



# POLICY

<b>Policy Title:</b>	<b>Survey Policy</b>
<b>Policy Owner:</b>	<b>Director, Planning, Quality and Equity Services Centre</b>
<b>Keywords:</b>	<b>Survey      Administration      Students      Staff</b>
<b>Policy Code:</b>	<b>PL092 [ad069]</b>

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## 1. INTENT

To ensure that student and staff surveys are co-ordinated, appropriate standards of survey management are in place and survey results and reports are disseminated appropriately.

## 2. ORGANISATIONAL SCOPE

All surveys conducted by Edith Cowan University (ECU) to collect responses from staff or students, excluding:

- (i) those conducted as part of research projects by ECU staff, students or external researchers not related to ECU operations (refer to Research Policy AC074, File No: SUB/4668), and
- (ii) “formative feedback” surveys of students, organised within Faculties/Schools in the early weeks of semester.

### 3. DEFINITIONS

TERM	DEFINITION
Core University Surveys	Unit Teaching and Evaluation Instrument (UTEI) Student Services and Facilities Feedback (SSAFF) Graduate Destination Survey (GDS) Course Experience Questionnaire (CEQ) Postgraduate Research Evaluation Questionnaire (PREQ) Mid-Course Evaluation Questionnaire (Mid-CEQ) In-Progress Postgraduate Research Evaluation Questionnaire (iPREQ) Staff Satisfaction Survey University Experience Survey (UES) International Student Barometer (ISB)
Data	Information/feedback collected from ECU students and staff
Non-core surveys	Surveys other than those defined as Core University Surveys that have been appropriately registered by the Survey Manager.
Survey Management	The process of: <ul style="list-style-type: none"> <li>• designing a survey/questionnaire (the “instrument”)</li> <li>• specifying the target population</li> <li>• collecting response data</li> <li>• analysing the data</li> <li>• reporting the findings.</li> </ul>
Survey Services	The business unit responsible for the centralised management and reporting of core University surveys
Staff	Includes temporary, contract, sessional, casual and permanent staff.
Students	Includes potential, current and past students of ECU.
Survey Owner	The individual requesting the survey to be conducted.
Survey Manager	The individual with responsibility for managing the University’s centralised Survey Services unit.

### 4. POLICY CONTENT

- 4.1 Surveys Services, in consultation with other stakeholders, is responsible for the management of Core University Surveys and the approval and registration of non-core surveys
- 4.2 The scheduling of non-core surveys to specific populations or on any specific topic/subject is co-ordinated by Survey Services, although in most cases such surveys are managed by the survey owner.

In order to prevent duplication and over-surveying, prior to conducting a non-core survey, a request for the non-core survey, endorsed by the relevant Executive Dean or Senior Leadership Team member, must be referred to the Survey Manager for approval as defined in the Survey Guidelines.

Surveys must not be conducted unless they have been approved by the Survey Manager

Surveys will usually be conducted electronically and in such cases will comply with policies governing electronic communications

- 4.3 The intended use of the survey and its findings will be made clear to participants as part of the survey instrument.
- 4.4 Feedback will be provided in a timely manner to appropriate stakeholders.
- 4.5 Survey processes must be compliant with the *Privacy Act 1988* (Cmwth) and any other applicable policy (e.g. ECU Privacy Policy) or legislation designed to protect the privacy of staff and students, and confidentiality of data.

The data collected via University surveys remains the property of the University and is subject to criteria and standards set by the Survey Manager from time to time.

This policy should be read in conjunction with the Survey Guidelines

## 5. ACCOUNTABILITIES AND RESPONSIBILITIES

In relation to this policy, the following positions are responsible for the following:

### *Policy Owner*

The Director, Planning Quality and Equity Services Centre has overall responsibility for the content of this policy and its operation in ECU.

## 6. RELATED DOCUMENTS:

6.1 The policy is supported by the following Guidelines:

- [Survey Guidelines](#) (File No. SUB/4618).

6.2 Other documents which are relevant to the operation of this policy are as follows:

- Human Ethical Research Policy (AC023, File No: SUB/839)
- E-Mail Usage Policy (IS006, File No: 02/870)
- Privacy Policy (AD067, File No. SUB/5389)

## 7. CONTACT INFORMATION

For queries relating to this document please contact:

Policy Owner	Director, Planning Quality and Equity
All Enquiries Contact:	Survey Manager
Telephone:	08 6304 2301
Email address:	<a href="mailto:d.collings@ecu.edu.au">d.collings@ecu.edu.au</a>

## 8. APPROVAL HISTORY

Policy Approved by:	Vice-Chancellor
Date Policy First Approved:	20 February 2009
Date last modified:	28 February 2014
Revision History:	28 February 2014 : Updated to reflect new position titles and add new core surveys.
Next Revision Due:	February 2017
TRIM File Reference	SUB/4618

## GUIDELINES

**Title:            Survey Guidelines**

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These guidelines should be read in conjunction with the Survey Policy.

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**1. Title**

Survey Guidelines.

**2. Purpose**

To provide guidance on the design, implementation and administration of all University Surveys.

**3. Definitions**

Campaign	Publicising and collecting survey data
Core University Surveys	Unit Teaching and Evaluation Instrument (UTEI) Student Services and Facilities Evaluation (SSAFE) Graduate Destination Survey (GDS) Course Experience Questionnaire (CEQ) Postgraduate Research Evaluation Questionnaire (PREQ) Mid-Course Evaluation Questionnaire (Mid-CEQ) Staff Satisfaction Survey In-Progress Postgraduate Research Experience Questionnaire (iPREQ) University Experience Survey (UES) International Student Barometer (ISB)
Data	Information/feedback collected from ECU students and staff
Non-core surveys	Surveys other than those defined as Core University Surveys that have been appropriately registered by the Survey Manager.
Survey Management	The process of: <ul style="list-style-type: none"> <li>• designing a survey/questionnaire (the “instrument”)</li> <li>• specifying the target population</li> </ul>

	<ul style="list-style-type: none"> <li>• communicating with target population</li> <li>• collecting response data</li> <li>• analysing the data</li> <li>• reporting the findings.</li> </ul>
Survey Services	The business unit responsible for the centralised management and reporting of core University surveys
Staff	Includes temporary, contract, sessional, casual and permanent staff.
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Survey Owner	The individual requesting the survey to be conducted.
Survey Manager	The individual with responsibility for managing the University's centralised Survey Services unit.

## 4. Survey Guidelines

### 4.1 Core University Surveys

#### 4.1.1 Survey Services conducts Core University Survey campaigns

Survey Services has responsibility for managing core University surveys, collating results, performing high-level analysis on survey results, and publishing results to survey stakeholders.

Survey Services will, with the Survey Manager's approval, supply survey results in the form of de-identified raw data when requested by relevant business units.

Key stakeholders will be engaged in a review of survey instruments, survey campaigns and any relevant outcomes.

Communications with the survey population during, and as part of, the campaign will be managed by the Surveys Manager.

### 4.2 Non-Core Surveys

#### 4.2.1 Registration procedures

To register and gain approval for a survey, the Survey Owner must provide the Survey Manager with the following details via email:

- name of School/Centre;
- name and purpose of proposed survey;
- intended use of the results;

- when the survey is to be conducted i.e. date/ frequency;
- population size and scope;
- intended mode of delivery;
- the proposed survey questions; and
- other details which will enable the Survey Manager to make a determination, in accordance with 4.2.2.

#### 4.2.2 Approvals and Renewal Processes

In assessing a request to survey, the Survey Manager, in consultation with the Survey Owner, will consider whether:

- the interests of relevant stakeholders have been addressed;
- the information sought already exists;
- the information sought could be obtained through the addition of items to an existing or proposed survey;
- the survey instrument content, format and mode of delivery are appropriate to stated aims and expected outcomes;
- the timing, mode of delivery and target population for the application of the survey are appropriate;
- other surveys will be unduly impacted
- appropriate feedback to participants is proposed;
- historical data that could be used for trend analysis is available;
- similar data from other organisational units that could be used for comparative analysis is available.

The Survey Manager will notify the Survey Owner of the outcome of the request to survey in a timely manner.

Once approved, responsibility for the administration of the survey rests with the Survey Owner.

#### 4.2.3 Survey sample selection, survey design and fieldwork strategy

The Survey Manager may provide advice on the population sample selection, survey design and fieldwork strategy. The Survey Manager may also be consulted concerning future survey projects.

### 4.3 Survey Calender

An agreed Annual Survey Calender for Core University Surveys is maintained by Survey Services and published to raise awareness in the University Community. Core University Surveys have priority over non-core surveys in scheduling. Particular attention is given to ensuring that surveys targeting the same population group do not run concurrently.

### 4.4 Survey Data

The data collected via University surveys remains the property of the University and may only be released to external parties after aggregation and de-identification and with the written permission of the Director, Policy and Planning.

## 5. Contact Information

Contact Person:	Surveys Manager
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