

 BOND UNIVERSITY	SURVEY POLICY
Policy Owner	Director of Strategy & Planning
Contact Officer	University Survey Manager, Office of Strategy & Planning
Endorsement Authority	Vice President Operations
Date of Next Review	August 2027

1. PURPOSE AND OBJECTIVES

Bond University conducts surveys in order to measure performance, identify and monitor continuous improvement initiatives, and as part of sector wide external benchmarking activities through government endorsed surveys for higher education.

The coordination of surveys is essential to reduce the frequency of administered surveys. The failure to coordinate surveys can result in over-surveying and a reduction in survey response rates which are critical to the reliability of results.

The purpose of this Policy is to ensure that surveys are managed efficiently and effectively to provide the best outcomes for University.

2. AUDIENCE AND OBJECTIVES

All staff and students

3. ROLES AND RESPONSIBILITIES

Role	Responsibility
University Survey Manager	<ul style="list-style-type: none"> ▪ Clause 4.2 Classification of surveys ▪ Clause 4.3 Coordination of timing of surveys
University Registrar or Director of Strategy & Planning	<ul style="list-style-type: none"> ▪ Clause 4.1.3 Approval for surveys as part of academic research projects ▪ Clause 4.2 Approval on all non-core surveys

4. POLICY STATEMENT

4.1. Authority

4.1.1. Students

For the purpose of this Policy, the term “students” includes all past, present and future students of Bond University, for example:

- Past Alumni of Bond University;
- Present All students currently admitted into Bond University. Bond University Student Association (BUSA) student surveys are included in the scope of this Policy;
- Future Surveys related to marketing research are covered under this Policy. Short questionnaires that form part of marketing activities directly related to the recruitment of future students are not covered by this Policy. If the distinction is unclear, discussions should take place with the University Survey Manager prior to implementation.

4.1.2. Student Evaluations

Where this Policy is in conflict with the *Student Evaluation of Teaching Policy* primacy will be given to the *Student Evaluation of Teaching Policy*.

4.1.3. Research Projects Involving Bond Students and Staff as Participants

Surveys of Bond University students and staff that are part of academic research projects and that have received ethical approval through Bond University Human Research Ethics Committee (BUHREC), require the approval of either the University Registrar (for students) or Director of Strategy & Planning (for staff) before being issued.

External research projects seeking to survey Bond University students and staff also require the approval of the University Registrar (for students) or Director of Strategy & Planning (for staff).

- In considering approval, the University Registrar will liaise with the Provost or the Vice President Engagement as appropriate.
- The University Registrar will also liaise with the University Survey Manager to ensure that research data collection causes the least disruption to the target population, for example, by scheduling research surveys at times that do not coincide with any core student surveys.

- Where a significant number of students are involved in a research survey, sufficient detail should be supplied to enable the Survey Manager to answer any queries from the target population regarding concerns about the legitimacy of the research survey.

4.1.4. Staff

Staff surveys include surveys administered to academic and professional staff, including those in ongoing, fixed term and casual contracts. The Director of Strategy & Planning will approve staff surveys.

4.2 Classification and Approval of Surveys

Surveys are categorised into two types: core and non-core. Core surveys include those conducted by the Government and eTEVALS. Non-core surveys include operational surveys such as the orientation survey, internal HDR Survey, feedback surveys.

Any survey activity that isn't classified as core is considered non-core and requires approval using the [Survey Application form](#). If the survey targets students, the approval must be obtained from the University Registrar. If the survey targets staff, the approval must be obtained from the Director of Strategy & Planning.

The University Survey Manager maintains a list of current active core surveys, which can be accessed for reference.

4.2.1. Exemptions

Staff and students who recruit research participants solely through [SONA](#) (with no other supplementary methods) do NOT require individual approval from the University Registrar or Survey Manager (i.e., there is no need to complete the online form).

However, if other recruitment methods in addition to SONA are used, a Survey Application form will need to be completed.

4.3 Survey Administration

4.3.1 Timing of Surveys

- The implementation of all surveys within the scope of this Policy must be approved and coordinated by the University Survey Manager for purposes of scheduling.
- The University Survey Manager is the Bond University staff member designated by the Director of Strategy & Planning to be responsible for coordinating the timing of University surveys. The name of this officer will be published on the Bond [intranet website](#).
- Any disagreement about whether or not a proposed survey should be implemented is to be resolved by the Vice President Operations
- Priority is to be given to core surveys such as eTEVALs, government mandated surveys, and surveys that are directly related to measurement and achievement of Bond's Strategic Plan.

4.3.2. Privacy

- Survey processes must be compliant with the *Privacy Act 1988 (Cth)*, *Information Privacy Act 2009 (Qld)* and Bond University *Privacy Policy*. In some cases, it may be necessary to redact qualitative data prior to dissemination in order to prevent identification of a respondent unless the respondent has been expressly informed that their qualitative response(s) may be passed on to third parties.

4.3.3. Process

- Where possible surveys will be conducted electronically.
- Where possible survey data will be benchmarked.
- Where possible data collected will not duplicate data collected in other surveys.
- Where possible terminology used in survey instruments should align with recognised definitions to ensure consistency with external reporting.
- The number of surveys administered will be minimised to avoid over-sampling or survey fatigue.
- The data collected via University surveys remains the property of the University
- The intended purpose of surveys will be made clear to participants as part of each survey instrument, and the appropriate approvals for the collection and use of data will be obtained.
- The participants in surveys will be made aware that their participation is voluntary, and they may withdraw at any time without penalty.

4.4 Use of Survey Data

- Use of survey results will be consistent with Bond University's *Privacy Policy*, and any terms and conditions associated with individual surveys. Consideration should also be given to the *Higher Education Support Act 2003* (S180) and the Quality Indicators for Learning and Teaching ([QILT](#)) Data Protocols.
- Summary results of survey data (for non-research projects) are to be provided to the University Survey Manager. Requests for ad-hoc reporting and analysis are to be directed to the Survey owner.

- Raw data is not to be released to organisations outside of Bond University without permission from the Vice Chancellor.
- Raw data is only to be released to Bond University staff with approval from the University Survey Manager, and at no times shall the release of raw data compromise the privacy of participants or the integrity of the instrument, breach relevant legislation, codes of practice, or breach relevant terms and conditions of the survey.
- All results are considered to be commercial in confidence, and not distributed to third parties outside of Bond University without the express permission of the University Survey Manager. This includes, but not limited to, not using survey data for marketing materials, accreditation reports, public relations purposes, or benchmarking purposes, and includes results of surveys not administered by the University Survey Manager.

5. DEFINITIONS, TERMS, ACRONYMS

SONA Systems	Is a participant pool management platform for Universities
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6. RELATED DOCUMENTS

[Privacy Act 1988 \(Cth\)](#)

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

[Privacy Policy \(INF 6.5.1\)](#)

[Compliance Policy \(GOV 1.1.1\)](#)

[Quality Assurance Policy \(GOV 1.6.3\)](#)

[Bond University Humans Research Ethics Policy \(RES 4.5.2\)](#)

[Student Evaluation of Teaching Policy \(TL 3.4.4\)](#)

Bond University [Research Ethics Manual](#)

[Survey Application Form](#)

7. MODIFICATION HISTORY

Date	Sections	Source	Details
26 August 2024	4.2	University Survey Manager	V5: clarification re approvals
15 November 2021			V4
13 March 2021			V3
18 February 2019			V2
11 April 2013			Date First Approved

APPROVAL AUTHORITY: Vice Chancellor