



SURVEY ADMINISTRATION PROCEDURE

OPERATING | 500.520

Last Evaluation

02/20/2025

Executive Staff Approval

6/23/2025

1. Procedure Purpose

The purpose of this document is to ensure that all institutional surveys conducted within Mountainland Technical College (MTECH) adhere to a standardized procedure to maintain data integrity, protect respondent confidentiality, and align with institutional goals.

2. Definitions

Canvas - The student learning management system.

Institutional Survey(s) - Any survey required and/or requested by institutional accrediting bodies, institutional advisory constituents, state and federal agencies, or any survey that is otherwise conducted annually, involves external stakeholders, or concerns student performance and satisfaction with college services.

Raw Data - Data collected from responders that has not been analyzed.

Supervisor - An individual employed by the college who has hiring authority and a position that directly supervises an employee of the college.

Survey Management System (SMS) - A system designed to facilitate data collection, analysis, and reporting.

Survey Requestor - The individual or entity initiating a survey request and who will receive the data analysis, visualization, and reporting.

3. References

Family Educational Rights and Privacy Act (FERPA), 20 U.S.C. § 1232g (1974)

MTECH Data Request Form

4. Survey Pre-Screening

- 4.1 All institutional surveys must be requested through the Institutional Research (IR) Office for pre-screening.
 - 4.1.1 A request is submitted by completing the *Data Request Form* or by direct email to the IR Office.
 - 4.1.1.1 The *Data Request Form* is available on the college website under “Institutional Research”.
- 4.2 After completion of pre-screening by the IR Office, written approval for development must be obtained from the direct supervisor, the supervising Associate Vice President (AVP), and Vice President (VP) by the survey requestor.
- 4.3 Once pre-screening is completed and preliminary approval has been obtained, survey development begins.

5. Survey Development

5.1 Survey Content

The survey requestor, in consultation with the IR Office, drafts the content of the survey and determines the best methodological process for survey validity and compliance.

5.1.1 All survey content must:

- 5.1.1.1 Comply with privacy regulations as directed by FERPA, federal, and state law.
- 5.1.1.2 Follow ethical guidelines for research, including voluntary participation and informed consent (i.e. focus groups) when applicable.

5.1.2 Incentives

- 5.1.2.1 Surveys offering incentives must disclose the incentives at the beginning of the survey.
- 5.1.2.2 The incentives disclosure must be easily accessible, outline eligibility criteria, and communicate the process for claiming incentives.

- 5.1.2.3 Potential ethical concerns (i.e. bias) introduced by the incentives are noted and addressed. Incentives that could unduly influence responses should be avoided.
- 5.2 The IR Office maintains the right to review drafted content and make revisions as necessary to ensure clarity, neutrality, and maintain relevance.
- 5.3 The IR Office may consult the Communications Department throughout the development process.
- 5.4 After completion of the development process, the IR Office will request final written approval from the survey requestor, direct supervisor, the supervising AVP, and VP via email.

6. Distribution

- 6.1 The IR Office will notify the survey requestor, direct supervisor, the supervising AVP, and VP when the survey has been completed and is ready for distribution.
- 6.2 The IR Office integrates the survey into the annual distribution schedule.
 - 6.2.1 Surveys are distributed at various times throughout the year as determined by the IR Office to avoid survey fatigue.
- 6.3 Distribution of the survey is the responsibility of the survey requestor and/or their direct supervisor.
- 6.4 Surveys may be distributed via text, email, Canvas, or other SMS.

7. Data Storage, Analysis, and Reporting

- 7.1 Collected data is stored in the SMS and may be kept indefinitely.
- 7.2 The IR Office will distribute raw data to relevant stakeholders.
- 7.3 Additional analysis for data visualization and reporting by the IR Office may be requested.
- 7.4 Survey results are used to inform institutional improvements and track progress.

8. Survey Continuity

All ongoing institutional surveys will be reviewed annually by the VP of Instruction, VP of College Relations, AVPs of Instruction, AVP of Student Affairs, Director of Student Services, and the IR Office.

9. Evaluation History

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This document was adopted by Executive Staff approval on 06/23/2025.	