

Additions are made in **red text** and removals are indicated by ~~strikethrough~~

Title & Number: CM3 – Surveys

Effective Date:

~~April 28, 2022~~

Approval Date:

~~April 27, 2022~~

Policy Type:

Internal Policy

Review Date:

This policy shall be reviewed every three (3) years.

Responsible Body:

~~Executive Committee and Advocacy Committee~~

Designated Executives and Staff Members:

Senior Marketing & Communications Manager/Policy Advisor, President/VP Academic and University Affairs

Authority:

AMS Code of Procedure Section II, Article 11(1)

“Council may create external and internal policies as well as combined policies.”

Purpose and Goals:

~~This policy outlines the roles and responsibilities relating to the administration of Society surveys, specifically, the Student Engagement Survey and the Academic Experience Survey. It also outlines the process for the formulation of questions, and implements a standardized timeline for the survey development and distribution. This policy also outlines procedures on how additional surveys may be conducted.~~

Surveys are an increasingly important means for collecting information that can be used to understand and improve the student experience. The purpose of this Policy is to maximize the benefits from surveys run by the AMS and minimize survey redundancy. This Policy outlines the roles and responsibilities relating to the development and administration of surveys by the AMS to AMS Members. It also provides specific information relating to the development and administration of AMS Annual Surveys - the Student Engagement Survey and the Academic Experience Survey - and this Policy also outlines procedures on how additional Ad Hoc surveys may be conducted.

Applicability:

~~This policy applies to all AMS created surveys sent to the entirety of the AMS Membership.~~

This policy only applies to surveys that are AMS Surveys.

Exclusions:

~~This Policy does not apply to surveys that are not distributed to the entirety of the AMS membership.~~

This Policy does not apply to surveys that are not AMS Surveys; surveys that are distributed by the University of British Columbia, Constituencies, and Clubs are not AMS Surveys and are not covered by this Policy.

Definitions:

For the purposes of this policy and in all other policies in which they are not otherwise defined:

- ~~1. **Academic Experience Survey:** Questionnaire distributed with the purpose of gathering data on students' *academic* experiences at UBC.~~
 - ~~2. **Student Engagement Survey:** Questionnaire distributed with the purpose of gathering data on students' experiences with the AMS.~~
 - ~~3. **Membership Survey:** Any survey sent to the AMS Membership, on behalf of the AMS.~~
 - ~~4. **Stakeholder:** Any group, external or internal to the AMS, (constituencies, staff, specific offices, units etc.) that has a stake in the construction and implementation of the AES.~~
1. **AMS Surveys:** Surveys that are created and distributed by the Alma Mater Society of UBC Vancouver, distributed to AMS Members (as defined in the AMS Bylaws), and request information from AMS Members to advance the mission of the AMS (as defined in the AMS Mission Statement). AMS Surveys may be targeted at the entire AMS Membership or they may focus on a specific group of AMS Members. There are two categories of AMS Surveys which are Annual Surveys and Ad Hoc Surveys.
 2. **Annual Surveys:** AMS Surveys that are conducted once each Academic Year and are sent directly to all AMS Members via email. Annual Surveys include the Student Engagement Survey and the Academic Experience Survey.
 - a. **Student Engagement Survey:** Questionnaire distributed in term one of the winter session of the Academic Year with the purpose of gathering data on students' experiences with the AMS.
 - b. **Academic Experience Survey:** Questionnaire distributed in term two

of the winter session of the Academic Year with the purpose of gathering data on students' *academic* experiences at UBC.

3. **Ad Hoc Surveys:** Any AMS Survey that is not conducted annually and is not sent directly to all AMS Members via email. Ad Hoc Surveys may run any time throughout the Academic Year.
4. **Stakeholder:** Any group, external or internal to the AMS, that is involved with, or impacted by, the development, administration, or outcomes of an AMS Survey. Common Stakeholders include - but are not limited to - Constituencies, the VP Academic Caucus, AMS Staff and Executives, and external contractors.
5. **Academic Year:** The annual period of academic sessions of UBC as defined in the UBC Vancouver Academic Calendar.

Policy:

General

1. All AMS Surveys are to be created and administered for the purpose of furthering the AMS Mission to improve the quality of the educational, social, and personal lives of the students of UBC. To achieve this, all AMS Surveys are to be administered according to best research and survey principles, including:
 - a. Promoting good survey methodology and design
 - b. Encouraging the communication of survey results with the AMS community and relevant Stakeholders
 - c. Avoiding the collection of duplicate information and survey redundancy
 - d. Reducing possible survey fatigue by limiting the number of surveys and coordinating the timing of surveys for UBC students
2. AMS Surveys will be created and distributed in accordance with the AMS's Responsible Use of Student Contact Information Policy (CM2), the AMS's Privacy Policy (SR1), PIPA, and other relevant privacy and information legislation.
 - a. If an AMS Survey collects any personal information the survey will make clear the purpose(s) of collecting that personal information and what that personal information will be used for. For example, the collection of personal email addresses for the purpose of awarding prizes.

Annual Surveys

1. The AMS shall only run two Annual Surveys every year: the AMS Student Engagement Survey (SES) and the Academic Experience Survey (AES). Annual Surveys provide a comprehensive overview of student and academic topics and help

inform AMS priorities and advocacy year over year.

2. Student Engagement Survey (SES)

- a. The Purpose of the SES is to collect information on students' experience with the AMS as an organization. Questions to collect information on are organized into the following themes:
 - i. AMS Services
 - ii. AMS Businesses
 - iii. AMS Nest
- b. The SES is to be distributed in term one of the winter session of the Academic Year. The AMS President is responsible for organizing and administering the SES in consultation with the Executive Committee.
- c. The President, and the Executive Committee, shall ensure that they adequately consult with AMS personnel and relevant Stakeholders on the questions to be included in the survey.
- d. The SES shall open the week of the AMS Annual General Meeting and will remain open for the following 4 weeks. For clarity, this means that the SES will typically be open between late October to late November.
 - i. Based on response rates, the President may decide to extend the SES close date.
- e. After having collected the data, the Office of the President shall facilitate a presentation to Council outlining the data and key findings from the survey. At this time the Office of the President shall also submit a report to Council outlining the collected data, with recommendations based on the data collected.

3. Academic Experience Survey (AES)

- a. The purpose of the AES is to collect information on the academic experiences of UBC students in order to support the AMS's data-driven approach to student advocacy to the university. Questions to collect information on the academic experience are organized into the following themes:
 - i. Demographics
 - ii. Academics
 1. Communication of course expectations
 2. Grading and Assessment
 3. Exam Hardship
 4. Academic Integrity
 5. Time to complete degree
 - iii. Constituency-specific questions
 - iv. Education Affordability
 1. Course and Textbook Expenses
 2. Tuition
 3. Personal Finances
 4. Expected Debt upon Graduation

- v. Wellbeing
 - 1. Academic impact on mental health
 - vi. Safety
 - vii. Post-Graduation
- b. The AES is to be distributed in term two of the winter session of the Academic Year. The AMS Vice President, Academic and University Affairs (VPAUA) is responsible for organizing and administering the AES.
- c. Preparation for the AES shall begin a minimum of two (2) months in advance of the survey's release date.
- i. Two months prior to the AES release date, the VPAUA shall send an invitation to submit a **maximum of five** questions for that year's AES to each Constituency for constituency-specific questions. These questions will only be asked to those who select the corresponding constituency in the demographics section. The purpose of this is to allow constituencies an opportunity to collect data to understand the experiences at a faculty or school level.
 - ~~1. The call for questions shall request the proposed questions be placed in ranked order, with a rationale attached to each proposed question. This will help to ensure that questions are justifiable, and identified in a priority sequence by each stakeholder.~~
 - ii. The VPAUA shall also consult with the AMS Advocacy Committee, AMS executives, AMS Marketing and Communications Manager, AMS Policy Advisor, external contractors, and other relevant personnel in preparation for the AES.
- d. The AES shall be open for the four (4) weeks leading up to the term two reading week and the survey will close at the beginning of the term two reading week. For clarity, this means that the AES will typically be open between mid-January to mid-February.
- i. Based on response rates, the VPAUA may decide to extend the AES close date to the end of the term two reading week.
- e. Analysis of data and development of recommendations shall be completed by the VPAUA within six (6) weeks of the AES close date. The VPAUA shall do this work with support from relevant Stakeholders, including - but not limited to - AMS Staff, AMS Executives, AMS Committees, and external contractors. For clarity, as part of the analysis and recommendations, within six (6) weeks of the AES close date, the VPAUA shall:
- i. Write a report on the results of the AES
 - 1. The report shall include a high-level overview of results and recommendations for improving the academic experience

- ii. Present the results of the AES to AMS Council
- f. The results and recommendations from each AES shall also be presented to University leadership and every effort shall be made to incorporate the recommendations into AMS advocacy efforts for the following year.
- g. If external contractors or organizations are hired to help with the AES, the VPAUA shall review the work done by the contractor upon the completion of the AES. The VPAUA shall work with AMS Finance Committee to determine whether they wish to renew the contract(s) with the previous external organization(s), amend the contract(s) with the previous external organization(s), or terminate the contract(s) with the previous external organization(s). If the VPAUA decides to not use an external contractor or organization, they must present a plan to AMS Council on how they will run the survey themselves.

Ad Hoc Surveys

1. The AMS may run Ad Hoc Surveys throughout the year. While there is no limit on the amount of Ad Hoc Surveys that the AMS may administer, all surveys should be developed in alignment with best research and survey principles, with the purpose of furthering the AMS Mission, and in compliance with this Policy. All Ad Hoc Surveys should aim to include the following characteristics/information:
 - a. The name of the survey.
 - b. The person, unit, or department responsible for the survey.
 - c. The purpose of the survey.
 - d. A description of the proposed survey sample and rationale for sample selection.
 - e. The intended method of survey administration (i.e. email, social media, etc.).
 - f. The proposed survey administration schedule, including:
 - i. Dates the survey will be administered, including dates for any reminder notifications and pre- or post-notifications to encourage participation
 - ii. Frequency of survey administration
 - g. A description of any planned incentive program for survey respondents.
 - h. An explanation of how information from the survey will be used and how confidentiality and anonymity will be addressed in the survey
2. AMS departments or individuals that are interested in conducting an AMS Ad Hoc Survey are encouraged to consult with the AMS Communications Manager or the AMS Policy Advisor to ensure their surveys are developed in alignment with best survey practices.
3. AMS Executives & Ad Hoc Surveys
 - a. AMS Executives should identify at the beginning of their terms (when they are

developing their goals) if they will be conducting Ad Hoc Surveys. If an Executive is proposing an Ad Hoc Survey, they must first consider the following:

- i. If the data from the proposed survey can be found from other sources or surveys
- ii. If the data from the proposed survey is found in the AMS Annual Surveys
- iii. If their proposed survey or questions can be incorporated into the AMS Annual Surveys
- iv. If their proposed survey can be combined with the surveys of other AMS Executives

Consultations:

The following groups have been consulted during the development of this policy:

- AMS Advocacy Committee
- Insights West
- Executive Committee

History:

This is the ~~second~~ *third* draft of the first version of the policy.

The AMS has been conducting the AES since 2012. Questions have varied inconsistently from year-to-year, limiting the ability of the AMS VP Academic and University Affairs to show changeover time in data. The policy also seeks to minimize overlap with UBC's Undergraduate Experience Survey (UES) **and ensure the AES maintains an academic experience lens**. This policy differentiates the AES from the Nest Experience Survey, and the most recent drafting removes AMS-specific questions from the Appendix accordingly.

Related Policies:

No related policies

Appendix/Appendices:

~~A. The following information will be requested in the Academic Experience Survey on the following bases (wording of the questions required to gather this information shall be determined by the Vice President, Academic and University Affairs in consultation with the External Organization(s)):~~

~~1. Once every year:~~

~~——— v. Demographics (gender, age, sexual orientation, ethnicity, domestic/international, full/part-time, graduate/undergraduate, faculty, year level, parent/guardian status)~~

~~vi. Time to complete degree~~

~~vii. Estimated expenses on textbooks and other course materials~~

~~viii. Frequency of experiencing discrimination (race or ethnicity, gender,~~

age, religious Beliefs, Sexual Orientation, Disability/Ability)

ix. University satisfaction statements (strongly agree to strongly disagree)

1. Overall, I am satisfied with my university experience
2. Overall, I am receiving good value for my tuition fees
3. The University cares about what students think about the cost of education.

x. Campus community statements (strongly agree to strongly disagree)

1. I feel safe on campus at night
2. I feel a sense of belonging on campus

xi. Agreement with statements about personal finances

1. Overall, I think I can manage my finances
2. I worry about how to pay for textbooks and class materials
3. I worry regularly about how to pay my tuition and other expenses
4. I experience financial hardship related to my tuition and other expenses
5. If I had an unexpected financial emergency, I would know how to access emergency funding
6. I might need to abandon my studies at UBC due to financial reasons

2. At least once every two years:

i. Reasons for not completing degree in four years

ii. Awareness, Use, and helpfulness of UBC Services for Academic Success

iii. Awareness, Use, and helpfulness of UBC Services for Mental Health/Well-Being

iv. Expected debt at graduation (No debt, Don't Know, Give an Estimate)

v. Current housing/living situation (including housing insecurity)

vi. Past year concern about sufficient food

vii. Post-Graduation plans (job seeking, graduate school, professional program, continued employment, additional undergraduate school)

viii. To what extent did you consider the following in selecting UBC (significant reason, somewhat of a reason, not a reason)

1. Good overall reputation
2. Provides high quality education
3. Well known and respected internationally
4. Proximity to the City of Vancouver
5. Attractive campus
6. Proximity to home
7. Excellent teachers/instructors
8. West coast lifestyle
9. Vibrant student life
10. Prepares graduates for the workforce

- 11. ~~Fosters leading research and development~~
- 12. ~~Financial cost of tuition~~
- 13. ~~Supports experimental thinking and innovation~~
- 14. ~~Scholarships~~
- 15. ~~Athletics~~
- ix. ~~Resources relied on for financial support~~
 - 1. ~~Parents/other family~~
 - 2. ~~Spouse/partner~~
 - 3. ~~Part-time Employment~~
 - 4. ~~Full-time Employment~~
 - 5. ~~Scholarship, bursaries, or other awards~~
 - 6. ~~Personal Savings or inheritance~~
 - 7. ~~Student Loans (government)~~
 - 8. ~~Student Loans (private)~~
 - 9. ~~UBC emergency funding/financial aid~~
- x. ~~Frequency of participation in textbook activities~~
 - 1. ~~Bought a textbook or other course material and didn't use it, or rarely used it, throughout the term~~
 - 2. ~~Went without a textbook or other course resources because it didn't seem useful~~
 - 3. ~~Used and outdated version of a textbook or other course resource to avoid paying for a more recent edition~~
 - 4. ~~Went without a textbook or other course resources due to cost~~
 - 5. ~~Accessed a textbook or other course resource illegally from sources other than the bookstore~~
- xi. ~~Sense of connection to the UBC Thunderbirds and varsity athletics~~