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**Office of Research and Institutional Effectiveness**

215 BOE

(316) 322.3338

From: Dr Esam Sohail Mohammad, AVP IR/E (via email)

To: Executive Council and direct reports of EC members

Date: 12/19/2017

Re: Qualitative Research Support Guidelines

*Over the past few years our office has been delighted to support the qualitative data needs of the institution and its various departments and divisions through surveys and focus groups. We intend to continue to doing so going forward. However, it is important to realize that like any other organizational resource, qualitative data access, tabulation, and analysis is a finite one and, as such, has to be optimized in its use to provide the greatest yield to the college’s priorities. Thus, going forward, three broad sets of guidelines will be followed in accommodating requests for such support:*

**Prioritization**

Requests for qualitative data support will be prioritized in the following order: compliance, strategic planning, institutional, enrollment management, divisional, departmental, individual. In case of overlap, the Social and Qualitative Research Specialist has the discretion to classify the order of priority. Exceptions may be made on a case by case basis by the AVP of Institutional Research/Effectiveness or the President.

**Preparation**

While we realize that sometimes planning can be overlooked due to other constrains, good data comes only from good methodology. The Qualitative Research Specialist has the expertise to guide you in the right direction in search of the information that addresses your research question(s). Please contact the Specialist before attempting to create a draft survey so that options, language, and methodology can be discussed far ahead of any deadlines.

**Discretion**

There are times that the Qualitative Research Specialist will advise you, after a thorough review of your request and our resources, that sources of data other than customized surveys and focus groups are more suitable to address your immediate information needs. If you are not satisfied with the advice, please contact the AVP of Institutional Research/Effectiveness for a secondary review.