Langara College Survey
Governance Guidelines and Procedures (REVISED 2021)

CONTEXT AND PURPOSE

Langara College's need for reliable data on student and employee experiences to measure performance, outcomes and inform institutional planning and decision-making is increasing. The strong data need, aided by rapidly changing technology has led to a significant growth in the use of surveys to gather data from the College's students and employees.

To ensure that surveys and surveying processes at the College are managed in an effective and efficient manner, the Survey Management Committee provides these guidelines on how to obtain approval for those surveys that are exempted from the review of the Ethics Review Board.

DEFINITIONS

Surveys: Surveys include all data and information gathering activities regardless of format or delivery method (i.e. paper, electronic, telephone or other formats).

Authorized Surveys: Surveys that have been approved by the Survey Management Committee. The Department of Institutional Research will maintain an inventory of all authorized surveys.

Surveys Subject to Review by the Survey Management Committee: The followings are examples of surveys that require the approval of the Survey Management Committee:

- Surveys of students by academic units for course/program planning purposes;
- Surveys of students or employees requested by *internal* researchers, for their own research/professional development/educational projects;
  Surveys of students or employees requested by *external* researchers who are not acting on behalf of Langara College.

Exempted Surveys: Surveys exempted from Governance Guidelines and Procedures, and Survey Management Committee approval. Exempted surveys fall into the following categories:

- Small scale and ad hoc surveys such as focus group, student projects and course assignments, polls taken within a course, evaluations of an event by participants (e.g. New Student Orientation feedback forms), evaluation of a service by a client at the point of service (e.g. Bookstore or cafeteria customer surveys) and evaluations of teaching.

- Surveys of its own members carried out by a labour union, a student society or an employee association (e.g. CUPE, LCAA, LFA, LSU).

- Surveys conducted by Langara College administration, and those undertaken by external organizations or agencies at the behest of the College. The following is a sample list of exempted surveys that the College regularly conducts and participates in:

  - B.C. Student Outcomes Surveys;
  - Canadian Bureau for International Education (CBIE) International Student Survey;
  - Surveys of students required by external regulatory bodies for program accreditation (e.g. Nursing Graduate Survey);
  - Library Instruction Surveys;
  - Co-Op Education Student Surveys;
  - Program and Service Reviews Surveys conducted by Academic Quality Assurance (AQA) ;
  - Surveys in Langara-funded research administered by Langara Scholarly Activity Steering Committee (SASC). *In case survey of students is needed, the research party should contact the Survey Management Committee regarding the intended survey population and timing so that the Committee and Institutional Research can coordinate the best timing with the least impact on students*;
  - Surveys undertaken by the Department of People and Culture such as: HR program review, performance evaluations, employee orientation, employee benefits, and employee engagement surveys;
  - Instructional evaluations conducted through the Division Chairs' Office;
  - Intra-department Surveys of employees.

Exemption shall extend only to the primary purpose of the survey, and related program and services review and development work. Any other secondary use of the survey data will be subject to review by the Langara Research Ethics Board (LREB).

Exempted Survey Administrators: Survey administrators exempted from the approval of the Survey Management Committee are those departments or groups and external agencies listed below. Exempted survey administrators should contact the Survey Management Committee Co-Chairs to coordinate the scheduling of their surveys in order to avoid timing conflicts with other surveys.

Institutional Research (IR) for all surveys of Langara students and employees, with the exception of the instances outlined below:
- External survey administrators that have been approved through purchasing/contract management (e.g. BC Council on Admissions & Transfer, BC Statistics, BC Ministry of Advanced Education Skills & Training);
- The Teaching and Curriculum Development Centre (TCDC) for surveys relating to program assessment and curriculum development;
- The Office of Academic Quality Assurance (AQA) for surveys related to program review;
- Academic Leadership: Deans or Division Chairs;
- The Langara Faculty Association (LFA), e.g. election of Academic Chairs;
- Communications & Marketing Department for marketing research, brand management, etc.;
- Continuing Studies for CS program marketing, evaluation and related business;
- People and Culture and its partner external bodies such as PBC, EAP.

ROLES AND RESPONSIBILITIES

The Survey Management Committee manages the approval of surveys. Membership of the Survey Management Committee includes:

- Director, Institutional Research (Co-Chair);
- Manager, Records Management and Privacy (Co-Chair);
- Registrar, Registrar & Enrolment Services, or designate;
- Director, Academic Quality Assurance, or designate;
- One Division Chair representing all academic divisions;
- Chair, Langara Research Ethics Board (also represents Scholarly Activity Steering Committee);
- Director, Library & Learning Commons;
- One Continuing Studies representative;
- One representative of Communications & Marketing;
- One Information Technology representative as technical advisor.

The Co-Chairs, at their discretion, have the flexibility to add additional individuals on an ad hoc basis to handle specific surveys or survey-related matters. The Department of Institutional Research provides administrative and technical support for the Committee.

The Committee is responsible for the oversight, coordination, timing, and sample management of surveys. The Co-Chairs, on behalf of the Survey Management Committee, manage access to Langara's current online survey enterprise software. The Committee meets on an as-needed basis to review existing survey practices, develop survey schedules, determine survey priorities, and review survey requests.

SURVEY REQUEST PROCEDURE

A. An individual, department, a group, or faculty wishing to conduct a survey should first consider whether the planned survey requires the review of the Langara Research Ethics Board. In case of uncertainty, consult with one of the Co-Chairs of the Survey Management Committee to determine whether the proposed survey requires approval of the Committee relative to the relevant Langara policies (http://www.langara.bc.ca/about-langara/policies/) such as:

- B3004. Integrity in Research & Scholarship
- B3005. Conflict of Interest Related to Research

- B5007. Ethical Conduct for Research Involving Humans

- Collective Agreements with labour unions

Except those approved through the Research Ethics Board and those exempted as listed above, all proposed surveys must be requested through the Co-Chairs of the Survey Management Committee who vet and approve surveys to ensure that they are for College business, meet Langara standards, and are scheduled in coordination with other survey activity.

B. Survey proposals should be submitted to the Committee as far ahead as possible, no fewer than 30 days before the administration of the survey. Under certain circumstances, exceptions may be considered and approved by the Co-Chairs of the Survey Management Committee. The survey proposal form is available on the same web page where this Guideline document is posted. The application should specify:

- the purpose of the survey or research question(s) to be addressed;
- the student or employee population to be surveyed and proposed timing of the survey (with rationale);
- the survey methodology to be used;
- a draft copy of the survey instrument;
- how the data will be collected, stored, and disposed of; and
- a plan for communicating the results.

C. Requests for approval of surveys are assessed based on the following criteria:
- alignment with Langara's Strategic Plan, Academic Plan, program reviews, strategic enrolment plan, and related priorities;
- benefit to Langara College students, faculty, employees, and administration;
- the design of the survey including structure, timing, and formats;
- the extent to which administrative data and/or other surveys could provide comparable data;
- ethical issues raised by the means of administering surveys or by the data collected, including assessment of the burden on and risks to the target population; and
- government regulations and compliance with Freedom of Information and Protection of Privacy Act (FIPPA) legislation.

Research Ethics Board will alert researchers to the need to contact the Co-Chairs of the Survey Management Committee about scheduling their internal surveys if such surveys are planned as part of their approved proposals.

D. The Department of Institutional Research, with its extensive experience in survey research activities, provides guidance on planning, design, modes of delivery, administration, analysis, timing and reporting of surveys. In general, Institutional Research administers the survey upon request.

E. A department or group wishing to administer its own surveys by using the College's enterprise survey tool should designate a "lead or administrator" to manage its surveys and user accounts in the enterprise survey tool. Requests for new user accounts in the College enterprise survey tool should be directed to the Director, Institutional Research who, in consultation with a Co-Chair of the Committee, reviews and approves the request based on the established criteria. Upon approval, the Director will submit a ticket to Information Technology to set up requested user accounts.