *Management of Surveys* Policy and Procedures. Failure to comply with this policy and/or its procedures may result in the termination of the survey or data collection process.

C. RELATED POLICY

IM7 *Management of Surveys*

IM8 *Privacy*

IM9 *Information Security*

RS1 *Research Involving Human Participants*