

Process for Campus Student Experience Surveys

Purpose: Coordinate the administration of surveys sent to large segments of the UWM student population

Rationale: Coordinating the administration and sharing of surveys will

1. Reduce student survey fatigue and increase survey response rates
2. Provide a greater return on investment from survey work by reducing a duplication of efforts
3. Create a holistic picture of who our students are and what their needs are
4. Provide support to those asked to administer a survey by UW System and/or a third party

Definitions: This policy only affects surveys where

1. Departments, programs or college surveys request information from unaffiliated students.
2. Findings may be useful outside the administering unit, such as surveys about student health, perceptions of UWM, or general student behaviors.
3. The survey will be administered to all undergraduates, all graduate students, all students at the Main or Branch Campuses, all first-year students

This policy does not affect

1. Departments, programs, and colleges surveys sent only to affiliated students, defined as students who are enrolled in the program with which the sender is affiliated (e.g., School of Education surveying students enrolled in their programs)
2. Surveys to participants that engage/participate in a specific service, program, or activity with an intent to gather more information about their experiences (e.g. evaluation of an event by participants or feedback from clients at the point of service)
3. Forms used to collect information for administrative purposes

Process

1. Submit a survey proposal at https://uwm.edu/datahub/uwm_survey_intake_form/
2. The Chancellor's Enrollment Management Action Team Executive Committee (CEMAT EC) will review proposals and request additional information as needed. Criteria for approval include:
 - a. Uniqueness of survey (i.e., it is not similar to other existing surveys, and the information requested cannot be gathered elsewhere)
 - b. Results will be useful beyond the administering unit
 - c. There are no concerns about instrument or methodology
 - d. Special consideration might be given if the survey is mandated by UW System
3. The Provost and Vice Chancellor for Student Affairs will give final approval, which will be communicated by a member of CEMAT EC
4. If approved, administer the survey
5. Share survey results

This process will complement (and not replace) other related guidelines, such as:

- September 2019 Provost Guidelines for Emailing Enrolled and Prospective Students (<https://uwm.edu/reporting/september-2019-provost-guidelines-for-emailing-enrolled-and-prospective-students/>)
- Institutional Review Board Guidelines (<https://uwm.edu/irb/>)