

## DAU 2-3 Surveys Policy

Policy Code	Policy Name		
DAU 2-3	Surveys Policy		
Responsible Executive	Current Revision Date	Next Revision Date	
-Institutional Research & Archiving Unit -Directorate of Quality Assurance	10/2023	10/2027	

### 1. Policy Purpose

The purpose of this policy is guiding the DAU Units in the process of developing, conducting surveys, analyzing the survey results and appropriate dissemination of these results.

### 2. Policy Scope

This policy is applicable to all DAU faculty members, administrators, students, and alumni.

### 3. Policy Statement

Institutional Research & Archiving Unit (IRAU) at DAU is using the survey to gather information and feedback from university stakeholders (students, faculty members, staff, alumni, and employers). A growing need for surveys at DAU is the result of DAU's continuous efforts to understand student and/or employee experiences, measure outcomes, and improve quality. To avoid survey fatigue, DAU endeavors to ensure that surveys are well designed, administered efficiently, and timed in a way that doesn't overburden a target population and avoids conflict of interest. Moreover, DAU ensures that surveys are well coordinated to represent an efficient use of university resources.

### 4. Policy Procedure

#### A. Quality Surveys

The IRAU serves as the main office responsible for coordinating surveys to ensure meaningful and reliable results. All surveys are conducted online using different tools. The schedule of Quality surveys is provided in the following table (Table 1). IRAU uses the following Quality Surveys to measure to understand student and/or employee experiences, measure outcomes, and improve quality:

- Course Evaluation Survey (CES)
- Student Experience Survey (bachelor's degree)
- Program Evaluation Survey
- Alumni Survey
- Employer Evaluation Survey
- Employee Opinion Survey
- Faculty members Satisfaction Survey
- Satisfaction with the internal quality system at DAU
- Evaluation of the data collection system at DAU
- Students' satisfaction with the field training
- Faculty' satisfaction about electronic resources and library
- Students' satisfaction about electronic resources and library
- Students' satisfaction about services provided by Deanship of Admission and Registration
- New faculty members' satisfaction with the Orientation program.
- Effect of training on improving performance
- Student satisfaction for academic advising.

- Student satisfaction with E-Learning.
- Students' satisfaction with services provided by the medical clinic.
- Faculties' satisfaction with the university's website and electronic systems services.
- Employees' satisfaction with the university's website and electronic systems services.
- Students' satisfaction with the university's website and electronic systems services.

The surveys are developed and conducted as per the following guidelines:

- The process of distributing surveys within the university is entirely subject to the IRAU, in coordination with the IT Department regarding the times of distributing these surveys.
- The IRAU sets the implementation plan for distributing surveys and the time frame (semester / academic year) according to the nature of the survey and follows up the process of distributing surveys and sends appropriate reminders.
- The IRAU, in advance of the time of distributing the surveys, contacts the IT Department and informs them officially about the activation of the required survey at the specified time.
- The IRAU receives the results of the questionnaires from the IT Unit and analyzes these results and prepares performance indicators reports at the program and institutional level.
- The IRAU submits reports to the Directorate of Quality and then sends them to colleges, academic programs, and departments for developing improvement plans.
- All Satisfaction Surveys shall use a 5-point Likert scale and the minimum acceptable overall weighted average score shall be 3.5 out of 5 or 70%. A Corrective Action Plan is required if the achieved score for an indicator is less than the minimum acceptable score of 3.5 out of 5 or 70%. In addition, for continuous quality enhancement, each Unit shall provide an Improvement Action Plan for the following year. Satisfaction surveys related to assessment of courses and academic program, such as Course Evaluation Survey (CES), Student Experience Survey (SES) and Program Evaluation Survey (PES) shall use 5-point Likert scale and the minimum acceptable overall weighted average score shall be 4 out of 5 or 80%.

#### B. Procedures for requesting the development and distribution of a new survey.

For the request of developing new surveys requested by the colleges, academic programs and departments, the requester shall adhere to the following:

- The requester must plan the timeline of the survey in consideration of the survey schedule (attached Table 1), to ensure that the frequency of surveys of the target population, especially students, are minimized. This is to ensure a good response rate and to avoid a burden on respondents.
- The survey requester must inform IRAU at least two weeks prior to the event/survey publication to properly prepare and conduct the surveys.
- The survey requester must provide the IRAU with the survey parts and statements.
- The survey requester shall take the ultimate responsibility in ensuring that the survey captures the required information/data and shall provide IRAU with the details of appropriate target population.

#### 5. Related Policies/ Documents/ Forms

DAU 2-1 Quality assurance and Continuous Improvement Policy

#### 6. Document History

Version	Issue/ Rev. Date	Updated Information/ Summary of Changes
1	2017	1 <sup>st</sup> issue of the policy.
2	10/2023	<ul style="list-style-type: none"> <li>• Define new survey request procedures.</li> <li>• Determine minimum levels of satisfaction.</li> <li>• Procedure for the survey feedback is added.</li> <li>• Requesting procedure for new survey designing and distribution is added.</li> </ul>