



OFFICE OF INSTITUTIONAL RESEARCH

INSTITUTIONAL RESEARCH SURVEY GUIDE



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Institutional Surveys are assessment instruments used to support institutional planning and decision-making related to university strategic priorities, annual unit plans, and accreditation purposes. Surveys are inclusive of questionnaires, ballots, polls, assessments, and evaluations, regardless of the method used to administer the instrument, if the request includes surveying one or more broad populations or targeting specific subgroups of the MGA community (students, faculty, staff, etc.).

Departmental surveys that are limited in distribution are not included in the policy definition, and therefore this guide. Examples of surveys that are excluded are course evaluations, class



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Survey Best Practices: Planning & Design Checklist:

The checklist addresses survey planning and design topics that follow best practices to help you achieve higher responses and obtain more representative data. Please contact institutional.research@mga.edu



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Tips for a Better Survey

Activity Dates:

Fall term is often the best time to survey students and faculty. Spring term is packed with benchmarking surveys for these two populations.

Otherwise, the best times to survey students:

After drop/add and not during mid-terms

For Fall term, before Thanksgiving

For Spring term, before Spring break

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Ongoing Survey Operations

Please note the following surveys that OIR routinely administers and/or supports.

