



# COLLEGE OF THE NORTH ATLANTIC

## OPERATIONAL PROCEDURE

### TOPIC: SURVEY PROCEDURE

<b>Procedure No.</b>	PA-612-PR	<b>Division</b>	Public Affairs and Advancement
<b>Supersedes</b>	n/a	<b>Board Policy Ref.</b>	n/a
<b>Related Policies</b>	PA-612 AC-113 PA-611	<b>Effective Date:</b>	January 9, 2024

## PROCEDURE

### 1.0 Definitions

For the purposes of this procedure:

CNA community

A member of the CNA Community under this policy includes, but is not limited to:

- **Affiliates:** any individual working in collaboration with CNA for a business or academic purpose or an external community member, including all CNA graduates and alumni;
- **CNA Board of Governors:** individuals forming the governing body of CNA;
- **Contractors:** any individual or company (and its employees) who provides services to CNA under a service contract (i.e., a non-employee-employer relationship) or within a CNA facility;
- **Employees:** any individual who is currently employed by CNA or provides services to CNA under an employment

contract. This includes all employees, regardless of status, as well as current employees who are on a leave of absence (paid/unpaid);

- Students: any individual registered in CNA programs or otherwise participating in CNA courses, programs, events and activities. This includes prospective students and recently accepted student applicants; and
- Volunteers: any individual performing work for CNA in an unpaid capacity.

#### Institutional Research

Institutional research is a broad category of work done at schools, colleges and universities to inform campus decision-making and planning in areas such as admissions, financial aid, curriculum assessment, enrollment management, staffing, student life, finance, facilities, athletics, and alumni relations.

Institutional researchers collect, analyze, report, and warehouse quantitative and qualitative data about their institution's students, faculty, staff, curriculum, course offerings, and learning outcomes.

#### Research

Systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions. This includes qualitative & quantitative research methods (i.e., surveys, focus groups, data analysis, etc.).

#### Survey

A tool that collects information from any broad sampling or census of a population to systematically collect, analyze, and summarize data.

#### Survey Fatigue

A lack of motivation to participate in assessments that has the potential to impact response behavior.

## 2.0 Consultation

### 2.1 Consultation

Individuals proposing surveys that target members of College of the North Atlantic (CNA) community are encouraged to consult the Office of Institutional Research (IR) before, during and/or following the survey request process for consideration of issues including but not limited to:

- If the proposed survey falls under the intended scope of the policy;
- If there are other data available that would address the purpose of the proposed survey;
- Whether the data collection could be combined with other planned surveys;
- Whether any assistance is needed from other CNA administrative units to administer the survey;
- Whether a research ethics board (REB) approval is required as per the [Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans – TCPS 2 \(2022\)](#) (TCPS 2);
- Any issues related to the *Access to Information and Protection of Privacy Act, 2015* (ATIPP Act) and/or CNA policies (e.g., confidentiality, records management); and
- The optimal timing of the survey to avoid interference with other surveys and to minimize survey fatigue.

## 3.0 Survey Request

### 3.1 Survey Request Form

All survey requests must be submitted to IR using the [Survey Request Form](#) at least three (3) months prior to the desired survey release date.

Any agreed upon changes, as part of the consultation in section 2.1, should be incorporated into a survey request.

## 4.0 Review and Decision

### 4.1 Review

IR will review survey requests based on criteria contained within the Survey Request Form and additional criteria as needed.

### 4.2 Decision

IR will provide a decision on the status of the survey requests within twenty (20) business days (i.e., approved, approved pending

recommended changes, rejected). In instances of ‘approval pending recommended changes’ or ‘rejected’, a written rationale will be provided by IR explaining the decision.

Survey proposals with a decision of ‘approval with recommended changes’ will not be fully approved until evidence of compliance is submitted to IR.

Executive approval will be required for large scale survey requests outside of routine annual surveys.

#### 4.3 Appeal and Resubmission

Appeals for rejected proposed surveys may be made to IR within fifteen (15) working days of any rejection notification. A rationale for why the rejection should be reconsidered should accompany the appeal. Decisions made on appeals by IR are final.

Any resubmission of a previously rejected survey proposal must include substantive changes that address the rationale for rejection.

### 5.0 Survey Platform Usage (Software)

- 5.1 All internal survey requests seeking to collect information or data from members of the CNA community will typically be administered via CNA licensed survey software (currently Explorance).
- 5.2 All external survey requests seeking to collect information or data from members of the CNA community will be considered on a case by case basis in regards to the usage of CNA licensed survey software and/or the sharing of a survey link to members of the CNA community.

### 6.0 Interpretation of Policy and Procedure

- 6.1 Questions of interpretation or application of the policy or its associated procedure shall be referred to IR, who may then refer the matter to the Associate Vice President of Public Affairs and Advancement. Decisions on matters of interpretation or application by the Associate Vice President of Public Affairs and Advancement are final.

Approval History
Approved by President                      January 9, 2024