

# INFORMATION SESSION ON ADMINISTRATIVE SURVEYS AT NU

INSTITUTIONAL RESEARCH AND ANALYTICS,  
OFFICE OF THE PROVOST  
August 2021



# INFORMATION SESSION OUTLINE



## SURVEY REGULATION



## SURVEY PROPOSAL



# Regulation of Administrative Surveys at NU

**WHAT THE  
REGULATION IS**



**Quality check/filter**

## CONSEQUENCES OF POOR-QUALITY SURVEYS

- Unreliable data (or wrong information)
- Mislead decision making
- Waste of resources
- Negative impact on future survey participation

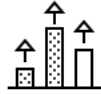
## WHY REGULATE?

### IR strategic priority #2: “*Foster an analytical/data-driven culture at NU*”

#### 5 characteristics of analytical organizations:

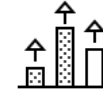
1. High-quality **data**
2. **Enterprise** orientation/coordination
3. Analytical **leadership**
4. Strategic **targets**
5. Skilled **analysts**

Davenport, Harris, & Morison (2010); Davenport & Harris (2017)



## **ADMINISTRATIVE PURPOSES:**

collecting individual opinions or experiences for quality control, administrative/needs assessment, program evaluation, planning, development, and improvement of effectiveness



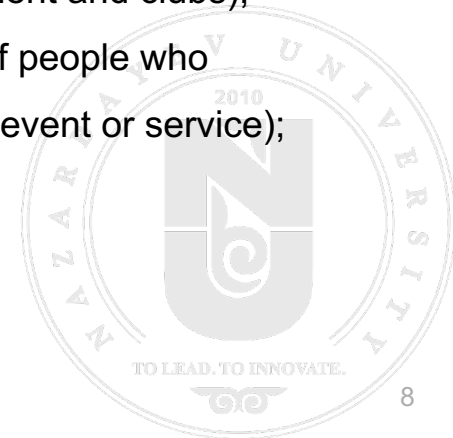
## **TARGET POPULATION:**

entire NU community or a broad subset (e.g. CPS students, undergraduate students, graduate students, faculty, and/or staff)



# Surveys exempt from this Regulation:

- **Academic research surveys** conducted by faculty/students and approved by IREC;
- Student surveys for a **dissertation/thesis or class project/assignment**;
- **Course evaluation** surveys;
- Surveys administered **by one structural unit** to stakeholders from the same structural unit;
- Surveys implemented by **Faculty Senate**;
- Surveys implemented by **NU student organizations** (e.g., Student Government and clubs);
- **Small-scale “point of service” surveys** (administered to a specific group of people who participated in a specific event, a simple feedback or evaluation of a specific event or service);
- Surveys conducted by the **Institutional Research and Analytics**.



# SURVEY REVIEW PANEL

## COMPOSITION:

- **Felly Chiteng Kot**, Head of Institutional Research and Analytics (Office of the Provost), as Chair;
- **Aliya Suleimenova**, Senior Manager, Office of the Provost, member;
- **Aray Saniyazova**, Advisor, Department of Student Services, member;
- **Banu Myrzatay**, Survey Coordinator, Institutional Research and Analytics (Office of the Provost), member and secretary
- **Dana Abiltayeva**, Senior Manager, Strategic Planning and Experience Sharing Department, member;
- **Galiyanur Mussina**, Senior Management, Department of Human Capital Development, member;
- **Gulden Shokatova**, General Manager, Admissions Department, member.

# SURVEY REVIEW PANEL

## RESPONSIBLE FOR:

- oversight over NU administrative surveys
- ensuring that surveys adhere to the goals of this Regulation

## NOT RESPONSIBLE FOR:

- providing survey design and implementation support
- improving the quality of surveys

## TIMELINE OF THE PROCESS:

### INITIATOR SUBMITS

- Survey proposal (according to the form)
- Survey instrument
- Submits within the **deadline** (*posted on IRA website*)

### PANEL REVIEWS

#### FALL SEMESTER

- Beginning
- Middle

#### SPRING SEMESTER

- Beginning
- Middle

### DECISION ANNOUNCED

- Three weeks after the **deadline** for submitting the proposal
- **Decisions** to be made:
  - **Approve**
  - **Reject**
  - **Revise/Improve**

DEADLINE

Survey proposals collected

Survey proposals reviewed

Survey implementation

SEP 3

OCT 15

*Three weeks*

SEP 24

NOV 5

SURVEYS

About IR&A | NU Statistics | [Surveys](#) | IR-MFF | Grade Distribution Reports | Research Papers | IR&A Forums & Workshops | ATN

## SURVEYS

Surveys constitute a major component of Institutional Research and Analytics activities. IR&A administers a variety of annual/regular and ad hoc/special surveys.

In addition, IR&A is responsible for regulating administrative surveys at NU. This page contains information about the regulation of administrative surveys, ongoing and scheduled surveys, and resources that can help in designing a survey.

[Regular Surveys](#)

[Special Surveys](#)

[Survey Proposal Submission](#)

[Survey Calendar and Deadlines](#)

[Survey Design Resources](#)

IR&A is responsible for providing coordination and oversight over administrative surveys at NU (“Regulation on Administrative Surveys” approved by the Managing Council of NU dated 13.07.2021). The primary goal is to ensure that administrative surveys adhere to quality standards and that members affiliated with NU are not burdened with multiple surveys.

An administrative survey is a survey whose primary purpose is to collect data for quality control, administrative/needs assessment, or program evaluation.

If you are planning an administrative survey, please carefully review information on this page and the [Regulation on Administrative Surveys](#) (accessible to member of the NU community). Your survey might require review and approval before you are allowed to implement it.

▼ Start an Administrative Survey

To submit your survey for review and approval:

1. Review information on this webpage, to determine if your survey requires approval and to learn about the review process, timeline, criteria.
2. Check the section “Survey Calendar and Deadlines” to be informed about the deadline for survey proposal submission and to pick

ie.nu.edu.kz/ira/surveys/

REGULATION

PROPOSAL FORM

SURVEY CALENDAR

SURVEY REVIEW

TIMELINE



# SURVEY PROPOSAL

# SURVEY PROPOSAL

- The first step in developing a survey project
- Before writing a single survey question
- Is a foundation of a quality survey instrument
- Covers such aspects as: main research question/purpose, reason/rationale for conducting survey, justification for the survey approach and initiator's role, target population, safety/security of survey data, usage of survey results and more.

# SURVEY PROPOSAL FORM

## ADMINISTRATIVE SURVEY PROPOSAL FORM

NU Administrative Survey Proposal Form  
Institutional Research and Analytics, Office of the Provost

<b>Title of the survey</b>	
<b>Initiating organization (NU/ private entity name/ school name)</b>	
<b>Initiating unit/department</b>	
<b>Contact person's:</b>	
<b>Name (First, Last)</b>	
<b>Email</b>	
<b>Phone number</b>	
<b>Main research question or purpose of the survey project</b>	
<b>Reason/rationale for conducting the survey</b>	
<b>Why is a survey the best approach for investigation of this issue?</b>	
<b>Why is the initiator in the best position to conduct this survey?</b>	
<b>Target population to be surveyed</b> (Undergraduate and/or Graduate students, faculty, staff, other – please indicate whether the whole population or a sample/subset is to be surveyed)	

<b>How the safety of survey data will be ensured?</b> (Is survey anonymous or confidential? Who will have access to raw survey data and conduct the analysis?)	
<b>Preferred administration dates</b>	Start date (DD/MM/YYYY) <input type="text"/> End date (DD/MM/YYYY) <input type="text"/>
<b>How will the results and key findings be used?</b>	
<b>A description of any planned incentive program for respondents (if applicable)</b>	
<b>Other information, if necessary</b>	

# SURVEY PROPOSAL OVERVIEW

1. Main research question or purpose
2. Reason/Rationale for conducting a survey
3. Why is survey the best approach?
4. Why is the initiator in the best position to do this survey?
5. Target population
6. Safety/security of survey data

**Example: ALUMNI SURVEY**

## SURVEY PROPOSAL

# MAIN RESEARCH QUESTION/ PURPOSE

- Describe the main research question or research purpose
- As specific as possible, not too general/abstract

### ALUMNI SURVEY

*1) Main research purpose is to collect information about current NU alumni.*

vs.

*2) The purpose of the NU Alumni Survey is to provide information and insight on alumni occupation, achievements, perception of academic and non-academic experiences at NU, social and civic engagement, inclination and capacity to support NU.*

## SURVEY PROPOSAL

## REASON/ RATIONALE FOR A SURVEY

- Justification why the survey topic is of value to NU
- Alignment with NU mission, goals and values
- How the results will be beneficial for NU
- Status quo of the issue of investigation (indicating the need for a survey research)

### **ALUMNI SURVEY**

Information on alumni destination will be used for marketing and student recruitment. Reflection on academic and non-academic collegiate experiences will be used to improve the quality of programs and services. Information on civic engagement will provide evidence for the public benefit of higher education. Finally, this survey will serve as an important data source for investigating the impact of collegiate experiences on alumni occupation, accomplishments, and inclination to support NU.

## SURVEY PROPOSAL

# WHY SURVEY IS THE BEST APPROACH?

- *Is there alternative data on the topic of investigation that already exists? Database info, past surveys, info on paper.*
- Best fit for obtaining information from large samples of the population
- Not best fit for gaining context and deep understanding, brainstorming, tackling complex topics
- More focus on quantitative data rather than qualitative data
- Little to No Open-Ended Questions
- Measuring attitudes, opinions and behaviors (rather than focusing solely on demographic/background information)

## SURVEY PROPOSAL

### WHY ARE YOU IN THE BEST POSITION TO DO THE SURVEY?

- Do you have expertise and/or experience relative to the issue(s) of investigation?
- Do you have a basic familiarity with survey research?

## SURVEY PROPOSAL

## TARGET POPULATION

A **population** is the entire group that you want to draw conclusions about.

A **sample** is the specific group that you will collect data from. The size of the sample is always less than the total size of the population.

Examples of populations at NU: all students, all UG or Gr students, all faculty, all staff, etc. Samples can be drawn from these populations.

Please consider carefully whether the chosen target population is the best source of information you are interested in.

## SURVEY PROPOSAL

## TARGET POPULATION

### **ALUMNI SURVEY**

Undergraduate and graduate NU alumni who completed their degrees at NU at least 2 years before the survey implementation.

The two-year time period is required for alumni to obtain experience at work or graduate studies. This experience is needed for the alumni to be able to reflect on their:

- transition to workforce;
- first jobs;
- career satisfaction;
- further education;
- feedback on NU academic and non-academic experiences;
- connectedness to NU community.

## SURVEY PROPOSAL

# SAFETY/ SECURITY OF SURVEY DATA

- ❖ Ensuring **anonymity or confidentiality** of the survey
  - **Anonymous survey** – responses cannot be traced to a specific individuals. Even the survey administrator will not be able to trace. The survey will be sent through existing NU mailing lists.
  - **Confidential survey** – survey administrator can link the responses to a specific individual. But he/she can never disclose this link to others or share information in a way that can lead others to identify specific participants.

The confidential survey can be disseminated through personalized survey invitations. Non-anonymous surveys can be conducted by a unit that already has access to individual contact information.

- ❖ Who will have **access to the survey data**?

## SUBMITTING A SURVEY PROPOSAL

1. Download the ***survey proposal form*** from the website [ie.nu.edu.kz/ira/surveys/](http://ie.nu.edu.kz/ira/surveys/)
2. Fill out the survey proposal form
3. Develop survey instrument
4. Format your survey instrument into a Microsoft Word
5. Email the ***survey proposal*** and the ***survey instrument*** to [ir@nu.edu.kz](mailto:ir@nu.edu.kz) with the topic “SURVEY PROPOSAL” before the deadline.



Thank you!  
QUESTIONS?

INSTITUTIONAL RESEARCH AND ANALYTICS,  
OFFICE OF THE PROVOST