



## UTAH VALLEY UNIVERSITY Policies and Procedures

<b>Proposed Policy Number and Title:</b> <b>131 Email Distribution of Surveys</b>		
Current Policy Number and Title:    N/A		
<b>Approval Process*</b>		
<input checked="" type="checkbox"/> Regular	<input type="checkbox"/> Temporary	<input type="checkbox"/> Compliance Change
<input checked="" type="checkbox"/> New <input type="checkbox"/> Revision <input type="checkbox"/> Revision—Limited Scope <input type="checkbox"/> Deletion	<input type="checkbox"/> New <input type="checkbox"/> Revision <input type="checkbox"/> Revision—Limited Scope	<input type="checkbox"/> New <input type="checkbox"/> Revision—Limited Scope <input type="checkbox"/> Deletion
*See UVU Policy 101 <i>Policy Governing Policies</i> for process details.		

<b>Draft Number and Date:</b>	<u>Stage 1 Regular, February 20, 2026</u>
<b>President’s Council Sponsor:</b>	<u>Marilyn Meyer</u>
<b>Policy Steward:</b>	<u>Taylor Lovell</u>

POLICY APPROVAL PROCESS DATES		
REGULAR	TEMPORARY	COMPLIANCE
<b>Drafting and Revision</b> Entrance Date: <u>4/10/2025</u>	<b>Drafting and Revision</b> Entrance Date: _____	<b>President’s Council Approval</b> Approval Date: _____
<b>University Entities Review</b> Entrance Date: <u>2/26/2026</u> Close Feedback: <u>4/30/2026</u>	<b>Board of Trustees Review</b> Entrance Date: _____ Approval Date: _____	<b>Board of Trustees Ratification</b> Ratification Date: _____
<b>Board of Trustees Review</b> Entrance Date: _____ Approval Date: _____		



# UTAH VALLEY UNIVERSITY

## Policies and Procedures

<b>POLICY TITLE</b>	Email Distribution of Surveys	<b>Policy Number</b>	131
<b>Section</b>	Governance, Organization, and General Information	<b>Approval Date</b>	
<b>Subsection</b>	Publications, Reports, Research, and Records	<b>Effective Date</b>	
<b>Responsible Office</b>	Office of the Vice President of People and Culture	<b>Last Review</b>	

### 1.0 PURPOSE

1 **1.1** This policy establishes a university-wide process for requesting lists of email addresses for  
2 conducting surveys of current students and employees. Its purpose is to coordinate the timing  
3 and audience size of email-based surveys to protect response rates and reduce survey fatigue.

### 2.0 REFERENCES

- 4 **2.1** *Family Educational Rights and Privacy Act (FERPA)*, 20 U.S.C. § 1232g (1974)
- 5 **2.2** Policy 116 *Student Communication*
- 6 **2.3** Policy 132 *Institutional Survey Data Collection and Privacy*
- 7 **2.4** Policy 138 *Institutional Review Board*

### 3.0 DEFINITIONS

- 8 **3.1 Employee:** Any individual who is employed part-time or full-time by the University, for  
9 salary or wages, including staff, administrators, and faculty.
- 10 **3.2 Institutional survey data:** Data that are acquired or maintained by university employees in  
11 the performance of official administrative duties are relevant to planning, managing, operating,  
12 assessing, or auditing a major administrative function of the University.
- 13 **3.3 Institutional Review Board (IRB):** A body of university faculty researchers and other  
14 appointed members of the university community, including appointed members of the public,  
15 whose function is to review proposed research involving human subjects to ensure the rights of  
16 the human subjects are protected and the risk of harm is minimized.
- 17 **3.4 Research:** A systematic study directed toward enhanced scientific or scholarly knowledge or  
18 toward understanding of the subject matter, or the use of such knowledge or understanding  
19 directed toward the production of useful materials, devices, systems, or methods.



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20 **3.5 Researcher:** For the purposes of this policy, an individual, group, or organization engaged in  
21 data collection from or about the University and/or its constituents. This excludes those involved  
22 in institutional data collection for the performance of official university duties.

23 **3.6 Respondent:** An individual who responds to a survey.

24 **3.7 Student:** An individual enrolled in at least one credit-bearing course during the current  
25 semester.

26 **3.8 Survey:** A systematic method of collecting information from individuals, typically through  
27 structured questionnaires or interviews, for the purpose of research, assessment, evaluation, or  
28 decision-making.

29 **3.9 Surveyor:** An individual or group who initiates, designs, distributes, or administers a survey.

### 4.0 POLICY

#### 30 **4.1 Scope of Policy**

31 **4.1.1** This policy applies to email-based surveys intended for current students and/or employees.  
32 It does not apply to surveys intended for prospective or former students and/or employees.

#### 33 **4.2 Exemptions**

34 **4.2.1** Some surveys are exempt from this policy because they are limited in scope, part of regular  
35 university operations, or otherwise have a low impact. The following types of surveys do not  
36 require formal approval:

37 **4.2.1.1** Course Evaluation Surveys (CES)

38 **4.2.1.2** Surveys administered exclusively within a class as part of instruction for that class

39 **4.2.1.3** Feedback surveys sent to attendees of an event

40 **4.2.1.4** Satisfaction surveys sent to someone after using a service

41 **4.2.1.5** Student or employee organizations surveying only their members (e.g., student clubs,  
42 employee department)

43 **4.2.1.6** Surveys with fewer than 300 potential participants

#### 44 **4.3 Survey Coordination**



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- 45 **4.3.1** The Office of Institutional Engagement and Effectiveness (IEE) is responsible for  
46 coordinating survey efforts at UVU.
- 47 **4.3.2** Surveyors who would like to obtain a list of email addresses to use in a survey must  
48 coordinate with IEE on the timing and audience size of their survey.
- 49 **4.3.3** Survey timing and audience size may be adjusted based on the number of surveys the target  
50 population has recently received or will soon receive.
- 51 **4.3.4** Institutional surveys or time-sensitive surveys may be given priority over other surveys.
- 52 **4.3.5** Survey instruments used in IRB-approved academic research are not subject to  
53 modification by IEE.
- 54 **4.3.6** Entities external to UVU that want to acquire a list of email addresses to survey UVU  
55 students or employees must partner with an individual or group within UVU who will act as the  
56 surveyor.
- 57 **4.4 IRB Approval**
- 58 **4.4.1** Surveys intended for publication or other use outside of the University must receive  
59 approval or exemption from the IRB (see Policy 138 *Institutional Review Board*).
- 60 **4.5 Anonymity and Confidentiality**
- 61 **4.5.1** Survey respondents must be informed about whether their responses will be anonymous,  
62 confidential, or identifiable. Anonymous surveys must not link any personally identifiable  
63 information to individual responses. Confidential surveys may include personally identifiable  
64 information for analysis, but this information must only be available to the research team and  
65 must not be reported in a way that could reveal an individual respondent.
- 66 **4.5.2** Individual survey responses may be made available if the respondent has given express  
67 consent. This consent may be collected as part of the survey.

### 5.0 PROCEDURES

- 68 **5.1** An individual or university entity who wishes to initiate a new survey must follow the steps  
69 outlined below:
- 70 **5.1.1 Check for policy exemptions.** If the survey is on the list of exemptions (section 4.2), the  
71 surveyor does not need to follow the remaining steps. Surveyors who need assistance  
72 determining whether their surveys are exempt should contact IEE.



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73 **5.1.2 Obtain IRB approval.** If their survey needs IRB approval, surveyors should contact the  
74 IRB as early in this approval process as possible to submit the necessary documents.

75 **5.1.3 Submit proposal to IEE.** Surveyors should submit the following documents via email to  
76 the Associate Director of Data Collection and Research:

77 **5.1.3.1** Survey instrument

78 **5.1.3.2** Distribution plan, including timing and audience size.

79 **5.1.3.3** IRB approval (if necessary)

### 80 **5.2 Survey Review and Finalization**

81 **5.2.1** IEE will review the survey proposal to determine whether there needs to be any changes  
82 made to the timing or audience size of the project (per section 4.3.3). Any such changes will be  
83 coordinated with the initiator of the survey request.

84 **5.2.2** IEE will deliver the requested email list within three business days of approval of the  
85 distribution plan of the survey. Note that student email lists typically do not become available  
86 until after the add/drop deadline of a given semester.

POLICY HISTORY		
<b>Date of Last Formal Review:</b> <a href="#">Click here to enter a date.</a>		
<b>Due Date of Next Review:</b> <a href="#">Click here to enter a date.</a>		
Date of Last Action	Action Taken	Authorizing Entity
	New policy approved through regular policy process.	UVU Board of Trustees



# UTAH VALLEY UNIVERSITY

## Policies and Procedures

### POLICY 131 EXECUTIVE SUMMARY

<b>Policy Number and Title:</b> 131 Survey Distribution	
<b>Date:</b>	April 7, 2025
<b>Sponsor:</b>	Marilyn Meyer
<b>Steward(s):</b>	Taylor Lovell
<b>Policy Process:</b>	Regular
<b>Policy Action:</b>	New
<b>Policy Office Editor:</b>	Miranda Christensen
<b>Embedded Attorney:</b>	Cathy Jordan

**Issues/Concerns (including fiscal, legal, and compliance impact):**

Currently, at UVU, any student or employee who can obtain a UVU email address can send any number of surveys to any number of people. This can lead to students and employees receiving too many surveys or receiving multiple surveys at the same time. If recipients feel they are being over-surveyed, they will be less likely to respond to future surveys and response rates will drop.

We are seeing a downward trend in survey response rates. For example, here are the response rates for the Fall Student Opinion Survey from the last five years:

- 2020: 11.6%
- 2021: 9.2%
- 2022: 8.6%
- 2023: 7.0%
- 2024: 7.4%

**Suggested Changes:**

This new policy will

- Coordinate survey efforts across campus to minimize survey fatigue and project overlap
  - Formalize the process by which surveyors can acquire student and employee information and how that information can be used for surveys
- Support the strategic planning and scheduling of surveys to maximize response rates and data quality
- Ensure UVU decision-makers have access to high-quality information to guide informed decision-making
- Designate which UVU positions are responsible for the survey approval process
- Define which surveys are exempt from this policy (e.g., in-class surveys, event evaluations, SRIs, less than 300 participants)

**Requested Approval from President’s Council:** Entrance to Stage 1



## UTAH VALLEY UNIVERSITY Policies and Procedures

**Proposed Drafting Committee:** Taylor Lovell, Jennifer Shubert, Derek Kent, Justin Jones, Cade Bloomer, Canyon Moser, Rynell Lewis, Megan Densley, Nizhone Meza

**Target Date for Stage 1 Draft to Enter Stage 2:** TBD

**Target Date for Board of Trustees Review:** TBD