PURPOSE

The purpose of this procedure is to coordinate the response to internal and external surveys.

PROCEDURE

1. Designation of Responsibility

The Research and Planning Office has responsibility for the development, dissemination, analysis, and reporting of college-wide surveys of students, graduates, alumni, and employers; and for responding to all external surveys. Any academic, student services, finance or administrative unit may conduct departmental/unit surveys in conjunction with the Research and Planning Office.

2. External Surveys

All external surveys received by offices or units at the College are forwarded to the Research and Planning Office. Upon receipt,

a. The Director of Research and Planning evaluates the validity and priority of the survey.
b. The Research Office provides the data and/or coordinates with the appropriate college department to obtain the data.

c. The Director of Research and Planning verifies the accuracy of the information to be provided, prepares and completes the survey form, and retains a copy in the Research Office if appropriate.

3. Research and Planning Surveys

Surveys prepared and conducted by the Research and Planning Office may include (but are not limited to) the following as required by college offices and/or external agencies such as the Commission on Higher Education:

a. New student surveys
b. Continuing student surveys
c. Non-returning student surveys
d. Graduate surveys
e. Alumni surveys
f. Employer surveys

4. Departmental Surveys

Each department/unit is responsible for conducting surveys to assess the effectiveness of its services. The Director of Research and Planning provides assistance and support in the development and analysis of such surveys. All departmental survey results are sent to the Research and Planning Office which keeps a copy of the survey and results.