
Policy for Conducting Surveys at Pepperdine University

With the regional accreditors and federal government requiring demonstration of evidence-based decision-making, increasing numbers of Pepperdine departments are surveying the University community. In response to this, the University has established a policy and procedure for conducting surveys within the University community. For the purpose of this document the “community” will be defined as ***all students, alumni, staff, and faculty***. The need for a policy is threefold: to protect the community members' privacy, to monitor survey frequency to avoid survey fatigue, and to ensure the safety of data collection and usage. When conducting surveys, data policies established by the information technology department must also be followed. These include, but are not limited to: [Information Classification](#) external use [must go through the Institutional Review](#)

well as the dean of the respective school and/or program. _____ (IRB), *as*

Student Research

Students conducting research should defer to their faculty sponsor to determine if IRB and dean approvals are needed. However, it is recommended that student research on sensitive subjects, or conducted on sensitive populations, be submitted to the IRB for review and should receive internal approval from the appropriate dean. While IRB review is *generally* not required for students engaging in journalism activities,

Collecting and Storing Data

Survey administrators must securely store data and use data only for the designated and intended purposes. Survey administrators must agree to adhere to University policies for handling data. Data containing participant names, identifying information, email addresses, or other confidential information **must be saved in an encrypted format** that belongs to the University, and these data should be disposed of when the survey is completed.