

Survey Advisory Committee Meeting
March 28, 2013
11:30AM – 1:00 PM
Poe Hall Rm 120
Meeting Minutes

Members present: Nancy Whelchel, Mike Carter, Jason DeRousie, Sarah Lannom, Stan North Martin, Malina Monaco, Deb Paxton, Donna Petherbridge

Not attending: Sylvia Adcock, Maxine Atkinson, Leslie Dare, Michelle Johnson, Shevaun Neupert, Sheri Schwab, Kevin Rice, Paul Umbach, Mike Williams, Carrie Zelna

Call to order: Nancy Whelchel called the meeting to order at 11:35.

Agenda

Welcome and introductions

SAC 2011-2012 Report update

Nancy had previously emailed all current members of the committee a final copy of the full report that she had submitted to the Provost on March 11, 2013. She informed the committee members present at the meeting that she had checked with Sarah Cohen, and was told that the Provost had not yet reviewed the report.

Membership Update

The group agreed to work on the assumption the SAC would be reappointed for 2013-2014, and as such we needed to review the committee roster, identify those who need to be replaced, and suggest their replacements. The following committee members have retired, moved out of their position, or have or will be graduating.

- Maxine Atkinson (representing Department Heads)
- Ken Esbenshade (Associate Deans for Academic Affairs)
- Ginny Hall (Alumni Relations)
- Haylee McLean (Student Senate)
- John O'Daniel (Student Government)
- Alan Schueler (Director of Academic and Administrative Technology)

We also need to confirm whether or not Mike Williams will continue to be the Faculty Senate representative.

People mentioned as possible replacements were Sam Pardue (Head) and Sylvia Blankenship (ADAA). We questioned the need to replace Alan Schueler, as two returning members are "technology" representatives (Stan and Leslie). We will need to contact Student Senate, Student Government, and the Faculty Senate to ask them to each appoint (or re-appoint) a representative. Alumni Relations had already asked that Ginny be replaced by Sylvia Adcock.

CHASS has asked the Michael Cobb (Associate Professor in Political Science) be added to the committee.

The group thinks that we should add a representative from the Graduate Student Association to the committee.

Overview and Discussion of Survey Registration Form and Survey Activities Calendar

Nancy walked the group through a live demonstration of the Survey Registration Form (<http://go.ncsu.edu/survey.registration.form>) and the Survey Activities Calendar (<http://upa.ncsu.edu/srvy/oth/ncsu-surveys-calendar>), which most of those attending had already reviewed. The group discussed many issues that will need to be clarified and/or resolved, assuming the Provost approves our recommendations. These include:

- Clarify exactly what we mean by a “survey.” We need to be very precise in what activities would be included in the Survey Registration process.
- Clarify the timing of when the Survey Registration Form needs to be completed. Also, how do we handle revisions to a research design after a form has already been submitted?
- Under what circumstances does someone need to come to UPA to identify a survey population and/or select a sample? For example, many units in DASA or in a college/department would have a list of those they want to include in their survey, and have contact information from them. If they don't need to contact UPA for help with the population/sample, do we want to require/ask that they provide UPA with a list of those they will be contacting to assist with tracking survey requests at the individual level (i.e., how many surveys any individual is asked to do)? What would be the exact procedures for that?
- What are the most effective ways to promote awareness of the registration process and the calendar? Discussion focused on students working on dissertations and Master's theses. The group suggests that it will be important to work directly with the graduate school. There was some discussion about ongoing challenges in mentors/advisors being fully engaged in the IRB process for their students' projects, and how we could have a similar experience.
- What about enforcement? Suggestions included using Qualtrics as an enforcement mechanism. I.E., If we become aware that someone is using Qualtrics to administer a survey without completing the registration for the Qualtrics Brand Administrators at UPA could either not allow the survey to be activated or 'close' an active survey until the form is completed.
- Do we need to be able to identify surveys that are administered to collect data related to personnel matters (e.g., performance review) so they can be excluded from the Survey Activities Calendar?

The group also had some suggestions:

- Provide explicit information about what and how information from the Survey Registration Form will be shared
- Add a drop down list for the person completing the form to select their college/division, and then have an open-end text box for their particular unit.
- Distribute annual reports on survey activities to the appropriate people in each college/division
- Create a web page that simply lists survey activities, with links to more information about the survey
- Clearly inform those using Qualtrics that while the NCSU Brand Administrators at UPA (Nancy Whelchel and Kate Christenbury) have access to all NCSU Qualtrics accounts, they do not access accounts (e.g., to review surveys, to get information on survey panels [populations]) unless given explicit permission from the account owner to do so.

Other Updates and Information

Nancy shared a document with information on 35 different surveys of which she was aware being administered by someone at NCSU during AY12-13. Some had been submitted to the Survey Registration Form, and others came to her attention as a result of a request for assistance, or simply

through word-of-mouth. Nancy also provided a document with information on six survey requests from those external to NCSU.

Nancy informed the group that her counterpart at ECU is doing research on 'survey management' activities at colleges and universities in the US and Canada in preparation for a presentation at the upcoming AIR conference. This includes a survey to collect detailed information from about 55 institutions he identified as having survey management procedures. Nancy both consulted on the questionnaire design, and participated as a respondent. She will get a copy of the final report, and thinks it will be very informative as we move forward with our own oversight activities.

Next steps

- Nancy will schedule a meeting after we hear back from the Provost
- Assuming the Provost agrees that the committee should continue, Nancy will contact the Faculty Senate, Student Senate, Student Government, and Graduate Student Association to ask them to appoint a representative to serve on the committee.

Meeting was adjourned at 1:00

NEXT MEETING:

TBD