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)

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

- ♦ Join Bowling League?
- ♦ Classified Luncheon- Food Satisfaction

Examples

- ♦ 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?

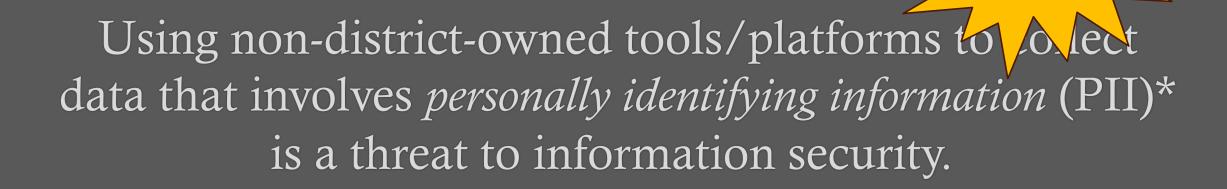
⋄ When is IR involved?

- 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



*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

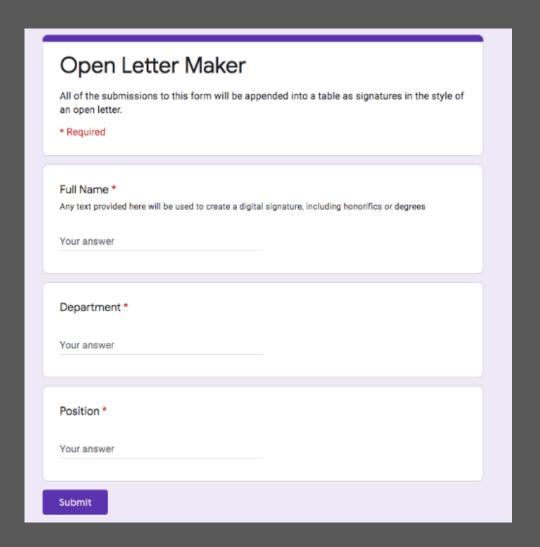
- CANVAS QUIZZES/SURVEYS
- ♦ DRUPAL
- ♦ OU/OMNI CMS
- ♦ MICROSOFT FORMS
- ♦ SURVEY MONKEY*
- ♦ GOOGLE FORMS**

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



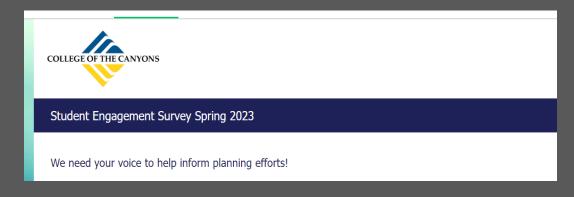
SURVEY MONKEY

WHERE TO FIND IT?

Contact IRPIE institutionalresearch@canyons.edu www.surveymonkey.com

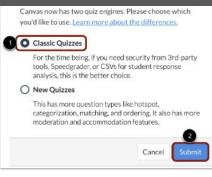
Free individual account (non IRPIE)- Not Recommended for District related data

Limited number of intended responses, number of questions



CANVAS

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

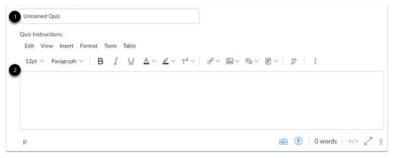


If your course has New Quizzes enabled, you must select a quiz engine.

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

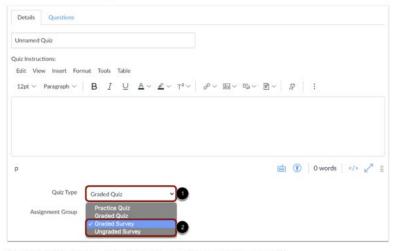
Then click the Submit button [2].

Add Survey Details



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

Select Survey Type

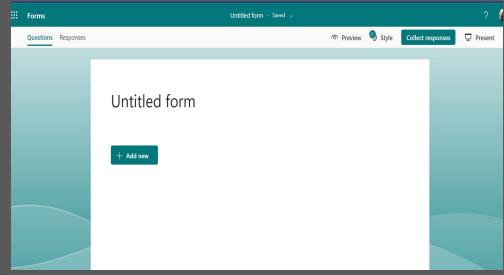


Click the Quiz Type drop-down menu [1] and select the survey type you want to create [2]

MICROSOFT FORMS

WHERE TO FIND IT: forms.microsoft.com

- 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?

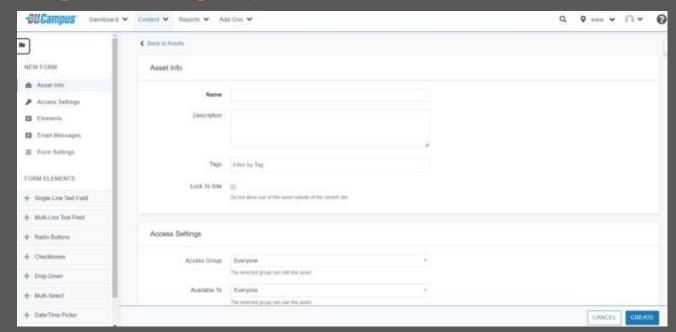
♦ Direct to **Stephen Burns**, **Stephen.burns@canyons.edu** if there is no content manager-someone who is familiar with OU Campus (webpage design) in your department

Institutional Research Request Since 2001, the Office of Institutional Research, Planning, and Institutional Effectiveness (IRPIE) has completed over 500 reports and briefs. Please review the available data on our website: www.canyons.edu/data under "Reports & Briefs". If you do not see the information you need, please continue completing this form so that IRPIE can track and process your request in a timely manner. This form applies to in-district/internal requests. Requests from External investigators may require separate processes including IRB forms and securing district sponsors. If you're an external requestor, please do not complete this form, and directly contact Dr. Daylene Meuschke or Dr. Preeta Saxena. Please be as thorough as possible. If you need assistance, please contact one of the staff members Preeta Saxena Vida Manzo Meredith Hamilt Alicia LeValley Jocelyn Harris Division/Department Processing time may vary according to the complexity and sensitivity of your request. You will be contacted by a researcher once the department has reviewed the request and it If this is related to a grant in the post-award phase, please note that data requests for Grant Evaluation/Reporting require a minimum of two weeks If you have additional documents related to this research request, please email them to institutional research ⊯canyons,edu If additional documents include a list of records with personally-identifying information (e.g. Name, student id, phone number), to share with IRPIE please either email a password-protected attachment to institutional research#canyons edu and a separate email is sent with the password. · share a link to the file via Sharepoint Depending on the nature of the research request, the Institutional Research office may follow up with you for action implications- information on how the data/research was used and/or what action items emerged from the review of the results. Please indicate which of the department's program review objective(s) this request will serve to inform." Is this a recurring project? Type of research project Is your supervisor aware of this request? □ No Project Name Please explain the purpose of your research request including the range of dates and terms to be included in the analysis. Please include the question(s) to be answered by the data and the decisions to be informed by the data.* Requested Completion Date* I'm not a robot

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)

Stephen Burns

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