

# MSU Survey Committee Overview

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# Who We Are – Sponsors and Chairs

## Executive Sponsors:

Christina Brogdon, Vice President for Human Resources

Vennie Gore, Senior Vice President for Student Life and Engagement

Thomas Jeitschko, Interim Provost

## Co-Chairs:

Bethan Cantwell, Assistant Provost for Institutional Research

Paul Goldblatt, SLE Division Assessment Officer

Brenda Hill, Assistant Director for Human Resources

Renata Opoczynski, Assistant Provost for Undergraduate Student Success

# Who We Are – Committee Membership

## Units Represented

Graduate School  
Human Resources  
Institutional Research  
Institutional Diversity and Inclusion  
Institutional Review Board  
Registrar's Office  
Student Life & Engagement  
University Communications  
Undergraduate Education

Committee Support - Institutional  
Research

## Groups Represented

Associated Students of Michigan State  
University +  
Council of Graduate Students  
Council of Racial and Ethnic Students &  
Council of Progressive Students +  
Faculty Representative x 2  
Graduate Associate/Assistant Deans +  
Undergraduate Assistant/Associate Deans  
Support Staff x 2

+Awaiting Representation

# What is a Survey?

- A survey is anything that uses standardized questions to gather information from individuals about preferences, thoughts, and behaviors systematically. Surveys take many forms including paper, telephone, email, QR codes, or through a URL. Excluded are in person interactions such as focus groups, interviews, and other face-to-face interactions. Also excluded from are pop quizzes, requests to participate in a research study, and collecting information on a form or inventory.
- A survey's goal is to collect data representative of the group being surveyed and provide researchers with insights and make informed decisions or draw conclusions. A successful survey is clear, concise, and unbiased and avoids leading or loaded questions that could influence the answers.

# Background

- Michigan State University has not historically coordinated or tracked surveys sent to students, faculty, and staff. As such the university community has experienced survey fatigue, oversampling, duplication of surveys, and occasional questionable survey quality.
- Senior administration convened a committee of key stakeholders to study the survey landscape and provide recommendations for better survey management at MSU.
- The committee was charged with understanding the survey landscape, benchmarking peer institutions practices, and proposing a structure and scope for a potential campus survey group.
- That exploratory committee proposed a permanent Campus Survey committee.

# Peer Practices

- Reached out to AAU institutions for their best practices. Also looked to national survey leaders outside AAU.
- Peer committees included surveys sent to all undergraduate students; all but one included graduate and professional students; and 75% include faculty and staff and only 25% include alumni.
- Peer practices we plan to adopt include creating a calendar of surveys, recommend policies to guide large scale surveys, coordination of survey dates, encourage collaboration and sharing of data, and data governance.
- Peer practices we did not adopt include limiting the total number of surveys a particular constituent (students, faculty, etc.) could participate in each semester. Others required surveys to share and discuss findings with the committee.

# Purpose of the Survey Committee

- Reduce campus survey fatigue, avoid duplication and improve collaboration.
- Prevent over sampling.
- Improve survey quality and collection of information.
- Provide calendar with list of upcoming and completed surveys.
- Coordinate release dates prioritizing institution wide surveys.
- Check for the level of detail requested for demographic and personal information.
- Review survey for sensitive information.
- Review process for administering survey and storing data.

# Which Surveys Should Go to the Committee?

- **ALL** surveys sent to any MSU students or employees, with a few exceptions including surveys conducted:
  - To obtain information required for employment or matriculation.
  - By instructors as part of their course, to inform instruction or instruction-related materials.
  - By units as part of planning for program offerings, including education abroad.
  - As part of a performance review of employees, including administrators.
  - As part of an election process and/or to establish committee membership.
  - As intake forms to solicit participation in a study.
  - As a post visit or interaction experience evaluation.
- Unsure – email [survey@msu.edu](mailto:survey@msu.edu) for more information.



# How Does it Work?

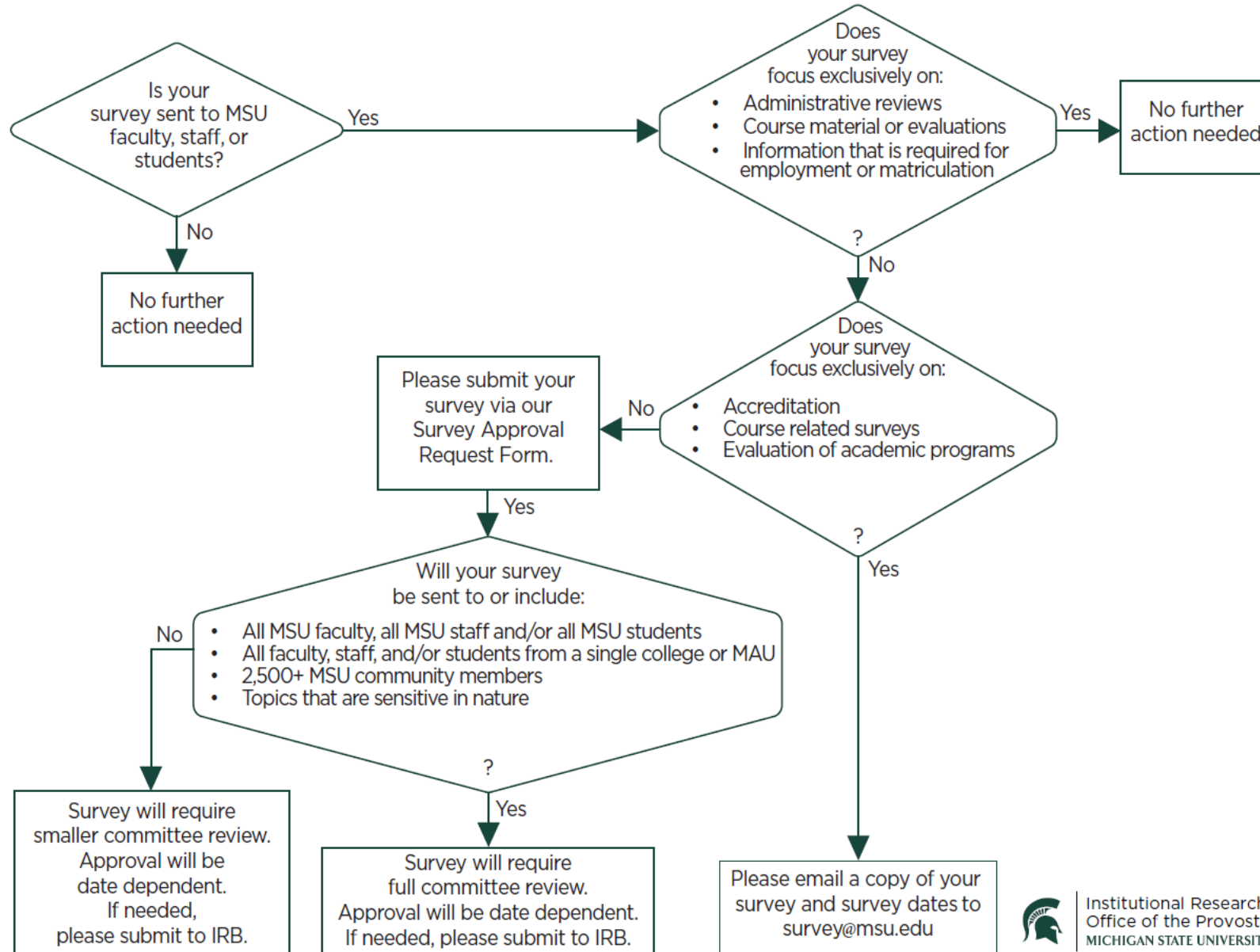
- The Committee needs to know about all other surveys. However, there are surveys which do not require approval, but we should be aware of include:
  - Surveys relating to federal reporting.
  - Surveys related to accreditation (institutional or specialized).
  - Surveys related to the evaluation of academic programs, departments, and colleges.
- These should be emailed to [survey@msu.edu](mailto:survey@msu.edu)
- **All** other surveys complete the Qualtrics form – including uploading a copy of the survey.
- If additional review is NOT needed, committee will work with survey administrator to finalize dates, and survey is added to the calendar.
- If additional review IS needed, the survey is reviewed by the whole committee. The committee will provide feedback when needed and if approved dates are finalized and survey added to the calendar.

# Which Surveys Automatically Require Additional Review?

The following surveys require full committee review:

- All MSU faculty, all MSU staff, and/or all MSU students.
- All faculty, staff, and/or students from a single college or MAU.
- 2,500+ MSU community members (employees or students).
- Topics sensitive in nature, including but not limited to: campus climate, RVSM, sexual activity, structural inequalities, marginalized individuals, February 13th.
- All external constituents who wish to survey within MSU, regardless of survey size.

# Where Do I Send My Survey?



Institutional Research  
Office of the Provost  
MICHIGAN STATE UNIVERSITY

# What Happens if I Don't Follow Policy

- We understand this is new and it will take time for campus to learn and adapt to this process.
- Initially the committee will follow up with the individual, and if needed their supervisor, to determine appropriate course of action.
- If repeat offenders are found, the survey committee chairs will discuss with the administrator/executive overseeing the individual/unit.
- Given the newness of the policy, leniency will be given the first year as faculty, staff, students and administrators get used to and aware of the new policy.

# Resources

- Website – <https://ir.msu.edu/surveys> includes
  - Overview
  - FAQ
  - Committee membership and contact details
  - Help to determine if you should submit to the survey committee.
  - Find helpful links pertaining to surveys on campus.
  - Process for submitting a survey and Qualtrics link
  - Resources for survey development
  - Language regarding consent and mandatory reporting
- Email: [survey@msu.edu](mailto:survey@msu.edu)
- MSU Survey Calendar – open for all MSU faculty/staff

# Questions?

- If you have general questions, please reach out to [survey@msu.edu](mailto:survey@msu.edu).
- For follow up please reach out to the committee chairs:
  - Bethan Cantwell ([cantwelb@msu.edu](mailto:cantwelb@msu.edu))
  - Paul Goldblatt([goldbla7@msu.edu](mailto:goldbla7@msu.edu))
  - Brenda Hill ([hillbre@msu.edu](mailto:hillbre@msu.edu))
  - Renata Opoczynski ([opoczyns@msu.edu](mailto:opoczyns@msu.edu))