

# Policy on Annual Undergraduate Survey

**Oversight Body:** Policy Committee

**Date Passed by Council:** May 8th 2019

**Date of Next Review:** April 2022

**Related policies, bylaws, legislation:**

## Definitions

“AUS”: Stands for Annual Undergraduate Survey

“Coordinator”: Refers to the Academic & Advocacy Coordinator

“Data Analyst”: An individual who is proficient in analysing, modeling and interpreting data. They must have a formal education in statistics and/or have professional work experience as a data analyst.

## Purpose

The Concordia Student Union’s central role is representing and advocating for students’ needs, concerns, and interests. The aim of the Annual Undergraduate Survey (AUS) is to gather student feedback on a range of areas to keep the CSU up to date on students’ experiences and issues at the university. The data will serve to:

- Update the CSU on student demographics
- Support CSU advocacy and projects
- Improve CSU services and resources
- Provide Concordia University with data on students’ needs, concerns, interests, and experiences, in order to move forward on changes that will improve the undergraduate student experience.
- Create a longitudinal data set to see how student feedback and experiences change and/or improve over time.

## Scope

1. This policy applies to the Academic & Advocacy Coordinator or their designate.
2. Any ordinary motion, resolution or regulation that deviates from these regulations can only be adopted with a clause stating that the motion operates regardless of the Code of Standing Regulations. The clause must state which article(s) are not to be applied

towards the motion. Such a motion requires a 2/3 majority vote and will cease to have effect four months following its approval.

3. The following is a list of general provisions to apply to this policy:
  1. English and French can be used equally in any Student Union Meetings
  2. Any individual, club or student association who wish to use the Student Union logo must get permission from the CSU.
  3. In the case of any discrepancy between these regulations and the By-Laws, the latter shall prevail.
  4. In the case of any discrepancy between these regulations and any other regulations, these regulations shall prevail.

## **Policy Statement**

### **Section 1: Duties of the Coordinator**

1.1 The Coordinator is responsible for preparing survey questions by:

1.1.1 Reviewing, editing, and, when necessary, adding survey questions.

1.1.2 Consulting relevant stakeholders and the Data Analyst when adding questions, to ensure the questions are phrased appropriately to provide useful data.

1.2 The Coordinator shall be responsible for the dissemination and outreach of the AUS by:

1.2.1 Working with the Communications Coordinator to input questions into an online survey platform (i.e. Jotform application) and schedule dissemination.

1.2.2 Working with the CSU Designers to ensure that the information is updated properly for the posters and social media design.

1.2.3 Coordinating in-person outreach (i.e. tabling) at both the Sir George Williams and Loyola Campus.

1.3 The Coordinator shall be responsible for contracting a qualified Data Analyst, in the case that there is no current employee with the qualifications, capacity, and job description to fulfill the tasks.

1.4 The Coordinator is responsible for writing a public report of the survey findings and recommendations based on the data.

1.4.1 The AUS report must be an easily readable document and accessible to those who do not have a background in statistics.

1.4.2 The AUS report must be available online on the CSU website, and promoted on social media.

1.5 The Coordinator is responsible for writing an Internal Report with recommendations of changes or adjustments for the next year's survey.

1.6 Under exceptional circumstances where the Academic & Advocacy Coordinator is unable to fulfill the responsibilities of the Annual Undergraduate Survey, they must find an Executive that is willing to take over the AUS for that year.

## **Section 2: Survey Questions**

2.1 The AUS questions must cover the following topics:

2.1.1 Students' experience in academia

2.1.2 Accessibility at Concordia

2.1.3 Discrimination, and sexual violence at Concordia

2.1.4 Student feedback on how the Concordia Student Union can better represent and support students.

2.2 The AUS shall include both quantitative and qualitative questions. Data from each type of question will be considered equally when possible.

2.3 The respondents of the AUS shall be anonymous, thus the survey shall not ask questions that directly reveal the respondents' identity (i.e. name, address, student ID). For a chance to win the survey incentive, a separate link shall be provided at the end of the survey where they can enter their identifying information separate from their answers (i.e. name and student ID).

## **Section 3: Communication and Outreach**

3.1 A minimum of 100 posters must be visible across the Sir George Williams Campus and Loyola Campus throughout the period that the survey is active. Posters must be placed in building locations that are visible to students from all faculties.

3.2 All advertisements must clearly outline the dates of when the survey is open, an easily readable link that directs students to the online survey, and any incentives for responding to the survey.

3.3 Communication and outreach must include information on the CSU website, e-newsletter, social media, and through any other media the Coordinator sees appropriate.

## **Section 4: Timeline**

4.1 The survey must be disseminated by the second Monday in January, and the survey shall be open for three weeks.

4.2 The AUS report must be finished by the third Monday in April, and presented at the CSU's Annual General Meeting or CSU Council of Representatives.

4.3 The Internal Report must be completed by the first Friday in May.

## **Section 5: Training**

5.1 The Coordinator shall train the incoming Academic & Advocacy Coordinator on the policy, procedure, and recommendations of improving the AUS, as well as direct them to the archives of past versions of the survey and Internal Reports from previous years.

5.2 If there is no incoming Coordinator, the newly elected General Coordinator must be informed.

## **Section 6: Archiving**

6.1 All AUS reports must be archived on the CSU website, except for the Internal Report which will be archived in the shared drive under "Academic & Advocacy Coordinator".

6.2 Past versions of the survey will be archived in the shared drive under "Academic & Advocacy Coordinator".