

Reminder: Division Expectations

- Each unit will be required to include assessment synopsis, results, and analysis along with a statement of appropriate policy/procedure changes made to address these results in an end-of-year assessment report.
- ARC members should contact their ARC advisor for assistance in developing, initiating, and analyzing survey tools and results.

Orinthia Montague: Center for Student Success and Transfer Services, Floyd Welsh
Counseling, Emily Hamilton
Disability Access and Student Support Services, Marilyn Ditto
Financial Aid, Tracy Snipes
Health & Wellness, Stephanie Thornton
Multicultural Relations, Dr. Bridgette Jenkins
Pre-Collegiate Programs, Chris Fletcher

Toby Shorts: Admissions, Recruitment, and Registrar, Drew Griffin
Athletics, Harry Harris
Campus Rec, Pam Steinmetz
Career Services, Emily Rapco McEneny
MSC, Bookstore, Tim Grumich
MSC, Building Operations, Benard Diggs
Residential Life, Jonathan Lidgus
Student Life, MK Stalling

Survey Design: Human Subjects Research

- Each member of ARC must complete the certificate course on Human Subjects Research at <http://phrp.nihtraining.com/users/login.php>
- Human Subjects Research includes ANY data gathering on humans for scientific purposes. Data gathering for purely administrative or pedagogical purposes is not included.
- Review of Human Subjects Research is mandated by the National Research Act (Public Law 93-348) and implemented by Federal Regulations (45 CFR 46). The research of faculty, staff, and students of UM-St. Louis that involves human subjects requires review.
- A university not in compliance with the law could lose all federal funding of its programs, including funding of student programs.
- From an ethical standpoint, such review is useful because even the most moral scientist may not fully consider the perspective of the research subject.
- Conflict of interest must be considered prior to formulating a survey instrument <http://www.umsystem.edu/ums/departments/gc/rules/personnel/330/015.shtml>
- MOST Student Affairs Division surveys will qualify as exempt. Even knowing this, each survey must be submitted to IR for review. http://www.umsl.edu/services/ora/pdfs/IRB_REVIEW_EXEMPTIONS_GUIDE.pdf

Survey Design: Best Practices

- Items should be as succinct as possible
- Simple, conversational language should be used
- Spelling and grammar must be accurate
- Leading questions (which imply certain answers) and loaded questions (which suggest a socially desirable answer or are emotionally charged) should be avoided
- Items should be as specific as possible (e.g. avoid terms such as often, occasionally, frequently etc. as these terms may have different meanings to different respondents)
- Double-barrelled questions (those which address two issues at once) should be avoided
- All reasonable response alternatives should be included
- The timeframe of the question should be based on how salient or memorable the topic is
- Easy, non-threatening questions should be placed at the beginning of the questionnaire to encourage participation, while sensitive or objectionable questions should go towards the end
- Items should be grouped by topic and placed in a logical order so that the respondent can focus, organize their thoughts and respond accordingly.

Survey Design: Respondent Instructions

When a questionnaire is to be completed unsupervised (online), a cover letter and instructions are required:

- Clear and concise instructions are critical
- The instructions must be clearly distinguishable from the survey instrument
- An effective way of eliminating confusion between instructions and question text is to use different fonts or formats for the instructions and questions (e.g. italics, font size)
- General information about how the questions should be answered (e.g. “please select all answers that apply”) should be placed at the beginning of the questionnaire
- Specific instructions pertaining to individual questions should be placed as close as possible the particular question

<https://studentaffairs.qualtrics.com/ControlPanel/>

