

Survey Advisory Committee Meeting
November 18, 2013
9:00 – 10:30 AM
DH Hill Library, Faculty Senate Chambers
Meeting Minutes

Members present: Nancy Whelchel, Jason DeRousie, Brian O'Sullivan, Malina Monaco, Marguerite Moore, Matt Stimpson, Holly Swart, Kevin Rice, Paul Umbach

Not attending: Michael Carter, Mike Cobb, Leslie Dare, Doug Gillan, Sarah Lannom, Stan North Martin, Tracey Ray, Bill Oxenham, Deb Paxton, Donna Petherbridge, Sheri Schwab

Guest: Traci Temple

Call to order: Nancy Whelchel called the meeting to order at 9:10.

Approval of October 21, 2013 minutes

Minutes were approved with no revisions.

Discussion of Draft Regulation V4

Nancy gave an update on the Regulation, summarizing the main changes since previous draft. Those include adding language provided by General Counsel to address Public Requests requests adding information about the NCSU 'liaison' role for external requests, and clarifying who is responsible for completing the forms. The Regulation was also reformatted to better align with formatting for other Regulations. We are now waiting on feedback from Sarah Lannom, representing the General Counsel office, and Betsy Brown, representing the Provost.

The only additional revisions suggested by the group was to explicitly exclude surveys using the Psychometrics and Political Science subject pools from the regulation, as well as the Staff and Faculty Exit Surveys.

Presentations for Vetting the Regulation

Nancy said that she was waiting to get guidance on the vetting process from Betsy and/or Sarah, but that she was scheduled to talk about the regulation with the DASA Leadership Group on December 4. Other groups that we might target for such a presentation include

- IRB
- University Research Council
- University Diversity Advisory Committee
- HR Leadership Team
- Faculty Senate
- Staff Senate
- Deans, VPs, Executive Officers

ECU Survey of Survey Management Processes

Nancy had shared with the group responses from the ECU survey of survey management processes, in particular as related to suggestions for others attempting such management. While most of the respondents had implemented review and approval processes, the comments highlighted some issues to which we need to be attentive. One is making sure that we have the resources, in particular the personnel, to handle whatever processes we put in place. Another is communicating the reasons for the regulation, and in particular to make sure it is promoted more as a service provided to the campus community rather than simply more red tape.

Resources/Personnel to Meet Demand

The group discussed various strategies to limit the burden on specific individuals to provide the type of support that we envision being called for. While we might request additional resources from the Provost, it's unlikely that that will be possible. DASA and UPA are already doing some workshops on survey design and Qualtrics; it might be possible to add to those and/or increase their reach across the campus community. We could also use the web site to share information. Listservs or Google Groups could also be set up for users/experts to support one another. Discussions on a listserv or group can also be used to help identify needs for, e.g., targeted workshops.

Post-Meeting Action: Nancy talked with OIT staff to get their advice on a listserv versus a Google Group, and decided to set up Google Groups. Members of the NCSU campus community will be able to directly opt in to the Group; it does not need a moderator; the Group can be used for email, invitations, and permissions to create/access documents in the shared space; discussions can be archived and access online; and it can be accessed from web sites. Nancy submitted the forms to request permission to create the Qualtrics Users Group and the Survey Support Group.

Benefits of Survey Management for the Campus

It will be very important to continuously emphasize the benefits of a survey management process to the campus community. Benefits identified by the SAC members present included:

- Promotion and understanding of best practices
- Promoting cooperation and collaboration
- Better, more useful data
- Improving efficiencies (e.g., not doing surveys unnecessarily)
- Help identifying non-survey sources of information
- Improving communication about survey activities
- Easing burden on respondents / reducing survey fatigue

SAC Website / Educational Resources

The group talked about information that should be included on the SAC website. Topics included:

- History/rationale for regulation
 - Research on survey fatigue
- Links to regulation and SOP
- FAQs related to regulation
- Best Practices / Educational Resources
 - Links to other useful survey resources
 - Qualtrics University (i.e., their training materials)
 - UNC Odum Institute
 - AAPOR
 - Survey Methods course syllabi
 - Workshop PowerPoint presentations
 - Sampling
- Information about and links to Qualtrics Support Group and Survey Support Group
- Existing sources of survey data
- Suggestions for sources of non-survey data
- NCSU Key Personnel (i.e., list of names/offices that someone can/should contact to make them aware of a survey related to their area/constituency)
- Survey Calendars
- NCSU IRB info
- SAC info
 - Membership
 - Charge
 - Meeting agenda/minutes

Next Steps

- Nancy will set up a Google Group for Qualtrics Users and for Survey Support. When those are set up she will pass on the information for SAC members to join the groups as appropriate.
- Nancy, Traci and Brian will meet to start designing the website.
- Paul, Kevin and Michael will start pulling together educational materials.
- After getting feedback from Sarah and Betsy, Nancy will contact appropriate committees on campus to get on their calendar to present the draft regulation

Next Meeting

- Monday, December 16, 9:00-10:30, Poe Hall rm 120