

University Assessment and Testing General Survey Procedures

Purpose

The following procedures reflect how data is collected, accessed, secured, and used to meet University Assessment and Testing (UAT) needs for internal processes and reporting.

Scope

The UAT procedures apply to all members of UAT, including staff, graduate research assistants, and student workers involved in data collection, analysis, and reporting.

General Practices

- UAT collects, analyzes, and reports data regularly throughout the academic year to support institutional purposes and inform decision-making processes, as well as reporting evidence of student learning to the Oklahoma State Regents for Higher Education (OSRHE) and the Higher Learning Commission (HLC).
- Data is not utilized for research purposes unless appropriate application and approval from the Institutional Review Board (IRB) has been acquired. In such cases, UAT adheres to proper IRB approved protocols regarding data collection, handling of data, and use.
- Personnel involved in the collection, analysis, and reporting of data at UAT are required to obtain certification through the Collaborative Institutional Training Initiative (CITI) program and must follow the Family Educational Rights and Privacy Act (FERPA).
- All procedures are considered general practices and are subject to change based on the unique circumstances and characteristics of each individual project.

General Surveys Procedures

- Surveys are designed to align project objectives, with clear, relevant, and unbiased questions.
- The UAT Director and/or Associate Director approves all surveys before they are administered.
- Participant Contact Protocol: typically, participants will receive a total of four contacts via email:
 - An initial invitation.
 - Two reminders, each spaced one week apart.
 - A final request, sent one week after the second reminder.
 - The number of emails sent is subject to change based on the unique circumstances and characteristics of each individual project.
- An option to “opt out” of receiving further contact for the survey at any time is provided to all potential participants.
- Surveys are distributed electronically using the Qualtrics Platform unless otherwise discussed and approved based on specific needs or participants.
- Participants are informed that their participation is voluntary, and their responses will remain confidential.

- Incentives to encourage participation may be offered and typically include options such as bursar credit or gift cards to the university store. The winner(s) is/are randomly selected from the entire participant list and contacted after the data collection process is complete.
- Necessary contact and demographic information from OSU students, faculty, staff, and/or administrators is obtained from Institutional Research and Analytics (IRA). This practice is aligned with typical data collaborations between UAT and IRA.
 - The specific demographic variables obtained will depend on the nature of each project, but may include gender, age, race, GPA, college, major, class classification (Freshman, Sophomore, Junior, Senior), full-time or part-time status, home state, and others.
- Data Security: All data is securely stored on UAT's secure server. Access to data is limited to authorized personnel who have completed the CITI training for research with human subjects.
- Ethical Use of Data and Reporting
 - Data is analyzed and reported objectively, ensuring accuracy.
 - Results will be reported in aggregate so that no response can be traced back to any individual in any way.
 - Occasionally collected data is stored in IRA secure storage to allow for visualization of the results.