

Survey Management Policy



Institute of Health &
Management Pty. Ltd.

ABN: 19 155 760 437
HEP ID: PRV 14040
CRICOS Code: 03407G

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SECTION 1

Purpose

1. The purpose of this policy is to ensure a coordinated approach to survey management across the Institute of Health and Management (IHM) when surveying students, staff, and industry stakeholders. A coordinated approach to survey management includes:
 - a) Clarity on the process for approval and implementation of core surveys to students, staff and industry stakeholders.
 - b) Management on the frequency of surveys involving staff and students to reduce the risk of over-surveying.
 - c) Management of institution response rates for reporting and quality assurance purposes as well as monitor the quality of the qualitative feedback data.
 - d) Management of the implementation and analysis of surveys for accurate and timely data for quality assurance, benchmarking, research and continuous improvement purposes.

Scope

2. The policy applies to all IHM core surveys that involve the methods of broad sampling or census of the population of current and prospective students, graduates, staff and other stakeholders of the Institute. This policy does not apply to surveys that are:
 - a) Part of assigned coursework assessment
 - b) Surveys conducted on an event or service
 - c) Small-scale surveys.

Definitions

3. The following definitions have their meaning as spelt out below:
 - a) **Core Surveys** - Surveys that provide data as the basis for the Institute's strategic planning, administrative and institutional quality assurance purposes.
 - b) **Evaluation** - The collection of feedback, analysis process, reporting and interpretation of data to relevant staff and students of the institution for administrative, planning and reporting purposes.
 - c) **External Surveys** - Surveys are a means of collecting information for analysis obtained through written, oral, or online questions. This includes, but is not limited to, surveys, face-to-face interviews, telephone interviews and focus groups.
 - d) **Internal Surveys** - Surveys developed by Institute staff for staff, students, and relevant partners.
 - e) **Survey** - Surveys are a means of collecting information for analysis obtained through written, oral, or online questions. This includes, but is not limited to, surveys, face-to-face interviews, telephone interviews and focus groups.
 - f) **Benchmarking** - Survey data can be benchmarked as outcome data which is aggregated to identify a set of characteristics. The form of analysis is quantitative in nature.

Suite documents

4. This Policy is linked to the following procedures:
- Survey Management Procedure
 - See Associated Information listed in the 'Related Internal Documents' in Section 3 below.

SECTION 2

Policy

5. Principles

- The key principles for implementing a coordinated approach to survey management is about ensuring:
 - Surveys are of a consistently high standard, well-designed and with appropriate survey methodology in place to ensure consistent, accurate data and results.
 - Staff involved in the development and collation of core surveys are provided with training in survey design, methodology and analysis.
 - A survey register is kept minimising survey fatigue and duplication across the Institute.
 - Response rates are regularly monitored, and strategies are in place to increase response rates.
 - Communication and reporting of survey results to students and staff.
 - Informed consent is obtained prior to respondent participates in the survey.
 - Confidentiality and privacy of all survey data, including the publication of data which does not identify participants.
 - Surveys used for research purposes and research publications require ethics approval from the Research Committee.
- IHM conducts a variety of surveys for the purpose of collecting data on its proposed students, currently enrolled students, graduates/alumni, teaching staff, and other stakeholders for administrative, planning and reporting purposes.
- A coordinated approach to survey management ensures that IHM has an institutional process in place to manage the development and implementation of surveys; and including monitoring response rates and the quality of data for planning and improvement purposes.
- The internal and external validation, benchmarking and reporting of survey results is important for understanding student and stakeholder experiences as well as measuring outcomes for planning and improvement purposes.

SECTION 3

Associated information

Related Internal Documents	<ul style="list-style-type: none"> Survey Management Procedure Post Enrolment Survey Unit Evaluation Survey
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	<ul style="list-style-type: none"> • Student Satisfaction Survey • Course Experience Survey • Graduate Outcome Survey
Related Legislation, Standards, and Codes	<ul style="list-style-type: none"> • Higher Education Support Act 2003 and Guidelines https://www.education.gov.au/higher-education-support-act-2003-and-guidelines • https://www.teqsa.gov.au/teqsa-act • Privacy legislation • https://www.oaic.gov.au/privacy/the-privacy-act/ • Privacy and Data Protection Act (2014) • https://www.legislation.vic.gov.au/in-force/acts/privacy-and-data-protection-act-2014/026 • Freedom of Information Act (1982) • http://www8.austlii.edu.au/cgi-bin/viewdb/au/legis/cth/consol_act/foia1982222/
Date Approved	31/03/2021
Date Endorsed	14/04/2021
Date of Effect	14/04/2021
Date of Next Review	30/06/2024
Approval Authority	Academic Board (endorsed by Board of Directors)
Responsibility for implementation	Academic Registrar
Document Custodian	Academic Dean
PinPoint Doc ID	IHM-SMP1

Change history

Version Control		Version 4
Change Summary	Date	Short description of change, incl version number, changes, who considered, approved etc
	15/03/2021	<ul style="list-style-type: none"> • Policy and Procedure separated into two documents • Added version number, Minor editorial changes • Amended by the Learning and Teaching Committee meeting, March 2021 • Version 4 approved by Academic Board meeting, March 2021