POLICY ON USE OF COLLEGE-SPONSORED SURVEY SOFTWARE

POLICY STATEMENT

The purpose of this policy is to ensure that survey collection is handled responsibly and in a format that assures accessibility to current and future authorized users as needed. Qualtrics is Alma College's official survey tool. It was purchased with the agreement that it will replace all other web survey licenses (e.g., SurveyMonkey, Survey Gizmo, etc.) unless a specific exception is granted by the supervising cabinet member. Therefore, all College-related surveys should be created and stored in Qualtrics.

Why Qualtrics?

Following a comprehensive review of the various survey tools and contracts used across campus, the Assessment Committee identified a clear need for a consistent survey tool that can be used to conduct institutional research, faculty/student research, departmental surveys, and department outcome assessment. The committee identified several issues, including a lack of data security, budget efficiency, and data centralization (e.g., when staff members or faculty leave, the surveys and data stayed with them and departments were unable to access their accounts). Use of a consistent survey tool will ensure product maximization, budget efficiency, and program effectiveness.

The Assessment Committee evaluated several survey software options prior to submitting their recommendation. Based upon that recommendation, the college purchased a campus-wide license for Qualtrics, a web-based survey tool that allows users can create and distribute surveys, as well as collect, analyze, and store data in support of research, student programming, evaluation, and assessment.

SCOPE AND APPLICABILITY

Qualtrics is available to all Alma College faculty, students, and staff in support of Alma College's educational mission and organizational goals. Use of this College provided account is subject to agreement with the following appropriate use, terms and conditions.

Appropriate Use, Terms and Conditions:

- Use of Qualtrics is restricted to work related to your role at Alma College. This can be academic research, campus life, administrative work, or student research. Users will not use Qualtrics for commercial or monetary gain.

- All surveys involving human participant research (i.e.,research that is being presented or published) must receive prior approval from Alma College's Institutional Review Board (IRB) (https://www.alma.edu/offices/provost/institutional-review-board/).

- Qualtrics users must protect the privacy and confidentiality of student, patient, faculty, staff as required by FERPA (privacy of student information), HIPAA (privacy of patient information), and all other applicable college policies, state and federal laws. This includes secure or regulated data, such as SSNs, credit card numbers, or any other data element that is categorized as Personally Identifiable Information (PII).

- Large-scale surveys (i.e., groups larger than 100) need to be coordinated with Director of Institutional Research to help avoid survey fatigue resulting from excessive distribution of surveys to our students.

- Qualtrics is a third party software suite. All content is stored on their server and also subject to their terms of use (https://www.qualtrics.com/acceptable-use-policy/).

- Users are responsible for the content and integrity of their survey data. Users must ensure that they have all the rights and permissions needed to distribute the survey.

- Users are responsible for downloading and securing all survey data in conformity with Alma College policies and procedures for handling sensitive information. Surveys and survey responses shared with parties external to Alma College shall be the responsibility of the primary author / user granting access to the external party. Further, all internal and external parties granted access to the shared surveys and responses must abide by the Acceptable Use Policy, as well as all applicable Alma College policies and other state and federal laws.

- Students must be working with Alma College faculty or staff when using Qualtrics. The faculty or staff member should also be using Qualtrics along with their student(s) for supervision.

- All Qualtrics survey distributions must originate from a valid Alma College (alma.edu) email address.

- Survey distribution must conform to the Alma College Mass Email Policy (https://www.alma.edu/live/files/3604-mass-email-policy-updated-91219). Please keep in mind that there are a limited number of individuals who can distribute mass emails.

- Users should not share their login and password with others. The software offers a feature for collaborating or co-authoring surveys with other individual users or groups.

- Violation of these terms can result in revocation of permission to use Qualtrics.

PROCEDURES

Creating a Qualtrics account:

1. Log onto Qualtrics: https://alma.qualtrics.com/
2. Enter your **Alma College Email Address and Password**.
3. Review and accept Qualtrics' Acceptable Use Policy.

Signing in will automatically assign you a **default account** with which you will be able to collaborate with others, and create, but not activate and distribute, your own surveys. Students will need to request their surveys to be approved by selecting the appropriate survey administrator (e.g., Residence Life staff, faculty advisor for student research) within Qualtrics.

How do I receive training to use Qualtrics?

Qualtrics provides substantial training online. Users can go to the Qualtrics site for in-depth tutorials. These training sessions are one hour or less and cover everything you need to know in order to start building, distributing and analyzing your surveys. For more information, go to Qualtric's support website or visit (https://www.qualtrics.com/support/survey-platform/getting-started/survey-platform-overview/)

Migrating third party surveys into Qualtrics

If you have previously used a different survey tool, you will need to re-create your prior surveys (e.g., SurveyMonkey) manually within the Qualtrics system. However, once those surveys are re-built, you can upload an Excel file of survey data into the Qualtrics system so that your data can be associated with the survey. If you need assistance with these procedures, please contact the Director of Institutional Research.

Ethical Use of Data

Surveys created for authorized institutional research, including the responses supplied to those surveys, will constitute official Alma College content. Authorized institutional research includes surveys developed or approved by the President, Vice-Presidents of the College, Institutional Assessment Committee, or Director of Institutional Research.

For all other surveys, the views and opinions expressed in surveys created with Qualtrics are strictly those of the survey's primary author. Alma College makes no representations or warranties of any kind, expressed or implied, as to the Qualtrics Survey Software operation or the information, content or materials included. Alma College will not be liable for any damages of any kind arising from the use of or inability to use Qualtrics Survey Software. The user expressly agrees to use Qualtrics Survey Software solely at his or her own risk.

REVIEW OF POLICY

Every three years or as needed by Communication Policy Subcommittee of the Policy and Planning Council.

ENFORCEMENT

Complaints about violations of the Qualtrics Software should be reported to the Director of Institutional Research, Alma College's Qualtrics Brand Administrator.

Approved by Policy and Planning Council on <u>December 11, 2019</u>

Approved by President's Cabinet on <u>December 19, 2019</u>

Effective date: <u>January 1, 2020</u>

Revised 12-11-19