

FEEDBACK AND SURVEYS POLICY AND PROCEDURE



CONTENTS

1	PURPOSE.....	1
2	SCOPE.....	1
3	POLICY STATEMENT	2
4	PROCEDURE	2
	Approval process	3
	Research surveys	4
	Student evaluation surveys.....	4
	Blackout periods.....	4
	Incentives	5
5	RESPONSIBILITIES	5
	Compliance, monitoring and review.....	5
	Reporting.....	5
	Records management.....	5
6	DEFINITIONS	6
	Terms and definitions.....	6
7	RELATED LEGISLATION AND DOCUMENTS.....	6
8	FEEDBACK.....	6
9	APPROVAL AND REVIEW DETAILS.....	7

1 PURPOSE

- 1.1 This policy and procedure establishes CQUniversity's framework for the collection, use and storage of [feedback](#) and [survey](#) data.

2 SCOPE

- 2.1 This policy and procedure applies to feedback and surveys prepared by CQUniversity employees, students, and external individuals or organisations, for any purpose and regardless of the distribution method, that seek to engage with key stakeholders of the University, including:
- prospective students
 - current students
 - employees, and
 - alumni.
- 2.2 This policy and procedure does not apply to:
- internal stakeholder groups established and endorsed for consultation and feedback such as committees and working groups
 - interviews and focus groups
 - feedback provided to students in relation to assessment or other learning activities
 - feedback as part of the employee performance management process
 - Australian Government mandated surveys
 - feedback associated with the University's performance ratings and rankings, and

- instances of feedback covered by other policy documents and legislation, including but not limited to:
 - [Assessment Policy and Procedure \(Higher Education Coursework\)](#)
 - [Complaints Policy and Procedure](#)
 - [CQUniversity Enterprise Agreement 2017](#), and
 - [Evaluation of Teaching Policy and Procedure](#).

3 POLICY STATEMENT

- 3.1 The University supports the use of feedback and surveys for the collection of data as part of an evidence-based approach to inform a variety of purposes, including but not limited to:
- continuous improvement and evaluations
 - marketing purposes
 - assessing satisfaction and sentiment
 - benchmarking and external referencing
 - regulatory compliance and reporting, and
 - research.
- 3.2 The University aims to facilitate engagement with surveys that are deemed of high importance to minimise survey-fatigue among respondents.
- 3.3 Feedback and survey data will be managed lawfully and ethically, in line with Queensland's [Information Privacy Act 2009](#), the University's [Privacy Policy and Procedure](#), and the provisions in this policy and procedure.
- 3.4 Feedback and survey data used for learning analytics must align with the [Learning Analytics Policy and Procedure](#) and the [Data Governance Framework](#). In line with the Learning Analytics Policy and Procedure, student feedback must not be used to determine a student's marks or grade or be used for formal assessment.
- 3.5 Feedback and surveys must adhere to sound principles of survey design and methodology (see the [Surveys StaffNet page](#)) and have a clear purpose and intention. Feedback and surveys must comply with the [Code of Conduct](#) and must not encourage discrimination, bullying, or other behaviours deemed inappropriate by the University.
- 3.6 The University follows the [Five Safes Risk Assessment Framework](#) and the University's Privacy Policy and Procedure in decisions to provide mediated access to sensitive data.

4 PROCEDURE

- 4.1 Feedback and surveys must be administered through the University's preferred platform where possible. The Surveys StaffNet page provides further details.
- 4.2 The design of feedback and surveys must minimise survey fatigue by:
- using a format that is not complicated or onerous to complete
 - reducing the number of questions asked or surveys administered (where possible), and
 - avoiding the collection of existing information that is already accessible within University systems (e.g., course or enrolment information from the University's student management systems).
- 4.3 Feedback and surveys collecting personal information must include a collection notice (or information sheet) which, as a minimum, advises the recipient of the purpose for which the information is being collected, any law that requires the information to be collected (if applicable), and to which entities the information will be disclosed. Other recommended details include:
- advice that participation is voluntary

- whether respondents will be informed of outcomes as a result of their feedback
- method of survey distribution
- timeframe for administration of the survey
- information on where a summary of the data and its findings can be accessed
- a summary of what the data will and can be used for, and
- the terms and conditions associated with any incentives.

Further details on collection notice requirements are provided in the Collection Notices Information Sheet available from the [Privacy StaffNet page](#).

- 4.4 The content and purpose of recurrent feedback and surveys must be reviewed at least every three years to ensure they remain fit for their intended purpose. An alternative timeframe for review may be specified during the approval process.
- 4.5 Where it may be reasonably anticipated that the completion of feedback or surveys could have an impact on a respondent's wellbeing (i.e., cause psychological distress), information about how to contact relevant support services should be included. This may include the University's student counselling services and Employee Assistance Program (EAP) provider, or external service providers, as relevant.
- 4.6 Feedback or survey owners must consider the risks to the wellbeing of those viewing feedback or survey data and include strategies to monitor and manage this risk.

Approval process

- 4.7 A completed Request to Survey Form must be submitted for approval at least 15 business days in advance of the proposed survey date when surveying any stakeholder group outlined in the scope of this policy. Approval delegates are:

Feedback or Survey Owner	Approver
Professional employees	Head of business area (e.g., Deputy Vice-President, Dean of School, Director)
Educators	Dean of School or Deputy Dean Learning and Teaching (or equivalent)
Researchers (employees or students)	As per existing School processes
Non-University employees or students (including external researchers, organisations)	Head of the relevant business area (e.g., Deputy Vice-President, Dean of School, Director)

- 4.8 Changes to the timing of approved surveys must be communicated to the approval delegate at least five working days prior to its intended release.
- 4.9 On approval by the delegate above and prior to the survey distribution, the Coordinator Learning Analytics must be notified of the upcoming feedback and/or survey. The Coordinator Learning Analytics may provide feedback or impose additional requirements on conducting a feedback or survey.
- 4.10 The Director Educational Quality and Integrity is responsible for resolving any disputes regarding additional requirements that may be imposed.
- 4.11 Surveys that do not comply with this policy and procedure may not be approved for release.
- 4.12 [Population custodians](#) (see [Responsibilities](#)) will determine the communication channels for distributing surveys to the relevant stakeholder groups. Surveys will be listed in existing designated communication channels (e.g., newsletters, broadcasts, etc.) for respondents to opt-in unless exemptions are granted to make direct contact with stakeholders.
- 4.13 Feedback and surveys that are exempt from the approval process include those that are:
- approved by a Senior Executive

- a core University survey as set out in policy documents (and listed on the Surveys StaffNet page)
- an Australian government mandated survey, or
- a survey approved by Academic Board, the University Management Committee, or University Council.

Research surveys

- 4.14 Surveys for research or publication purposes must have the appropriate ethics clearances in line with the [Research Involving Humans and/or Animals for Ethical Clearance Policy and Procedure](#). It is the survey owner's responsibility to secure ethics clearance if applicable.
- 4.15 Survey data collected for research and publication must comply with the [Research Data Management Policy and Procedure](#).
- 4.16 Survey requests from non-University employees or students must be accompanied by the supporting research ethics approval and other documentation as requested.
- 4.17 It is the responsibility of the survey owner to ensure intellectual property and copyright requirements are adhered to.

Student evaluation surveys

- 4.18 Student evaluations are a class of core University surveys, managed by the Educational Quality and Integrity Directorate (EQID), that provide the University with a learner-centric view of all higher education units for continuous improvement purposes.
- 4.19 A consistent online approach is taken to run student evaluations for each unit, in each term and year. EQID will communicate details of the survey approach to Tertiary Education Division employees before student evaluations go live each term.
- 4.20 Educators are encouraged to promote participation in student evaluations.
- 4.21 The Digital Services Directorate is responsible for the technical implementation of student evaluations.
- 4.22 EQID is responsible for analysing and distributing student evaluations data to the relevant employees.
- 4.23 Student evaluation data and feedback may be reported in Annual Unit Enhancement Reports (AUER), Annual Course Enhancement Reports (ACER), and Five Yearly Course Reviews (FYCR). Necessary improvements and actions must be identified, where relevant.
- 4.24 Unit Coordinators will communicate previous student feedback (and any associated recommendations) through the Unit Profile.
- 4.25 General information on student evaluations can be accessed on the Surveys StaffNet page. Further information on student evaluation of teaching can be found in the [Evaluation of Teaching Policy and Procedure](#).

Blackout periods

- 4.26 Blackout periods will be coordinated to minimise over-surveying of University stakeholder groups in line with relevant events and core University and Australian Government mandated survey periods.
- 4.27 All other surveys must be conducted outside of survey blackout periods identified on the Surveys StaffNet page.
- 4.28 For a list of the core University and Australian Government mandated surveys, refer to the Surveys StaffNet page. To apply for a new core or Australian Government mandated survey to be added to the survey blackout periods, the Learning Analytics Team must be notified of the survey, its intention and implementation date, at the earliest instance.

- 4.29 Surveys of high importance or a time sensitive nature may be approved to run during a blackout period by:
- a member of the Senior Executive
 - the relevant population custodian, or
 - the Director Educational Quality and Integrity.

Incentives

- 4.30 The terms and conditions for incentives or prizes must comply with legal and ethical obligations. Terms and conditions for any incentives must be communicated either in the request for participation or at the beginning of the survey.
- 4.31 It is the responsibility of the survey owner to honour any incentives or prizes offered to respondents for participation.
- 4.32 Communication of winners may be publicised where this complies with the terms and conditions. The population custodian will determine the suitability of such communications.

5 RESPONSIBILITIES

Compliance, monitoring and review

- 5.1 The Deputy Vice-President (Education Strategy and Innovation) has overall responsibility for implementing, monitoring, reviewing, and ensuring compliance with this policy and procedure.
- 5.2 The Digital Services Directorate has responsibility for the technology that supports this policy and procedure, including the security and access of University data.
- 5.3 Population custodians are responsible for maintaining contact lists and providing access to the University's key stakeholder groups as follows:
- Student Communications – current students
 - Marketing – prospective students
 - Alumni Relations and Advancement Services – alumni, and
 - Corporate Communications – employees.

Reporting

- 5.4 [Centralised feedback and survey](#) data will be presented in University dashboards. Data reports will be prepared for committees in accordance with their reporting schedules. Where feedback or survey data is reported, employees must indicate which sources have been used. Non-centralised feedback and survey data will be presented in line with the stated intention and purpose of the feedback or survey.
- 5.5 EQID is responsible for analysing, distributing, and/or reporting on data and trends from select higher education and vocational education and training (VET) surveys as required by governance bodies and Senior Executives. The list of EQID managed surveys is available on the Surveys StaffNet page.
- 5.6 Where possible, the outcomes from feedback or survey results will be reported to respondents.

Records management

- 5.7 Where possible, the University will follow the [FAIR Data Principles](#) in relation to storage and accessibility of datasets owned by the University.
- 5.8 Employees must manage records in accordance with the [Records Management Policy and Procedure](#). This includes retaining these records in a recognised University recordkeeping information system.

- 5.9 University records must be retained for the minimum periods specified in the relevant [Retention and Disposal Schedule](#). Before disposing of any records, approval must be sought from the Records and Privacy Team (email records@cqu.edu.au).

6 DEFINITIONS

- 6.1 Terms not defined in this document may be in the University [glossary](#).

Terms and definitions

Business area: a significant organisational unit within the University such as directorates, offices, and schools.

Centralised feedback and surveys: mechanisms that are administered by a single business area, collecting responses into a single, central repository within the University's data warehouse for use across the university.

Feedback: the collection of data through gathering stakeholder opinions, thoughts, suggestions, or sentiment at any time after the stakeholder has engaged with a service, facility, resource, or event.

Feedback and survey platform: the software/application used to facilitate feedback or surveys.

Population custodians: employees holding the position responsible for maintaining contact lists and providing access to the University's key stakeholder groups, as identified in section [5.3](#).

Respondents: key stakeholders who provide feedback or survey responses.

Survey: a collection of questions, provided to respondents in paper or online formats, to obtain information or data.

7 RELATED LEGISLATION AND DOCUMENTS

[Code of Conduct](#)

[Evaluation of Teaching Policy and Procedure](#)

[FAIR Data Principles](#)

[Five Safes Risk Assessment Framework](#)

[Learning Analytics Policy and Procedure](#)

[Information Privacy Act 2009](#) (Qld)

[Privacy Policy and Procedure](#)

[Research Data Management Policy and Procedure](#)

[Research Involving Humans and or Animals for Ethical Clearance Policy and Procedure](#)

8 FEEDBACK

- 8.1 Feedback about this document can be emailed to policy@cqu.edu.au.

9 APPROVAL AND REVIEW DETAILS

Approval and Review	Details
Approval Authority	Vice-Chancellor and President
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