UNIVERSITY OF LOUISVILLE
SURVEY ADMINISTRATION TIMELINE

In accordance with the University of Louisville Survey Administration Protocol, if you would like to conduct a survey of faculty, staff, students, alumni, or employers, please review the timeline and complete the online survey request form below and submit it to the Office of Institutional Effectiveness (IE). Please note that due to the large number of survey requests and the time that is needed to make programmatic improvements based on prior survey results, surveys will now be administered on a two or more year basis unless otherwise required.

BEFORE SURVEY ADMINISTRATION

Complete the online survey request form

☐ **For surveys where the population to be surveyed is 500 or more students, and/or 500 or more faculty/staff**, the online survey request form must be completed no later than **August 1st** for surveys scheduled to launch during the **Fall** semester, or no later than **December 1st** for surveys scheduled to launch during the **Spring** semester. You will indicate your preferred launch date on the survey request form.

☐ **For surveys where the population to be surveyed is fewer than 500 students, and/or fewer than 500 faculty/staff**, the online survey request form must be completed a **minimum of 6 weeks prior** to the anticipated survey launch date.

☐ To the best of your ability, please be able to respond to the following items:
- Provide a short description/purpose of survey
- Determine sample population
- Determine sample size needed
- Select preferred survey administration dates (review the online survey calendar)
- Design survey instrument
- Determine if survey needs IRB approval
- Determine if a marketing plan is needed and if incentives will be offered

☐ IE will approve survey administration dates & sample size, however, you may also note on the online survey request form any other area that you would like to receive assistance:
- Question review
- Question creation
- Sample creation
- Survey administration & report creation

Work with IE on finalizing your survey

☐ Once your survey request form has been submitted, IE will email you **within 1 week** to confirm your request and schedule a follow up phone call or meeting. IE will work with you to gather

more information if needed and to ensure that efforts are well thought out and coordinated, including discussion of marketing and incentives.

☐ IE will work with you as needed to determine the purpose of the survey, if a marketing plan is needed, the importance/impact of the survey results, your intended use of the data, content and design/edits of the instrument, population of interest/sample, and timing of its administration.

☐ **Instructions regarding your survey instrument:**
- IE will work with you on creating/editing survey questions if needed. If IE will be administering the survey on your behalf, after all edits have been received, IE will create the survey questions in the online survey software Blue, and will send you a draft of the questions for final approval. IE must receive final approval of the survey questions from you a **minimum of 2 weeks prior** to the approved survey launch date. No changes will be made to the questions after that date.

☐ **Instructions regarding your sample:**
- *If IE will be creating your sample, and your sample will include 500 or more students, and/or 500 or more faculty/staff*, IE must receive your survey request form and final details regarding your sample no later than **August 1st** for surveys scheduled to launch during the Fall semester, or no later than **December 1st** for surveys scheduled to launch during the Spring semester. No changes will be made to the sample after that date.
- *If IE will be creating your sample, and your sample will include fewer than 500 students, and/or fewer than 500 faculty/staff*, IE must receive details regarding your sample a **minimum of 6 weeks prior** to the approved survey launch date. No changes will be made to the sample after that date.
- *If you will be providing a sample to IE*, IE must receive the sample a **minimum of 4 weeks prior** to the approved survey launch date. No changes will be made to the sample after that date.

☐ **Instructions regarding the timing of survey administration:**
- IE will work with you to review the online survey calendar in order to reduce overlap in surveying the same targeted sample population as other surveys. In addition to proper sampling procedures, this will reduce survey fatigue and ensure the highest possible response rates for all surveys each semester.

DURING SURVEY ADMINISTRATION

☐ IE will launch the survey. Surveys typically remain open for 3 weeks, but this can be adjusted according to holidays, breaks, etc.

☐ IE will send 2-3 email reminders to all participants who have not completed the survey. Those who have already completed the survey will not receive email reminders.

☐ You need to market your survey to the intended audience to increase the response rate by using yard signs, table tents, emails, newsletters, websites, etc.

☐ IE will keep you informed of your survey's progress by sending you an email with an updated response rate the day after each email reminder is sent. This update is useful to help you adjust your marketing along the way.

AFTER SURVEY ADMINISTRATION

Data and Reporting

☐ **Incentives**: If any incentives were offered, IE will randomly select the appropriate number of winners for you and will provide that information to your office within **3 business days** of the survey closing date. Your office will be responsible for purchasing the incentives, contacting the winners, distributing the incentives, and completing any other administrative work regarding the incentives. Incentives of a certain value may require the student to complete a 1099 form for reporting purposes. Please contact the Financial Aid office with questions, if you wish to provide gift cards or tangible incentives to students.

☐ **Full Report of the Survey Results**: IE will create a full report of the quantitative data (in aggregate) of the survey results for you. You will receive the report **approximately 1 month** following the closing date of the survey (excluding days where the university is closed). Special analyses (to include more detailed reports, qualitative analyses, and cross tabulations) of the data may be requested but will require additional time to complete. De-identified raw data will be provided upon request.

☐ **Share the Results**: After you have reviewed your report(s) from IE, share the results with the appropriate constituents inside and outside of your office/department. Consider highlighting important findings on your website, flyers, or brochures.

☐ **Use the Data**: Propose and implement a plan to address areas warranting further discussion and action. Make important decisions regarding your program/project/event based on the results and document the actions taken in response to the survey data. When changes are made to your program/project/event, be sure to let your constituents know that their voices were heard by publicizing the changes on your website, flyers, yard signs, or brochures. Respondents will be more likely to complete future surveys from your office if they know that you will utilize the results.

☐ **Survey Action Plan Forms**: After an office/department has conducted a survey, either the First Iteration of Survey Administration - Action Plan Form or the Subsequent Iteration of Survey Administration - Action Plan Form must be completed within 3 months of the survey closing. The First Iteration of Survey Administration - Action Plan Form should be used after the administration of the first iteration of a survey. This form asks for information regarding the key survey findings and proposed actions for using the survey results (for program/departmental planning and/or improvement). The Subsequent Iteration of Survey Administration - Action Plan Form should be used after the administration of subsequent iterations of a survey. In addition to asking for information regarding the key survey findings and proposed actions for using the survey results, this form also asks for a status update regarding the previous action plan. In order to "close the loop," it is necessary to reflect on the action plan from the previous

administration of the survey, to address what, if any, improvements were made, and then create a new action plan to move forward based on the most recent survey results.

IE reserves the right to discontinue future iterations of a survey's administration until either the First Iteration of Survey Administration - Action Plan Form or the Subsequent Iteration of Survey Administration - Action Plan Form has been submitted.

This information will not only serve as documentation for your office/department regarding how the survey results will be used, but it will also assist the IE office in preparing comprehensive reports that are required for SACSCOC.