

The Office of Institutional Research and Data Strategy (OIRDS) with units across MGA regarding institutional administrative survey design and administration, including wording of questions, survey length, data collection methodology, target audience selection, and data analysis.

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 with any questions.

- 1 Name & Purpose of the Survey What is the name of the survey? How will the information be used? What questions are you trying to answer?
- 2 Survey Length How many minutes will it take for a respondent to complete the survey?
- 3 Activity Dates
 - A. When do you prefer the survey launch and close?
 - B. If your preferred dates cannot work, what are alternate dates for the survey launch & close?
 - C. When do you need the results?
- 4 Communication Plan How do you plan to advertise this survey in order to maximize response rates from the target population?
- 5 Incentives If respondents will be compensated in any way, what is your plan for incentives and how respondents will be awarded and funded?
- 6 Target Population & Details Who are you trying to survey? Freshmen, Seniors, Graduate Students, Faculty, Staff, Alumni, and/or Other?
- 7 Data Use & Stewardship
 - A. Will the data be used for any of the following purposes?

