**Administration & Finance Program Reviews**

**Program Review – Conducting Surveys**

**(Updated Spring 2017)**

**Note: all surveys must be reviewed by the Program Review Coordinator (Rick Larson) before being administered.**  
In general, survey research is used when the unit being studied has a broad spectrum of key customers throughout the university. These include such units as Public Safety, Parking, Payroll, HR, etc. Surveys are used to:

* Gather quantitative unit performance data
* Measure customer satisfaction in key areas
* Learn key strengths and areas of needed improvement

When designing surveys, remember:

* Use the “pyramid approach” – Move from general to specific questions
* Be as specific as possible with each question
* Do not combine two or more subjects into one question
* Questions should be objective and not leading
* Think about making it easy to respond to:
  + Keep it short – five to ten minutes or less
  + Assure confidentiality and anonymity
  + Provide an initial invitation and follow-up reminder

***See “TIPS FOR WRITING SURVEY QUESTIONS” on the next page:***

**TIPS FOR WRITING SURVEY QUESTIONS**

|  |  |
| --- | --- |
| This… | Is better than this… |
| Of the following choices, what do you consider the appropriate fee for faculty/staff parking on campus? | Do you think it’s fair that employees have to pay for parking on campus? |
| Please rate the level of friendliness you’ve experienced with the unit on the following scale. | Please rate the unit’s friendliness and professionalism on the following scale. |
| Do you plan to use the unit’s services in the next 30 days? | Will you use the unit’s services in the future? |
| Please rank the following 5 unit services in order based on their importance to you. | Please rank the following 15 unit services in order based on their importance to you. |
| Do you know which processor is in your desktop computer? If yes, please write it in the space provided. | Do you use the Pentium 17.6 giga-processor in your current desktop computer? |
| Please rate the unit’s handling of paperwork on the following scale. | How often has the unit lost your paperwork? |

The university uses the [Qualtrics survey tool](http://cit.jmu.edu/resources/research_assessment/) to conduct most of our program-review related surveys. If you need assistance with accessing Qualtrics or need help with your survey, please contact:

Rick Larson @ [larsonrd@jmu.edu](mailto:larsonrd@jmu.edu) or 540-568-4248

***ALL SURVEYS MUST BE REVIEWED BY THE PROGRAM REVIEW COORDINATOR BEFORE DISTRIBUTION***