

INSTITUTIONAL RESEARCH & PLANNING



Guide for Administering

Survey Instruments

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Purpose of Campus Wide Survey Instruments

Routine surveys of the Bucknell community provide the University with essential feedback on the educational, academic and/or work experiences of our students, faculty, staff, alumni, and parents, and the results are carefully considered by our faculty, senior officers and the board of trustees. The purpose of this policy is to provide a central clearinghouse for internal survey administration in order to help minimize the occurrence of survey fatigue, reduce oversampling Bucknell students, employees and alumni, increase survey response rates, and improve questionnaire quality.

Proposals for campus wide surveys targeting the members of the Bucknell community (students, faculty, staff, and alumni) should be sent to Kevork Horissian, Assistant Provost of Institutional Research & Assessment for review, schedule coordination, and approval.

Role of the Office of Institutional Research & Planning (OIR&P) in Survey Administration

OIR&P provides institution-wide survey coordination of surveys of students, faculty, staff, and alumni. The data from these surveys offer analytical support for various planning and assessment activities on campus. A [comprehensive calendar](#) of the external and internal instruments used by Bucknell University can be found on the [Survey Research](#) page. The data from all campus-wide surveys should be centrally stored at the OIR&P, regardless of which office administers the actual survey instrument.

Exceptions

Surveys targeting students, employees, or alumni as participants must be approved in advance, unless they meet one of the following exceptions:

1. Surveys/evaluations sent only to persons who have used a given service or office or attended a specific program/event AND for which the author already has the email contact AND for which no invitations are sent to non-users or non-participants.
2. Institutional elections.
3. Academic research conducted by faculty or students and online surveys conducted by students as part of an official course assignment are subject to the policy ONLY if the projects involve soliciting 100 or more Bucknell students, employees, or alumni as participants.
4. Surveys, targeting information about specific academic departments that do not involve the whole population. For example, if a department surveys only its majors, no coordination is required, but if they want to send a survey to all students or a large portion of the student body, a coordination with OIR&P is required.
5. Surveys from faculty or staff committees targeting input from their colleagues.

Submitting surveys for review

The checklist of items to submit when completing an online survey request includes:

1. The purpose of the survey
2. How are results going to be used?

3. An acknowledgment that the purpose of and the plans for the survey were discussed with the divisional dean or the appropriate administrator
4. Description of the targeted population
5. Final version of the online survey instrument to be used unless the instrument is going to be developed collaboratively with the OIR&P staff.
6. The desired timeline of the survey
7. The text for all e-mail invitations and reminders to be used
8. Formal review of request may take up to two weeks once all materials are received.
9. For additional information or assistance, email Rita Liu or Kevork Horissian at the OIR&P.

Prior to admission, surveys must also be approved by the office of the appropriate vice president, Provost, or dean of the relevant Bucknell population in consultation with the OIR&P. Contacts for the various areas are listed below:

Undergraduate students: Dean of the College of Arts & Sciences, Dean of the College of Engineering, Dean of the Freeman College of Management or Dean of Students

Graduate Students: Associate Provost

Alumni: VP of Development & Alumni Relations

Prospective Student: VP of Enrollment Management

Athletics: Director of Athletics & Recreation

Other: Office of Institutional Research & Planning

If surveys involve human subject participation, the researcher must check with and, if appropriate, obtain approval of the institutional review board (IRB). For questions about IRB, please contact Matthew Slater, IRB Chair at 570-577-2767 or at matthew.slater@bucknell.edu.

Internal Surveys

The OIR&P offers an online-survey service to Bucknell faculty and staff through online software (Qualtrics) purchased by L&IT. Technical aspects of creating a survey are supported by L&IT. This service allows for the creation, distribution, tracking, and summary of online surveys. It has the capability to build surveys with several question types (including single choice, multiple choice, yes/no, rating scales, skip logic, and open ended). The survey links are then emailed to targeted groups or placed on a website for completion online. All data is automatically and conveniently stored in spreadsheet format. The OIR&P can help departments create your online surveys for you, choose the appropriate sample size, and analyze the results. The launch and the administration of the surveys would be the responsibility of each department and unit. Listed below are specific criteria we require for the creation and administration of your surveys.

Time Frame:

- Surveys that do not involve the whole population require a minimum of 30 days before the survey's start date to allow for sufficient planning and testing of the survey. Surveys that involved the whole population or a significant portion of the population will need to be scheduled at least one semester prior to the survey administration.
- The appropriate faculty or staff member will need to submit all questions for the survey.

- We recommend that surveys be active for two weeks.
- Raw data and simple frequencies and open-ended responses will be sent to the participating area within two weeks after the closing date. Assistance with additional analyses and reporting may take considerably longer, so carefully consider the deadline by which you need to have all the analyses and reports in hand, and plan accordingly

Due to resource limitations, OIR&P is not able to offer this service to student groups. OIR&P does not create or administer academic examinations (i.e. classroom tests, quizzes). However, our staff is always available to provide consultation on creating a valid survey instrument. Consultation services are open to anyone on campus.

Survey Administration and Reports

OIR&P is responsible for administering surveys associated with Bucknell’s participation in consortia and data exchanges. Target Bucknell populations for these surveys may include students, faculty, staff, alumni and parents.

Definitions

Institutional Review Board: University body charged with approving research involving human subjects.

Institutional Survey: Survey used to collect data for institutional planning, assessment, and/or program evaluation. This includes surveys used to support external accreditation.

Population: All of the individuals who make up a single group of interest. For example, all senior students, all international students, etc.

Research Survey: Survey used to collect data for research purposes only. These surveys are not intended to inform policy or decision - making within the institution.

Sample: Group of individuals from a population who will be surveyed.

Sampling method: Process used to determine which individuals will be included in the survey sample.

Survey: Method of collecting data through the use of a questionnaire. Modes of administration include electronic surveys, paper-and-pencil surveys, and telephone surveys.

A single survey may be conducted for both institutional and research purposes.

University Constituents: All currently enrolled students, employees, and alumni.

Contacts

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