

Millersville University Survey

Introduction

The purpose of this survey policy is to provide guidelines covering the administration of surveys to Millersville University (MU) students, alumni, faculty, and staff. Such surveys include but are not limited to the following:

1. Paper surveys administered on-campus, either at one location or multiple locations.
2. Electronic surveys administered on-campus, either at one location or multiple locations via a desktop PC, laptop PC, and/or other electronic devices.
3. Electronic surveys administered via email.
4. Surveys designed and conducted by members of the University community (internal) as well as those designed and/or administered by outside organizations, agencies, or consultants (external).

Rationale

The ease and low cost of conducting surveys on-line may encourage a climate of over-surveying at many higher education institutions. This can lead to survey fatigue , lowered response rates, and unrepresentative or superficial responses. In order to conduct surveys that yield high-

Contacts & Links

Survey Research Group Membership

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