

# ***How to Create Surveys, and ensure Data Security?***



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## **Presenters:**

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Infrastructure and Information Security  
&  
Institutional Research, Planning & Institutional Effectiveness (IRPIE)

# Types of Data Collection

## EXAMPLES

- Join Bowling League?
- Classified Luncheon- Food Satisfaction
- In- class surveys (data security, IRB implications)
- Research/Assessment
- District/Institutional Implications

*When in doubt contact IRPIE.*



# Survey/Form 101 Tips

## Identify The *Why*

- Purpose, including decisions survey results will inform
- Scope
- Implications
- Class project
- Elections/Voting

## Identify The *Who*

- ◊ Students (sub population)
- ◊ Department Faculty
- ◊ Committee Members

How will the contact information be obtained and used in data collection

# Survey/Form 101 Tips, Cont'd

## The *What*

- ❖ Questions
  - ❖ Sensitive topics, providing resources to address risks)
  - ❖ Never ask SSN/Home Address
- ❖ Consider the cognitive load of your respondents, limit to no more than 10 questions when possible.

Question Wording:

**Research** the topic to know response options (e.g. Gender Identity)

### Avoid...

- Double barreled questions -asking two questions at the same time (e.g. "Do you believe there are a variety of course offerings within your major and the times they are offered meet your needs?") Yes/No.
- Leading and Biased questions e.g. "How much do you think enrollment should be capped at College of the Canyons?".
- Negative wording (e.g. "What factors would make you decide not to attend COC?").
- Ambiguous terminology

**Pre-test the question items**

# When to involve IRPIE?

- Number of intended responses, number of questions
- Tied to a larger institutional decision
- Part of accreditation
- Grant evaluations
- Pool of Respondents involves institutional data
- **Anytime!**

[Guiding Principles and Practices for Institutional Research, Planning and Institutional Effectiveness \(canyons.edu\)](https://canyons.edu/irpie)



## Guiding Principles and Practices for Institutional Research, Planning and Institutional Effectiveness

### Survey Guidelines

*The Office of Institutional Research, Planning and Institutional Effectiveness (IRPIE) at College of the Canyons directs institutional efforts for collecting, managing, and analyzing research related to key institutional stakeholders including student, faculty, and staff. In conducting surveys for the institution, the IRPIE office is guided by its mission to provide access to quality data and research findings for planning, reporting, and decision-making process than inform meaningful change towards equitable outcomes and institutional effectiveness. The Institutional Research, Planning and Institutional Effectiveness (IRPIE) office at College of the Canyons utilizes the following protocol for the development, administration and analysis of survey data, including authoring of final research reports/briefs or data visualizations, for the dissemination of survey results:*

**Populations and Scope of Work.** IRPIE serves as a neutral party conducting research on behalf of institutional stakeholders. Populations that are typically surveyed by IRPIE include students, employees, and alumni.

# Guidelines for student Projects- Surveys

The Santa Clarita Community College District Institutional Review Board (IRB) is charged with protecting the rights and welfare of human research subjects for projects in which the District is engaged.

**Research** is a ***systematic investigation***, including research development, testing and evaluation, designed to ***develop or contribute to generalizable knowledge.***

those designed to draw general conclusions, inform policy, or generalize findings beyond a single individual or an internal program (e.g., publications or presentations).

- Trainings available for students: Collaborative Institutional Training Initiative (CITI) and Human Subjects Research (HSR)

*Classroom projects/assignments to fulfill course requirements, or to train students in the use of particular methods do not fall under research toward **generalizeable knowledge.***

[Institutional Review Board \(canyons.edu\)](https://canyons.edu/irb)

# Survey Tools



Using non-district-owned tools/platforms to collect data that involves *personally identifying information* (PII)\* is a threat to information security.

\***Personally Identifying Information (PII)** includes Name, Address, Phone Numbers, IDs, SSNs, Personal Emails

**District-Sensitive Information (DSI)**

# Information Security

**What's wrong with using non-district supported tools?**

Collector has the Liability of...

- Protecting the Respondents' Information
- Protecting the Collector's process and protocols
- Protecting the District from data security incidents





# How to choose the right form tool?

- ***Purpose of the form/ data collected***
- ***Content of the questions***
  - Asking any personally identifying information (PII)? Or information that can be used to identify PII (e.g. Facebook Polls).
- Technical features
  - Do you need folks to attach documents?

# Available District-Supported Form Tools

- **CANVAS QUIZZES/SURVEYS**
- **DRUPAL**
- **CASCADE- CLIVE**
- **MICROSOFT FORMS**
- SURVEY MONKEY\*
- GOOGLE FORMS\*\*not District- supported.

After keeping in mind Best practices/Tips, decide on the tool

\*Personal/free SurveyMonkey accounts are Not District- managed/supported

# GOOGLE FORMS- See Microsoft Forms

- WHERE TO FIND IT?- *Don't* 😊
- Not recommended

The screenshot shows a Google Form titled "Open Letter Maker" with a purple header. Below the title, a description states: "All of the submissions to this form will be appended into a table as signatures in the style of an open letter." A red asterisk indicates a required field. The form contains three text input fields, each labeled with a red asterisk: "Full Name", "Department", and "Position". Each field has a placeholder text "Your answer". At the bottom right, there is a purple "Submit" button.

**Open Letter Maker**

All of the submissions to this form will be appended into a table as signatures in the style of an open letter.

\* Required

**Full Name \***  
Any text provided here will be used to create a digital signature, including honorifics or degrees

Your answer

**Department \***

Your answer

**Position \***

Your answer

Submit

# SURVEY MONKEY

## WHERE TO FIND IT?

Contact IRPIE for institutional account  
[institutionalresearch@canyons.edu](mailto:institutionalresearch@canyons.edu)

Free individual account (non IRPIE)- limits number of responses and questions-*Not Recommended for District related data*



Student Engagement Survey Spring 2023

We need your voice to help inform planning efforts!

# CANVAS

- Using Classic Quizzes to create Surveys
- Method of Administration and Tool for creating a survey

Canvas now has two quiz engines. Please choose which you'd like to use. [Learn more about the differences.](#)

1 ☒ **Classic Quizzes**

For the time being, if you need security from 3rd-party tools, Speedgrader, or CSVs for student response analysis, this is the better choice.

☐ **New Quizzes**

This has more question types like hotspot, categorization, matching, and ordering. It also has more moderation and accommodation features.

2

If your course has New Quizzes enabled, you must select a quiz engine.

Surveys must be created using classic quizzes. To create a survey using classic quizzes, click the **Classic Quizzes** option [1].

Then click the **Submit** button [2].

## Add Survey Details

1 Unnamed Quiz

Quiz Instructions:

Edit View Insert Format Tools Table

12pt Paragraph B I U A L T<sup>2</sup> | | | | |

2

p 0 words </> ↗

Give your survey a name [1], and complete any survey instructions in the text box [2].

## Select Survey Type

Details Questions

Unnamed Quiz

Quiz Instructions:

Edit View Insert Format Tools Table

12pt Paragraph B I U A L T<sup>2</sup> | | | | |

p 0 words </> ↗

Quiz Type Graded Quiz 1

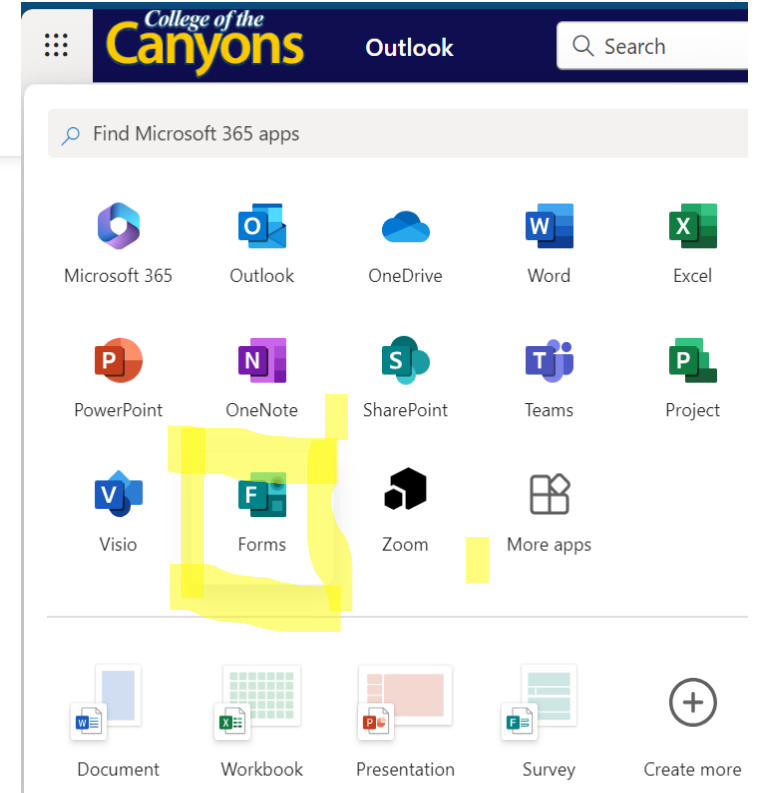
Assignment Group Practice Quiz Graded Quiz 2 Graded Survey Ungraded Survey

Click the **Quiz Type** drop-down menu [1] and select the survey type you want to create [2].

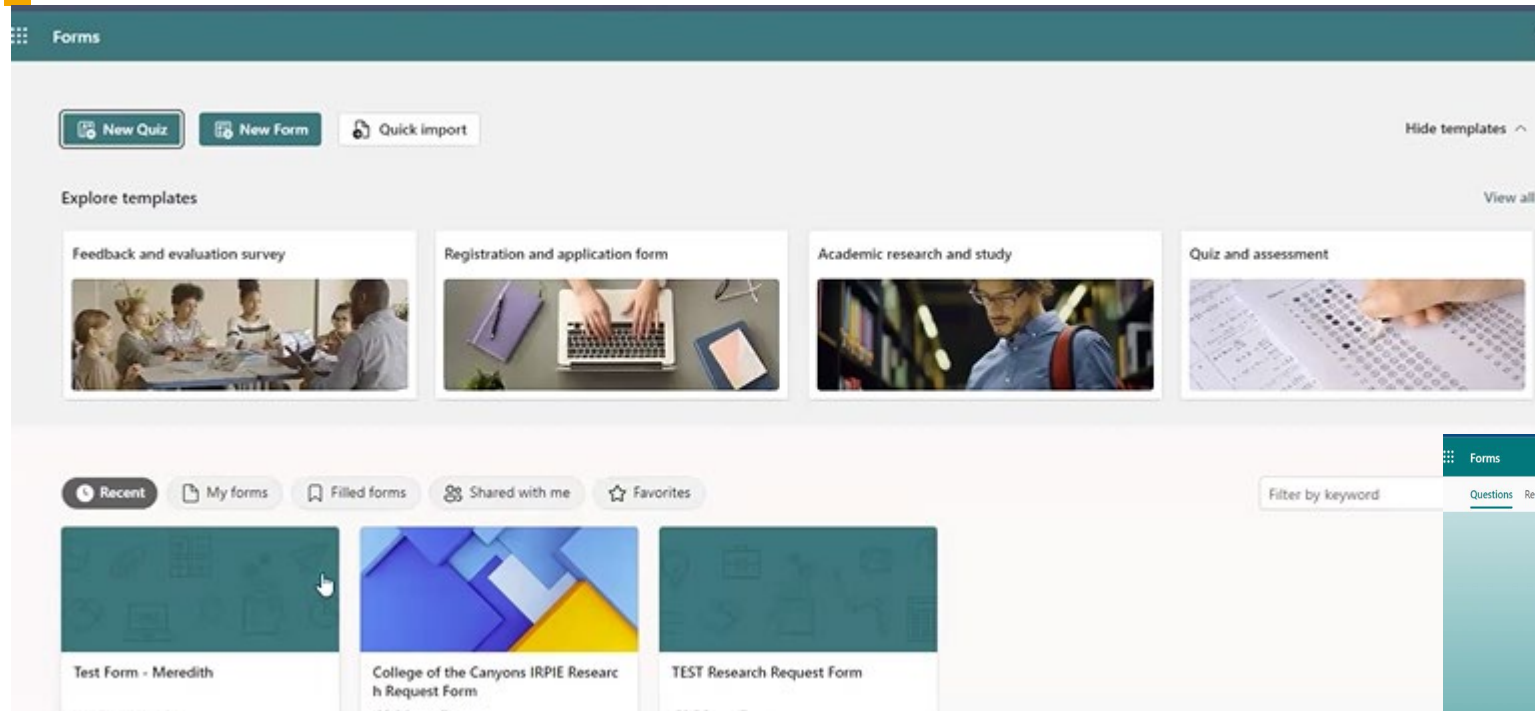
# MICROSOFT FORMS

WHERE TO FIND IT: [forms.microsoft.com](https://forms.microsoft.com)

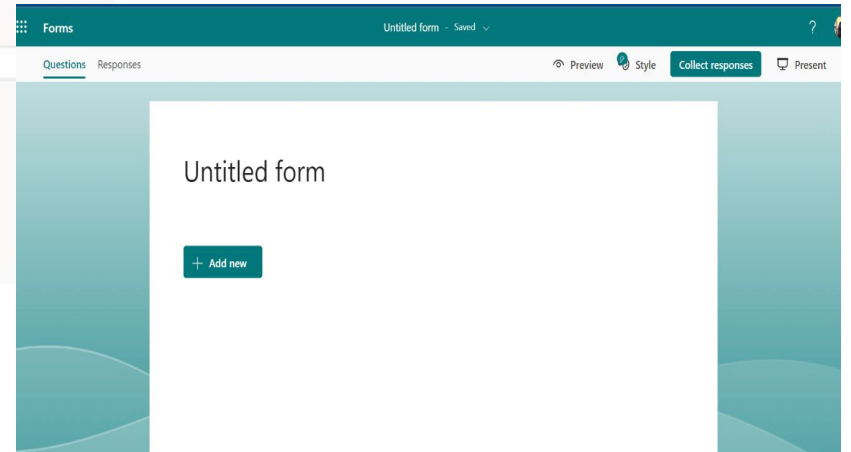
- Use for internal informal forms.
- Allows for district control over the data in case there is a need to
- Use for **low level** PII/PHI...-low risk, can include names/contact info. but should **not** include highly protected PII (i.e. SSNs, home addresses etc.) ---use this in place of Google forms
- Not accessible and a public link can be shared, or can require Canyons login to access form may not be best for public use (don't post on website)



# MS Forms



[Video Tutorial on Using MS Forms to create Surveys and Forms](#)



# CASCADE- CLIVE

COMING

SOON!

- For Simple forms
- Cannot attach files

## WHERE TO FIND IT?

- Contact **Stephen Burns, [Stephen.burns@canyons.edu](mailto:Stephen.burns@canyons.edu)** if there is no content manager-someone who is familiar with Cascade (new website editor)



# DRUPAL

WHERE TO FIND IT? Contact: Stephen Burns [Stephen.burns@canyons.edu](mailto:Stephen.burns@canyons.edu)

- For complex forms (various Question Types)
- District Sensitive Information, (e.g. *can include SSN*)
  - PII/PHI
- Allows attachments
- Commonly used for Elections (CSEA etc.)
- Can be customized for shared data.

The screenshot displays the 'NEW FORM' interface in the Canvas LMS. The left sidebar lists navigation options: 'NEW FORM', 'Asset Info', 'Access Settings', 'Elements', 'Email Messages', and 'Form Settings'. Under 'FORM ELEMENTS', there are options to add various field types: Single-Line Text Field, Multi-Line Text Field, Radio Buttons, Checkboxes, Drop-Down, Multi-Select, and Date/Time Picker. The main content area is titled 'Back to Assets' and contains two sections: 'Asset Info' and 'Access Settings'. The 'Asset Info' section includes fields for 'Name', 'Description', 'Tags' (with a 'Filter by Tag' dropdown), and a 'Lock To Site' checkbox with a note: 'Do not allow use of this asset outside of the current site'. The 'Access Settings' section includes 'Access Group' and 'Available To' dropdown menus, both currently set to 'Everyone', with a note: 'The selected group can edit this asset' and 'The selected group can use this asset' respectively. At the bottom right, there are 'CANCEL' and 'CREATE' buttons.

# Helpful Reminders from Today's Session

Determine if a survey is needed. If yes, then

- Select appropriate District-supported tool. If you're unsure, contact IRPIE or Stephen Burns.
- Ensure purpose statement is included in the introduction of the survey
- Ensure alignment of questions with the purpose of the survey (i.e., decisions being made from the results)
- Identify the target population/audience
- If sensitive questions are being asked, consult IRPIE for data collection and Institutional Review Board (IRB) implications
- To the extent possible avoid asking personally identifying information
- Ensure results/data are stored in a secure manner
- Consult IRPIE if you are unsure if this is a survey that can be done without their involvement

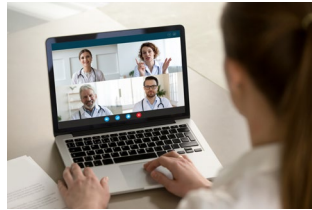
IRPIE is available to consult on survey item development and reviewing draft surveys even when they are not deploying the survey

Questions?





**Phone/Email or Zoom an IRPIE friend or IIS friend** (Infrastructure and Information Security)



## Stephen Burns

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