

SURVEY PROTOCOL FOR PENN STATE LEHIGH VALLEY

Surveys of Satisfaction, Interest, and Effectiveness for Continuous Quality Improvement and Efficiency

OVERVIEW

Penn State Lehigh Valley (PSLV) is actively engaged in assessing a variety of programs and services through survey methods in order to improve the effectiveness and impact of campus offerings and resources. The PSLV Campus Office of Institutional Planning has been instrumental in providing guidance and support in developing and designing these surveys as well as compiling and analyzing the findings and data resulting from these surveys. In the past few years, PSLV has experienced an increase in survey-based assessment practices, which has yielded strong and viable data. In order to create a smooth and seamless process without duplication, the Office of Institutional Planning has developed a protocol for the development, distribution, and analysis of campus surveys used for the collection of data and feedback related to background information, satisfaction, and interest of various segments of its internal population and its external constituents.

PURPOSES

The purposes of the survey protocol are to:

- Maintain an overall schedule of surveys for the campus to avoid over-surveying populations
- Coordinate support for the development, distribution, and analysis of surveys
- Ensure careful thought and consideration are given to the purpose and intent of both survey instrument and the data to be collected
- Offer assistance in compiling results and reporting survey findings to enhance various facets of campus quality and effectiveness
- Provide guidance in regards to compliance and ethical rules when collecting and publishing data

SURVEY PROTOCOL

The Office of Institutional Planning maintains an assessment continuum of various populations and constituents. New surveys can be added to this schedule based on request and demonstrated need. Many times, the data that is being sought is readily available because of these regular assessments. If you are looking to survey any of the following groups, you should consult with the campus' Institutional Planner (Kristy Weidner Hove at kmw14@psu.edu) to discuss your survey and determine if this data has been collected:

- Undergraduate Students (the entire student body, a class level, or a large group)
- Adult Students
- Faculty and/or Staff (particularly via the list-servs)
- Alumni
- Community Members and/or Industry Leaders
- Campus Advisory Board
- Any large campus-based group or external constituency

If the data has not been collected and a survey is warranted, the Office of Institutional Planning will assist with the development and distribution of a survey instrument and in the analysis of collected data (*please see "Assistance from the Office of Institutional Planning" below*).

Please note: Individual course surveys or programmatic surveys that are distributed to particular groups for feedback pertaining to course/program material, instructor evaluation, or future interests do not need prior consideration from the Office of Institutional Planning. The Office is, however, available to assist in the development, deployment, and analysis of these surveys, if so desired.

ASSISTANCE FROM THE CAMPUS OFFICE OF INSTITUTIONAL PLANNING

The Campus Office of institutional Planning offers a range of services:

+ Survey Development and Design:

Assistance with the development of survey questions and formatting, including appropriateness of questions in gathering desired data; linkages between questions and intended survey responses; and uploading of survey into online survey programs

+ Survey Distribution and Collection

Assistance with deploying survey through invitations and reminders, determining audience, monitoring incoming responses, and handling survey procedural questions

+ Survey Analysis and Reporting

Assistance with data analysis and preparation of survey overview reports, including written and oral presentations of the data to the campus community and external audiences, as necessary

IRB APPROVAL

Some surveys require prior review and approval from the Institutional Review Board (IRB) at University Park before they may be administered. Faculty and staff planning to use the collected survey data in publications or further research projects are required to have IRB training and completed credentials.

QUESTIONS OR NEXT STEPS

Please contact the campus' Institutional Planner, Kristy Weidner Hove, at kmw14@psu.edu