How to Create surveys, and ensure Data Security?

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Fall FLEX

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

Description
If you are someone who has to track, or collect, information from students as part of your courses and/or programs, this session will provide an overview of the existing tools and resources that are 'low risk' and District approved. As a bonus, we will share an overview of tips for designing surveys to yield intended results.

Workshop Learning Outcome(s)
Participants will be trained on existing 'form' tools that are available to all district employees and will learn how to assess when to use which tool, and how to ask questions on those tools.

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

The *Why*

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

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 (who/why)*

❖ 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)

◈ **Pre-test the question items**

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?").
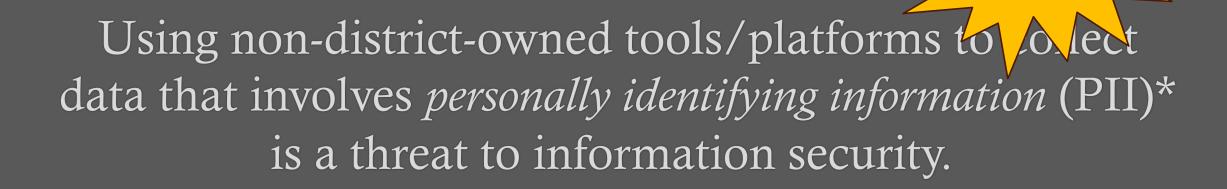
• Ambiguous terminology

When to involve IRPIE?

◈ **When is IR involved?**

  ◇ Number of intended responses, number of questions

  ◇ Tied to a larger institutional decision

  ◇ Part of accreditation

  ◇ Grant evaluations

  ◇ Pool of Respondents involves institutional data

◈ **IF IR is administering on your behalf…**

  ◇ Will coordinate with other scheduled surveys

  ◇ Will need around 2 weeks for programming*, reviewing question wording and testing before launch

*this can be longer depending on existing office workload and surveys already in the queue

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

Warning

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

Information Security

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
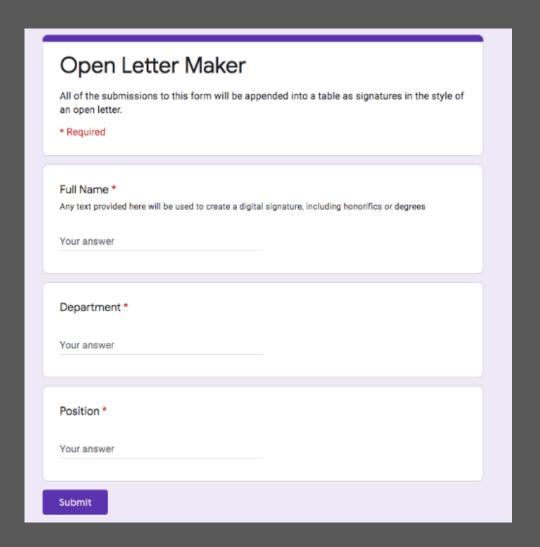
◈ CANVAS QUIZZES/SURVEYS

◈ DRUPAL

◈ OU/OMNI CMS

◈ MICROSOFT FORMS

◈ SURVEY MONKEY*

◈ GOOGLE FORMS**

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

*Not District supported for personal SurveyMonkey accounts, only District paid accounts are supported.

**Google Forms are not District supported.

GOOGLE FORMS- See Microsoft Forms

◈ WHERE TO FIND IT?- *Don't* ☺

◈ Not recommended
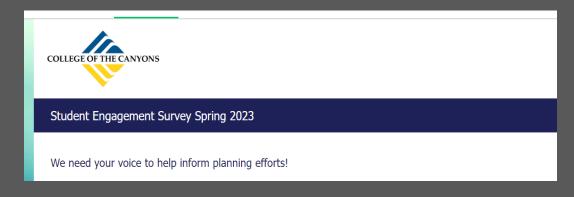
SURVEY MONKEY

WHERE TO FIND IT?

Contact IRPIE institutionalresearch@canyons.edu www.surveymonkey.com
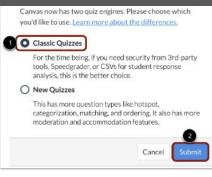
Free individual account (non IRPIE)- *Not Recommended for District related data*

Limited number of intended responses, number of questions

CANVAS

◈ Using Classic Quizzes to create Surveys
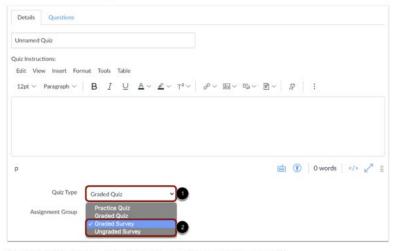
◈ Method of Administration and Tool for creating a survey
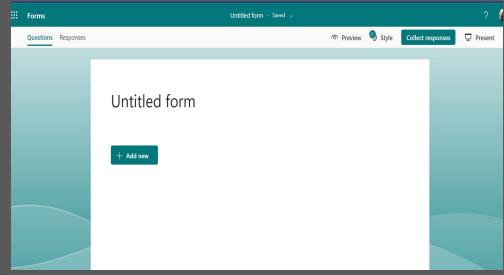
MICROSOFT FORMS

WHERE TO FIND IT: forms.microsoft.com

- Use for internal informal forms.

- Allows for district control over the data in case there is a need to

- for no PII/PHI…-low risk, should not include personally identifying information (i.e. SSNs, IDs, addresses) ---use this in place of Google forms

- Not accessible and may not be best for public use (don't post on website)

- Likert and radio button issue for 508 compliance has been fixed

OU/OMNI CMS CAMPUS

- For Simple forms

- Cannot attach files

WHERE TO FIND IT?
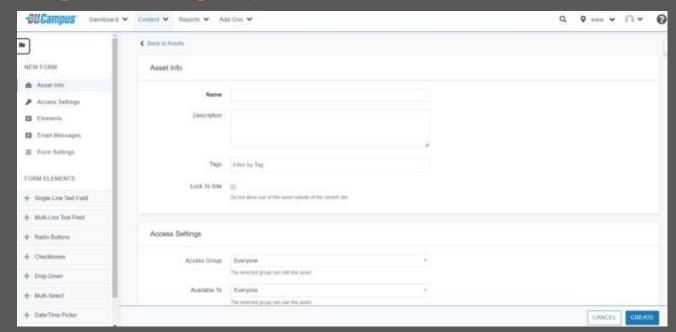
- Direct to **Stephen Burns, Stephen.burns@canyons.edu** if there is no content manager-someone who is familiar with OU Campus (webpage design) in your department

DRUPAL

WHERE TO FIND IT? Contact: Stephen Burns 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.

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

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

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