



POLICY 131 EXECUTIVE SUMMARY

Policy Number and Title: 131 Survey Distribution

Date:	April 7, 2025
Sponsor:	Marilyn Meyer
Steward(s):	Taylor Lovell
Policy Process:	Regular
Policy Action:	New
Policy Office Editor:	Miranda Christensen
Embedded Attorney:	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)



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Requested Approval from President's Council: Entrance to Stage 1

Proposed Drafting Committee: Taylor Lovell, Jennifer Shubert, Derek Kent, Justin Jones, Cade Bloomer, Canyon Moser

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

Target Date for Board of Trustees Review: TBD