



COLLEGE OF THE NORTH ATLANTIC

OPERATIONAL POLICY

TOPIC: SURVEY POLICY

Policy No.	PA-612	Division	Public Affairs and Advancement
Supersedes	N/A	Board Policy Ref.	N/A
Related Procedure	PA-612-PR	Effective Date	January 9, 2024

1. PURPOSE AND SCOPE

The purpose of the Survey Policy (the Policy) is to establish a coordinated and consistent approach to the administration of surveys that maximizes benefits and provides necessary protections for members of the College of the North Atlantic (CNA) community:

- Avoiding or minimizing the collection of duplicate information;
- Ensuring appropriate and consistent survey methodology and design;
- Preventing or minimizing survey fatigue;
- Maximizing response rates;
- Protecting the privacy of survey participants as per *Access to Information and Protection Act, 2015*;
- Promoting the sharing and use of survey results; and
- Promoting awareness of [Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans – TCPS 2 \(2020\)](#) (TCPS 2) and other associated college policies and procedures.

The Policy applies to all requested surveys that include collection of information or data from a broad sampling or census of the CNA community. Research proposals that require review by a research ethics board (REB) and propose to survey members of the CNA community are also within the scope of this Policy.

The Policy does not apply to:

- Surveys that are part of assigned work of a course or academic program requirements, whether conducted by faculty or students on a small sample of subjects within that class or another class;

- Surveys or polls conducted by individual academic staff with students enrolled in their courses as part of internal processes to assess the quality of teaching and learning;
- Feedback from clients at point-of-service;
- Focus groups and interviews (face-to-face or telephone);
- Data requests for administrative purposes only where the use is outlined during its collection (program evaluation, data used to evaluate retention, etc.);
- Institutional elections;
- Forms used to collect information for administrative purposes; and
- Previously approved institutional surveys that are implemented on a routine basis by the Office of Institutional Research (IR), including but not limited to:
 - Course Evaluation Survey;
 - Student Orientation Survey;
 - Graduate Outcome Survey;
 - Student Satisfaction and Engagement Survey;
 - Faculty Course Review Survey;
 - Program Advisory Survey;
 - Employee Satisfaction Survey;
 - Employer Work Exposure Survey; and
 - Preceptor Survey.

The policy works in conjunction with the Ethics for Research Involving Humans (AC-113) when surveys are part of research proposals. The Institutional Research Policy (PA-611) provides additional information on how CNA may generate and disseminate institutional research data and related information.

IR will be consulted if uncertain whether a survey falls under the scope of this Policy. In cases where a survey does not fall under the scope of the Policy, it may still be beneficial to contact IR to discuss survey methodology, design, optimal timing, and the availability of existing data.

2. POLICY

All requested surveys, as per the scope above, targeting members of the CNA community, must be approved by IR. Requested surveys will be reviewed by IR, from internal or external sources, that target members of the CNA community to assess the overall case for implementation. Following the review, IR will provide a written decision on the requested survey (i.e., approved, approved pending changes, or rejected).

All internal survey requests under the scope of this Policy will be administered via CNA licensed survey software (currently Explorance). External survey requests will be considered on a case-by-case basis.

Approval under this Policy for any survey request does not replace the requirements for approval under any other CNA policy or regulation of any organization (e.g., TCPS 2) or level of government as it relates to the requested survey.

3. PROCEDURE

The Associate Vice President of Public Affairs and Advancement shall ensure that procedures are developed and implemented in accordance with this Policy.

Approval History
Approved by President January 9, 2024