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|  <b>UNIVERSITY OF<br/>DENVER</b>                                                                                            | <b>UNIVERSITY OF DENVER<br/>POLICY MANUAL<br/>SURVEY GOVERNANCE POLICY</b> |                                           |
| <b><u>Responsible Department:</u></b> Institutional Research<br><b><u>Recommended By:</u></b> AVP of Institutional Research & Analysis, SVC of University Relations<br><b><u>Approved By:</u></b> Chancellor | <b><u>Policy Number</u></b><br>IR 19.10.010                                | <b><u>Effective Date</u></b><br>9/14/2026 |

## I. INTRODUCTION

- A. Surveys are a useful method of collecting data from the University community, including students, faculty, and staff, and are an important means for enhancing institutional effectiveness, improving programs, conducting research, and understanding University experiences.
- B. The purpose of this Policy is to encourage coordinated efforts and best practices in survey research to produce quality data, reduce survey fatigue and redundancies, and provide oversight for large-scale surveys.

## II. POLICY OVERVIEW

- A. The Office of Institutional Research (IR) has established the University Survey Governance Group to manage the approval process for all Surveys (as defined below) of University faculty, staff, and students, in order to promote conducting Surveys effectively and within the guidelines of the University.
- B. This Policy provides a framework for conducting Surveys to protect University community members from too many survey requests and facilitate the gathering of reliable data for University priorities.
- C. This Policy applies to Institutionally Sponsored Surveys and University-wide Surveys, including University-wide Research Based Surveys.

## III. PROCESS OVERVIEW

- A. The Survey Governance Group (SGG) oversees all University-wide Survey activities.
  - 1. The SGG is chaired by the Associate Vice Provost for Institutional

Research & Analysis and includes representatives from:

- a. Office of the Provost
- b. Institutional Review Board (IRB)
- c. Division of Student Affairs
- d. Division of Human Resources & Inclusive Excellence
- e. Information Technology
- f. University Advancement
- g. Office of Civil Rights and Equal Opportunity (CREO)
- h. Division of University Relations
- i. Division of Community Support & Engagement
- j. Faculty Senate
- k. Staff Senate

2. The SGG is responsible for:

- a. Developing and administering University Survey Procedures to support and implement this Policy;
- b. Maintaining the official University Survey Calendar; and
- c. Reviewing, approving, or denying Survey Requests.

#### **B. Survey Review.**

- 1. The SGG has established a review process for Institutionally Sponsored or University-wide Surveys (including any University-wide Research Based Survey Surveys), which is available on the IR [website](#).
- 2. All University students, faculty, and staff must comply with this Policy and follow the review process established by the SGG to obtain approval prior to administering any Institutionally Sponsored or University-wide Survey, including any University-wide Research Based Survey.

## **IV. DEFINITIONS**

- A. “Institutionally Sponsored Survey”** means a Survey that is developed, commissioned, or approved by the University to collect information for institutional purposes such as assessment and planning.
- B. “Survey”** means any large-scale, systematic data collection via questionnaires (such as web, email, paper, phone, or interviews, including questionnaires administered by third parties on the University’s behalf) targeting: (i) prospective, current, or former University students, faculty, and/or staff, (ii) alumni, and/or (iii) external University audiences.
- C. “University-wide Survey”** means a Survey directed to an entire constituency

of the University community, such as students, alumni, faculty, and/or staff, to gather information related to institutional priorities.

**D. “University-wide Research Based Survey”** means a University-wide Survey that is being used for research purposes.

## **V. RESOURCES**

**A.** Office of Institutional Research and Analysis ([IR](#))

**B.** Institutional Review Board ([IRB](#))

**C.** [Procedures for University Surveys](#)

| <b>Revision<br/>Effective Date</b> | <b>Purpose</b>                                                     |
|------------------------------------|--------------------------------------------------------------------|
| 9/14/2026                          | <i>Original Policy is adopted and posted to the Policy Library</i> |