



## Survey Development and Distribution Process

The process of conducting surveys at Coastline Community College has been centralized to the Department of Institutional Effectiveness. This ensures that surveys are reviewed, validated, and planned in manner that will result in a more optimal outcome. The following outlines the steps to propose and conduct a survey.

### **STEP 1. Complete a research request form**

This step will allow the user to specify the population, timeframe, and purpose of the study.

### **STEP 2. Contact the Department of Institutional Effectiveness**

E-mail the draft questionnaire or set an appointment with the Dean of Institutional Effectiveness to discuss ideas of the proposed research to be conducted.

### **STEP 3. Review**

The questionnaire and participant list will be reviewed by the Department of Institutional Effectiveness for applicability, directive, bias, or duplicity. Once approved, a draft of the survey will be developed by the Department of Institutional Effectiveness and an e-mail notification will be sent.

### **STEP 4. Final Review**

The requestor will have the opportunity to test the survey and request any final modifications. All modifications must be sent via e-mail.

### **STEP 5. Distribution**

The requestor must submit an introductory message regarding the purpose of the survey being distributed by the Department of Institutional Effectiveness via e-mail. This introductory message will be included in the e-mail invitation to the participants, which then leads to the survey itself. The survey will be distributed through the surveying tool (e.g., SurveyMonkey, Class Climate) or one of the Marketing Department's e-mailing channels.

If the participant is conducting a paper survey, the Department of Institutional Effectiveness will create a PDF file and the requestor is responsible for survey duplication (i.e. photocopying), distribution, and data collection. The Department of Institutional Effectiveness will provide a data entry link for the requestor to enter in the data.

### **STEP 6. Findings**

Once collected, the findings can be distributed via online dashboards, PDF, Excel, or Word format. The request must specify whether the data needs to be in summary, or aggregate, form. If analysis is required, the requestor must specify so in the research request form or make a second request.