



Chapter: Department Operations
Subject: 19-15 – Department Surveys
Effective: October 16, 2024
Supersedes: N/A
Distribution: Department Members

PURPOSE: This Order outlines the guidelines and procedures for conducting surveys within and on behalf of the department to ensure accurate and meaningful insights are gathered to inform decision-making.

19-15-1 DEFINITIONS

- A. Anonymized Data: Data that has been processed to remove or obscure any identifying information, ensuring the privacy of respondents.
- B. Authorized Members: Members who have been granted specific permissions or access rights to use the department's survey tools and to view, manage, or analyze survey data. These members have received the necessary training and have agreed to adhere to all relevant policies and procedures governing the use of the survey tool and associated data.
- C. Official Form: An application, questionnaire, permit, order, schedule, record, report, or document in regular and continuing use which is used to obtain information, response, compliance, or application that is required from the public or private sector by this state ([MCL 18.1205](#)). A form used/created by a division that meets the standards of a form under MCL 18.1205 shall be classified as an official department form. The Planning, Research, and Accreditation Section is the final authority regarding the definition of a form and the interpretation of state and federal laws pertaining to forms.
- D. Survey Administrator: A member within the Planning, Research, and Accreditation (PRA) Section who is responsible for overseeing the administration and compliance of survey applications and practices within the department.

19-15-2 POLICY

The department recognizes surveys as essential tools for gathering data, conducting research, and obtaining valuable insights. These insights are crucial for enhancing the department's culture, optimizing operational efficiency, and fostering an environment where all perspectives are valued and heard. Therefore, it is the department's policy to use systematic survey practices to gather actionable insights that inform decision-making, enhance organizational performance, and promote a culture of continuous improvement.

19-15-3 DEPARTMENT SURVEY APPLICATION

- A. The PRA Section is responsible for administration of the department's authorized survey application, [Qualtrics](#), which is available for use by department members to conduct research and gather information.
- (1) Members wishing to conduct a survey shall contact the [department's Survey Administrator](#) within the PRA Section to determine the best course of action.
- a. A limited number of Qualtrics licenses are available for members who have a frequent and regular need to conduct surveys. A license may be requested by contacting the [department's Survey Administrator](#) within the PRA Section.
- i. Worksites with an authorized Qualtrics license holder do not need to contact the PRA Section for approval prior to issuing a survey.
- b. Surveys intended for department-wide distribution shall be approved by the requesting worksite's bureau prior to being issued.
- c. Surveys intended for external distribution shall have the approval of the requesting worksite's commander prior to being issued.
- (2) Qualtrics and Microsoft Forms are the only approved applications for creating and distributing surveys. Any other survey application requires approval from the department's Survey Administrator.
- (3) A survey meeting the definition of an Official Form shall follow the form development process outlined in OO 13-20 – Official Forms.

19-15-4 GUIDELINES

- A. As stated in the DTMB Acceptable Use of Information Technology policy, State of Michigan computing resources (which includes survey applications) shall not be used for personal profit, displaying offensive material, or other non-business-related activity.
- B. Members are prohibited from using any survey application to collect the following information:
- (1) Criminal Justice Information
- (2) Protected Health Information
- (3) Federal Tax Information
- (4) Payment Card/Credit Card Information
- C. Surveys shall be well-designed, with clear objectives and appropriate questions tailored to the target audience. The content should be relevant, concise, and respectful of a respondents' time.
- (1) To maintain a professional and consistent appearance, only approved templates are permitted for surveys distributed by members of the department.
- a. Requests for new templates shall be approved by the PRA Section.
- (2) Surveys must abide by both PM 19-15 – MSP Brand Guidelines and PM 19-11 – Style Guide. These manuals outline the approved fonts, format, and colors that shall be used.

- (3) Surveys shall be designed and administered in a manner that ensures accessibility, including for individuals with disabilities, in compliance with requirements of the Americans with Disabilities Act.
- D. Confidentiality of survey responses shall be maintained. This means that respondents' identities and their individual answers must be protected from unauthorized access.
 - (1) Wherever possible, survey data shall be anonymized to ensure that no personal information can be traced back to specific individuals.
 - (2) Only authorized members, who have a legitimate need to access the survey data for analysis or reporting will be granted access.
 - (3) Any breach of confidentiality could result in disciplinary action and undermine the integrity of the survey process.
- E. Measures shall be taken to ensure the security and integrity of survey data throughout the data collection, storage, and analysis process. This includes encryption of sensitive information, secure storage protocols, and adherence to relevant data protection regulations to ensure that individuals' privacy and rights are respected and protected.
 - (1) To protect data privacy, there will be a limited number of system administrators who have full access to Qualtrics.
 - (2) License holders may not share their log-in and password with others.
 - (3) The department's Survey Administrator shall complete an audit quarterly of all department surveys to ensure compliance with this policy.
 - (4) License holders are responsible for archiving and securely storing all collected data and complying with the department's retention and disposal schedule.
- F. Survey results shall only be used for the intended purpose. Data should be analyzed objectively, and any findings communicated to stakeholders shall be communicated transparently.
- G. Authorized members and license holders who do not comply with this Order, including misuse of a survey application, unauthorized data collection, or disregard for established guidelines, may face account restrictions, up to and including license revocation.

DIRECTOR

Annual Review Responsibility:	Planning, Research, and Accreditation Section
Accreditation Standards:	N/A