

## STUDENT SURVEY PROCEDURES

<b>Category</b>	Academic
<b>Policy Owner</b>	Deputy Vice Chancellor Academic
<b>Last review</b>	3 October 2023
<b>Next review</b>	3 October 2028
<b>Approved by</b>	Vice Chancellor
<b>Effective date</b>	3 October 2023

### 1. PURPOSE

This document outlines procedures for collecting student feedback via survey methods and for ensuring students have the opportunity to understand how student voice informs decision making.

These procedures should be read in conjunction with the Student Survey Policy.

### 2. SCOPE

These procedures apply to all members of staff and students the University.

### 3. DEFINITIONS

Active Contact Surveys:

Surveys in which invitations to students to participate are sent via student contact details (e.g. e-mail or University platform) or mechanisms that impinge on a student's normal experience of a service or medium (e.g. push notifications, web pop-ups, Canvas notifications or announcements).

Low Contact Surveys:

Surveys which are promoted to students using non-active contact. Examples include standard organic social media posts, digital screens, advertisements in magazines, non-pop-up internet advertisements, flyers, brochures.

Non-Core University-wide Surveys:

Includes:

- Surveys of student opinion conducted by individual departments or faculties of students for whom they have primary responsibility, e.g., Masters students in business, or exit interviews with doctoral students in the School of Education.
- Surveys of students enrolled in a conjoint programme where responsibility is shared between two faculties, and where the subject matter concerns the programme specifically.
- Course and teaching evaluations conducted through AUT's centralised system

- National-level surveys in which the University participates, and which would normally be conducted through a central source external to the University.

Note: the Deputy Vice-Chancellor (Academic) would normally be involved in approving the University's participation in national-level surveys.

- Surveys for academic research purposes that include student participants (where that research is not focussed on assessing student experiences of AUT's delivery of education, support services or facilities etc.)

Survey Sponsor:	The person primarily responsible in the academic unit or service area for the development and implementation of a student survey and subsequent reporting.
Student Survey Calendar:	A rolling plan of all approved university-wide surveys in the next three calendar years.
Student Survey Database:	A Database containing student survey questionnaires and response data and/or analytical reports.
University:	means the Auckland University of Technology (AUT) and includes all subsidiaries.
University-Wide Surveys:	Any survey conducted on a sample containing students from more than one faculty or a significant proportion of students. See the Student Survey Policy for specific exclusions.

## 4. ACTIONS

### 4.1 Core University-Wide Surveys

Core University-Wide Surveys are conducted annually or regularly and are part of the University's quality assurance framework. Core University-Wide Surveys are defined in the Student Survey Policy. They are:

- University Experience Survey (run annually in October/November);
- Annual Programme Survey (run annually in October/November);
- Graduate Destination Survey (run annually in July/August);
- Student Readiness Survey (prior to the start of the academic year); and
- Doctoral Exit Survey (completed on submission, annually reported).

### 4.2 Other University-Wide Surveys

Proposals for approval of Non-Core University-Wide Surveys must be submitted to [surveys@aut.ac.nz](mailto:surveys@aut.ac.nz) using the digital application form available on TUIA. Survey proposals must be discussed with the Academic Quality Office (AQO) before they are submitted.

Significant alterations to existing approved University-Wide Surveys also require Deputy Vice-Chancellor Academic approval.

An acknowledgement e-mail can be expected within five working days. The Deputy Vice-Chancellor Academic (DVCA) may consult further with the Director of Academic Quality, Group Director Student Services and Administration, or the Director of Strategy and Planning before making a decision.

Survey Sponsors must address the following criteria in the survey proposal:

- Strategic alignment - the proposed survey or feedback exercise is coordinated with strategic objectives, and academic quality assurance and enhancement priorities and needs.
- Goal of the research – a clear purpose and goals is identified, and the data required are not routinely collected through other means. If it is possible to address the survey’s goal through changes to an existing University core survey, this must be considered and proposed in the application. Clear goals must inform the creation of the questionnaire and selection of the sample population, meaningful units of analysis, and the sample size required.

Survey Sponsors must also consider the possible benefits of consultation with students on the proposed questionnaire and approach. A plan for how survey results can and will be used must also be in place.

- Timing of the survey – the proposed survey does not conflict with Core or other University-Wide Surveys.
- Participant information – clear, detailed information about the survey for participants.
- Privacy – compliance with all necessary privacy legislation. Personal information such as names and contact information required for conducting surveys must be kept confidential.
- Contact management – contact management activities are outlined as appropriate for the type of survey or student feedback activity. Surveys may be implemented as Low Contact Surveys or as Active Contact Surveys.
- Ethical data collection and reporting - data gathered through student surveys are collected expressly for the purpose of quality assurance and improvement. Data are held confidentially within the relevant survey system. Respondent data are anonymised in all reporting. Report data are aggregated, preventing the response profile of a single individual student from being identified.

Note: where students choose to identify themselves in qualitative responses, this information will not be removed.

- Data collection - the method(s) of data collection and/or the survey platform is fit for purpose.
- Feedback to participants – how feedback to survey participants on the results of the survey will be undertaken.
- Approach to data interpretation – survey-based evaluation techniques as described in these procedures typically utilise self-selected sampling and must be interpreted considering this limitation. Data may be less reliable when the number of responses is small.

Survey Sponsors will be notified whether their survey has been approved within 14 working days after acknowledgement of receipt of the application form. Approval may be conditional on adjustments to aspects of the planned survey, including but not limited to:

- who should administer the survey; and
- how many or which students will be invited to take part in the survey; and
- when and/or how long the survey should run; and
- how many or what forms of active student contact are permitted; and
- merging or combining surveys targeting similar groups and/or asking similar questions.

Note: in some cases, the survey will be administered by the Survey Sponsor with support from the AQO. The DVC(A) may determine that the survey should be administered by the AQO as an independent survey or as part of an existing survey.

Information related to approved surveys will be entered into the Student Survey Calendar.

The Survey Sponsor must provide a full set of anonymised results to the AQO for inclusion in the Student Survey Database. This set of results must be accompanied by all necessary material for the interpretation of the results (such as a data legend) and a final copy of the questionnaire that was provided to students.

Survey Sponsors are responsible for ensuring:

- The information they provide is accurate and up to date.
- All necessary approvals have been obtained for their survey and are adhered to throughout the survey process. This may include, but is not limited to, DVC(A) approval (where relevant), Ethics Approval, departmental approval, and approval to use contact details.
- The survey is adequately resourced, including for analysis and communication of results.
- Anonymised raw and summarised results are supplied to the AQO (unless prohibited by ethics or other approvals and noted in the original application).

#### **4.3 Access to Data**

Staff interested in using the anonymised data held in the Student Survey Database should contact the AQO to request access. Rights to access the information will vary as a function of how/why the information was collected, including any restrictions on data use as part of the ethics approval process.

### **5. RESPONSIBILITIES**

The Deputy Vice Chancellor Academic is responsible for overseeing the Student Survey Policy, with authority delegated to the Director of Academic Quality for the implementation and application of the policy.

The AQO is responsible for:

- Communicating with Survey Sponsors on the approval of University -wide surveys;
- The management of the Student Survey Calendar and the Student Survey Database;
- Reporting, through University committees and to the Auckland University of Technology Students Association, on the results of Core University-Wide Surveys and on how student feedback collected through these surveys informs University decision-making; and
- Working in partnership with students and other stakeholders to periodically review, enhance and validate student survey instruments and related processes.

Survey Sponsors are responsible for:

- Working in partnership with students and other stakeholders to develop and validate high-quality student survey and feedback mechanisms;
- Coordinating with the AQO to seek approval of University-Wide Surveys or to advise the AQO on smaller survey exercises, and to provide the finalised questionnaire and survey results; and
- Ensuring that respondents and other student stakeholders are informed about the results of the survey and how the feedback will be used to inform decision-making.

### **6. POLICY BASE**

Student Survey Policy

### **7. ASSOCIATED DOCUMENTS**

Application for DVC(A) Approval of a University-wide Student Survey

[Applying for Ethics Approval: Guidelines and Procedures \(AUTEC\)](#)

[Privacy Policy](#)

Student Survey Policy

Survey Procedures: Following up on Student Comments of Concern

Policies and Procedures can be found on [TUJA](#).

## **8. FORMS/RECORD KEEPING**

The application form for survey proposals is owned by the Academic Quality Office. The Student Survey Database is managed by the Academic Quality Office.

## **9. DOCUMENT MANAGEMENT AND CONTROL**

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Next review: 3 October 2028  
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