

ACCD Survey Point Development Procedures and Guidelines

Surveys can be a valuable research tool. However, the design, distribution, collection, and data analysis of surveys are resource-intensive with regard to staff time and expense as well as time spent by students in completing the survey.

To ensure that all surveys developed through Survey Point adhere to appropriate survey development standards and are in accord with ACCD strategic goals and strategies, the ACCD has developed the following Survey Point development procedures and guidelines.

A. Procedures

1. Prior to new Survey Point administration, the Survey Developer should submit a Survey Point Proposal and a draft of the survey instrument to Institutional Research (college or district, as appropriate).
2. Institutional Research will consult with the Survey Developer on survey design and administration issues and make recommendations for revisions if necessary.
3. The Survey Developer should provide an adequate timeframe prior to the proposed survey administration dates to consult with Institutional Research, preferably four to six weeks.
4. The Survey Developer will make final changes to the survey, if needed, based on the consultation with Institutional Research.
5. Institutional Research will submit the Survey Point Proposal Form to Information Technologies to communicate that survey consultation has occurred between Institutional Research and the Survey Developer.
6. District Information Technologies will assign an account access to the Survey Developer upon receipt of the Survey Point Proposal Form. The account access will expire when survey administration is concluded.
7. Survey findings and publication rights are owned by the college. However, individuals working on dissertations or other research projects can request permission for publication through appropriate administrative channels.
8. All survey findings should be submitted to the college's or districts executive team, as appropriate.

ACCD Survey Development Procedures and Guidelines

Page 2

B. General Survey Development Guidelines

The following are survey development guidelines for all ACCD college personnel developing a new survey through survey point to consider:

1. Questions are short and clear, ideally no more than 20 words. Be sure to give the respondents all the information they will need to answer the questions.
2. Use questions with one central idea or theme.
3. Keep questions relevant to the survey's focus..
4. Do not use jargon.
5. Avoid words which are not exact (e.g., generally, usually, average, typically, often, and rarely). .
6. State questions in the positive.
7. Use unbiased questions.
8. Make sure the answer to one question transitions to the next.
9. Give exact instructions to the respondent on how to record answers. For example, explain exactly where to write the answers: check a box, circle a number, mark one or all that apply, etc.
10. Provide response alternatives. For example, include the response "other" for answers that don't fit elsewhere.
11. Make the survey attractive. Plan its format carefully using subheadings, spaces, etc. Make the survey look easy for a respondent to complete.
12. Decide beforehand how the answers will be analyzed.

Source:

W. K. Kellogg Foundation Evaluation Handbook. W.K. Kellogg Foundation. Battle Creek

Survey Development Procedures and Guidelines

Page 3

The following guidelines are more specific to Web-based Surveys

1. Separate the invitation to participate in the survey from the actual administration of the survey. The invitation, however, should be linked to the survey.
2. Address technical and administration challenges (i.e. sample size, access, timing, structure of invitation to participate, etc.) prior to administration.
3. Determine participant reminder methodology prior to administration.
4. Survey should have a simple layout and use a straightforward navigation strategy. Fancy designs, pictures or animation should be avoided.
5. Use radio buttons rather than drop down boxes.
6. Layout should be vertical and readers should not have to scroll horizontally to read survey questions. Alternate colors to shade rows.
7. Establish with the respondent survey confidentiality and privacy.
8. Keep the survey under 20-30 minutes to complete and inform the respondent of this.
9. Number questions so that the respondent can determine progress when completing the survey.
10. Gather demographic data at the beginning of the survey.
11. Determine methodology for prevention of multiple submissions.
12. Provide mechanism for saving responses before submission. Some web-based surveys will do this automatically; Survey Point is one of these.
13. Provide automatic feedback with survey completion.
14. Use encryption for sensitive data.
15. Pilot-test the survey.

Source: Andrews, D., Nonnecke, B., Preece, J. (2003) Electronic Survey Methodology, a case study in reaching hard to involve internet users. International Journal of Human-Computer Interaction, 16, 2, 185-210.

Stephen R. Potter, Ph.D Designing and Administering Successful Web Surveys, Iowa State University.

Survey Development Procedures and Guidelines

Page 4

Survey Point Proposal

(Note: Survey for approval needs to be attached to this survey proposal and submitted to Institutional Research. College departments will submit this form to College Institutional Research and District Offices will submit this form to District Institutional Research.)

Date: _____

Name: _____ Phone: _____

College/District: _____ Dept: _____

Why do you want to administer the survey?

Does the data you plan to collect already exist?

To whom will you administer the survey?

How will you collect and analyze survey findings?

How will survey findings be used?

To whom do you expect to distribute the survey findings?

Do you expect to publish survey findings? If yes, where will the survey findings be published?

Specify the date you will finish survey administration.

Reviewed by IR _____ Date: _____

Survey comments are on attached page.

Comments to Survey Developer: