



POLICY AND PROCEDURE

Title:	Survey Research
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POLICY STATEMENT:

Surveys at the University of Bridgeport are managed by the Office of Institutional Effectiveness, Institutional Research department through the use of a 3rd party vendor survey tool. Accounts may be issued under certain circumstances to support research as outlined in the procedure details below. Only Human Resources and Community Culture are exempt from this policy.

PROCEDURE DETAILS:

Survey research is classified as one of three types:

1. Internal research
2. External or academic research

Internal Research

Creating a Survey

1. Staff and faculty interested in utilizing SurveyMonkey can request a survey through the OIE portal
2. An OIE team member will be assigned the project and reach out to the requester to develop the survey or suggest an alternative, non-survey research method if applicable
3. A survey may be denied if it is determined to be low-priority and the target population has received or will receive too many surveys, leading to survey fatigue. It may also be denied whether a survey is an inappropriate research method to investigate the research question, or if the questions are inappropriate or potentially harmful
4. Depending on the urgency of the request, the survey will be conducted immediately, within a few days, or within two weeks
5. Surveys must contain the following key components on the consent page
 - The survey is voluntary, and all questions can be skipped
 - The survey is confidential/anonymous (unless participants need to give their name or contact information)
 - The survey has no risks (barring very few exceptions)
 - The survey has no rewards (unless there is a raffle, payment, or prize)
 - The expected time to complete the survey is X minutes
 - Electronic consent, where "No" leads to the disqualification page, and "Yes" leads to the beginning of the survey. This question is required.

Administering a Survey

The survey will be reviewed by the Senior Director of OIE, Director of IR, or the VP of Institutional Effectiveness prior to being sent out. Request for review are submitted using the OIE request form found at <https://forms.bridgeport.edu/institutional-effectiveness-request/> and you must be logged into the UB portal to submit.

There are two methods for survey administration:

1. Email invitation
2. Open Link/QR code

To avoid duplicate respondents, the preferred method of collection is an email invitation where the survey will be sent out to the target population. Standard time for a survey being administration is 2 weeks, with 2 or 3 reminder emails within that timeframe. The system will only continue to email a respondent if they have not yet taken the survey.

When using an open link or QR code, effort should be made to ensure the same person is not taking the survey more than once. However, this often leads to provide personally identifiable information such as name or email address, thus the survey is no longer anonymous.

Survey Analysis

No raw survey data will be sent out of the OIE office, barring certain exceptions (e.g., surveys gathering data for marketing, survey data required to be submitted to grants). Release of raw data under special circumstances is up to the discretion of the Senior Director of OIE, Director of IR, or the VP of Institutional Effectiveness. When raw data is sent out, identifying information must be removed unless pivotal to the recipient.

All survey results will be sent to the requester as a report. SurveyMonkey's in platform report tool should only be used for very simple surveys, such as workshop feedback. No identifying information shall be included in the report unless freely given by the respondents and necessary to the requester (e.g., emails of students who are interested in further information).

Academic or External Research

Requesting Access to our Survey Tool

1. Staff, faculty, and students pursuing personal research goals can request a SurveyMonkey account to create and administer their own surveys. Staff, faculty, and students must submit their research project to the IRB and receive approval before access is granted.
2. OIE is not obligated to assist in the survey process unless listed as a Principal Investigator.
3. For course-based students research projects, students must have their instructor inform OIE that the student is approved to use SurveyMonkey for coursework.
4. Students may not survey the larger student population.
5. Faculty/staff who want to survey the larger student population must have Cabinet approval (processes through an OIE request) and are encouraged to sample the population of interest.

By default, OIE can view the survey questions but may not make changes or see the results. OIE may request further access to the survey if necessary. Refusal to do so may result in the expulsion of the user from SurveyMonkey.

PUBLISH POLICY STATEMENT (CLICK ON BOX NEXT TO OPTION-SELECT ALL THAT APPLY):

UNIVERSITY CATALOG

STUDENT HANDBOOK

FACULTY HANDBOOK

STAFF HANDBOOK

DEFINITIONS:

Not applicable

EXCLUSIONS:

The Human Resources department is the only office besides OIE who may freely administer their own surveys and may do so with minimal input from OIE. HR users may refuse any request to allow OIE to have further access to survey creation or results to protect user information. OIE may assist and advise in the creation or administration of HR surveys if requested by an HR survey user.

OFFICES DIRECTLY AFFECTED BY THE POLICY:

OIE, Academic Affairs, Institutional Review Board

HISTORY:

Created April 15, 2025

EFFECTIVE DATE:	April 15, 2025
RESPONSIBLE OFFICE (ONLY ONE):	OIE
REVIEW DATE:	April 15, 2025

APPENDIX:

Not applicable