

IRDS SURVEY OVERVIEW

The Office of Institutional Research and Decision Support (IRDS) directs institutional efforts for collecting, managing, and analyzing survey research related to key university stakeholders including students, faculty, and staff. Data collected via survey research is used to inform planning, policy, and reporting obligations. These efforts are conducted at an enterprise level, viewing the university population holistically on behalf of the Office of the Provost and/or other executive sponsors.

Overview

The Office of Institutional Research and Decision Support has adopted the following guidelines in an effort to:

- Ensure survey projects are consistent with Emory's mission and priorities;
- Maximize response rates by monitoring design, format, and medium of communications; and
- Appropriately manage the number of survey projects our students, faculty, and staff are asked to participate in each academic year.

Applicability

These guidelines apply to academic and administrative support units who would like to invite members of the Emory University community to participate in a survey research project.

The guidelines do **not** apply to the following survey types:

- Class projects surveying students only within that class.
- Point-of service surveys targeting specific users.
- Event evaluations targeting specific participants.

Approval Standards

When contacting IRDS for a survey project please use our [Request Form](#) and include the following information:

- Statement about the main objectives of your project
- Description of how the survey fits in with the university mission and priorities
- Draft of the survey instrument, if available
- Description of your target population
- Ideal dates you plan to launch and close the survey
- Copy of your IRB designation, if applicable

The following items will be considered when determining approval for survey launch:

- University Survey Calendar: <http://opb.emory.edu/data/surveys/calendar.html>
- Existing data
- Relevance to university mission and priorities

Approval Timeline

Survey requests must be submitted to IRDS at the degree application deadline for the term prior to data collection. After each deadline, the survey research committee will review all surveys that have been submitted for the upcoming term and schedule them accordingly throughout the semester based on relevance, topic of interest, and population.

IRDS SURVEY OVERVIEW (CONT.)

- Upcoming Deadlines:
 - For Fall 2020 Survey Administration = July 5, 2020
 - For Spring 2021 Survey Administration = September 13, 2020
 - For Summer 2021 Survey Administration = February 7, 2021

Survey Project Process

I. Survey Development

Typical survey design takes approximately one month to develop and test before launch. The design process proceeds as follows:

- Meet with the client to review scope and intent
 - Length varies based on scheduling
- Revise or Design survey instrument – Questions, scales, and responses
 - 2 weeks depending on the size of the survey
- Review and revise instrument
 - 1 week depending on the number of stakeholder
- Load and test instrument in survey software
 - 1 week depending on complexity of skip logic

Note: Where necessary, additional time may be required for executive review and sponsorship.

II. Analysis

Analysis of survey results may take many weeks to complete based on the complexity of the data and the requested deliverable. Executive summaries and descriptive statistics may only take two weeks while interactive dashboards or advanced statistical inference may take six weeks or more. If additional data is merged into the survey results, the analyses may take even longer. For recurring surveys, templates can be developed to pre-populate results and update the findings. Designing the templates and dashboards may take a longer time investment to set up, but they pay dividends if results are replicated multiple times over terms or years.

Exceptions to these Guidelines

Instances may arise where immediate feedback from institutional stakeholders is necessary to facilitate decision making. In these cases of urgency, typical application deadlines and timelines may be waived in order for data collection and analysis to be expedited.

For additional information regarding survey projects at Emory, please see our [link to survey guidelines] or contact Oana Tudorancea at oana.tudorancea@emory.edu.