January 26, 2016

Re: January 2016: Campus-wide effort at Survey Coordination Begins – Please Distribute Widely

Dear Colleagues:

On behalf of the Periodic Review Oversight Committee (PROC), we write to share with you a new, campus-wide initiative to coordinate survey activity at UC Merced and to ask for your support in making this effort a success. These coordination efforts kick-off this month (January 2016), so we also ask for your help in raising awareness by broadly distributing this email to staff and faculty in your unit.

In spring 2015, PROC asked the Campus Working Group on Assessment (CWGA) to establish a Survey Coordinating Committee (SCC) to coordinate surveying of campus constituents (students, faculty, staff, and alumni) on behalf of the campus. In other words, any purposeful solicitation of data from campus constituents using a survey instrument for the purposes of evaluation is to be coordinated to the extent possible to reduce redundancy, effort, burden, and/or participant fatigue.

In making this request, PROC recognized that some type of survey coordination, including for institutional surveys, is needed given that surveys are an increasingly important and commonly used assessment and data gathering tool at UC Merced. The full survey coordinating charge is here.

As envisioned by PROC, and described fully here, the goals of this new survey coordination effort are to help campus staff, faculty, and students

- use surveys to gather quality data;
- time survey administration to minimize concurrent surveying of the same population;
- make the most of existing survey data, including, as appropriate, developing a repository of survey instruments and reports for the benefit of the entire campus community; and
- promote survey practices that adhere to relevant policies and regulations.²

(Surveys run by faculty for research purposes are not included in this coordination effort, although faculty planning a survey of a UC Merced population may find the Calendar of Campus Surveys useful. Faculty may also want to include their survey on the calendar. To do so, email surveys@ucmerced.edu with the name of the survey, survey start and end dates, and the population to be surveyed, e.g. undergraduate, graduate, faculty, staff.)

¹ A standing working group of PROC.
² It is the responsibility of those conducting the survey to ensure policies and regulations are met.
PROC also expects these efforts to help manage survey fatigue, a decreased willingness to participate in surveys that can make it difficult to collect useful survey data.

To meet these goals, the SCC has established a simple institutional **proposal process** to

- support survey development, and
- coordinate the timing of survey administration.

Detailed information regarding the proposal process as well as resources and information about who to contact for support is available under *Surveying* at [assessment.ucmerced.edu](http://assessment.ucmerced.edu). Highlights include

1. A [Calendar of Campus Surveys](http://assessment.ucmerced.edu) to plan survey administration
2. A description of [surveys that do and do not require review](http://assessment.ucmerced.edu) before implementation
3. Step by step instructions to [Propose a Survey](http://assessment.ucmerced.edu) for review by the Survey Coordinating Committee, including the Survey Proposal Form
4. [Resources](http://assessment.ucmerced.edu) to support development of a survey and a survey proposal
5. The [Purpose and Goals](http://assessment.ucmerced.edu) of survey coordination at UC Merced

PROC has high hopes that survey coordination will help our campus manage surveying to everyone’s benefit, and emphasizes that survey coordination is not intended to stop surveying on campus. Rather, the goal is to help the campus community make the most of our survey efforts and to help connect those who wish to survey with survey-related expertise and resources (including existing data).

PROC also emphasizes that members of the [Survey Coordinating Committee](http://assessment.ucmerced.edu) (who also comprise the CWGA) are available to answer questions you may have and to support your survey work. A list of support staff are available [here](http://assessment.ucmerced.edu). You may also contact Laura Martin, Convener, Campus Working Group on Assessment and Survey Coordination Committee.

Thank you again for your help making this effort a success.

Sincerely,

![Signature]

Tom Peterson  
Co-Chair, Program Review Oversight Committee

![Signature]

Joshua Viers  
Co-Chair, Program Review Oversight Committee

Copy:  Campus Working Group on Assessment  
Periodic Review Oversight Committee