



UNIVERSITY
OF BAHRAIN

Policy for University Services Quality Evaluation Surveys

Authority/ Owner of Policy: Quality Assurance and Accreditation Center

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Policy for University Services Quality Evaluation Surveys

Title: Policy for University Services Quality Evaluation Surveys

Policy Description: A policy governing the conduct of surveys, data collection, and analysis aimed at enhancing decision-making, improving educational programs and services, and raising the overall quality of education. This policy also ensures accountability to all relevant stakeholders, fostering transparency and alignment with institutional goals.

Policy Scope:	☐ Academic ☐ Administrative ☐ Research ☐ Student ☒ General
Policy Status	☒ New policy ☐ Revision of existing policy
Approval Authority:	University of Bahrain Council
Authority/ Owner of Policy:	Quality Assurance and Accreditation Center
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University Council Resolution Number:	622/2024 - November 13, 2024
Document Number:	UOB-CODD-PO-008
Related Documents:	Survey Improvement Plan Template

Policy Stakeholders

- ☐ President
- ☐ Vice President
- ☐ Legal Advisor
- ☐ Deans

- ☐ Directors
- ☐ Faculty members
- ☐ Students
- ☐ Admin Staff
- ☒ All University Affiliates

1 Definitions

Survey:	A structured method of collecting data from a defined population or sample, often in the form of questionnaires or interviews, aimed at gathering feedback, opinions, or other data
Course Evaluations:	Surveys aimed at assessing the effectiveness of individual courses, including the performance of instructors and the content.
Satisfaction Surveys:	Tools for measuring the level of satisfaction of different stakeholders (students, faculty, staff, and employers with various services, programs, and facilities.
Training Satisfaction Survey:	A tool used to gather feedback from academic faculty and administrative staff regarding their training programs. It assesses the effectiveness of the training, the relevance of the content, the trainer's performance, and the overall learning experience.
Exit Surveys:	Structured surveys conducted with individuals who are leaving or have completed their time at the university, such as students who are graduating or employees who are resigning or retiring. The purpose of these surveys is to gather feedback about their experiences, identify strengths and weaknesses of the institution, and understand factors influencing their decision to leave or complete their tenure.
Graduate Destination Survey:	A survey conducted with alumni who have recently graduated, typically within six months to three years after completing their studies. The primary goal of this survey is to gather data about the under-graduate and post-

	graduate outcomes, including employment status, further education, and career progression.
Alumni Survey:	A structured surveys designed to collect feedback and insights from graduates of the university, often more than three years after they have completed their studies. The purpose of this survey is to maintain engagement with alumni, gather data on their long-term career progression, and assess how well the institution's programs have contributed to their professional and personal development.
Prospective Students Survey:	A structured survey designed to collect information from high school students who are considering attending the UoB. The survey is designed to gather insights on their educational preferences, career aspirations, and market-driven interests.
General Market Trends Survey:	The survey is designed to gather insights from employers. This data helps the university in identify emerging trends, shape program offerings, and ensure alignment with industry demands to attract and meet the needs of future students.
Improvement Plan:	A set of measures or initiatives developed based on survey results to address identified issues and improve services, processes, or overall experience (see related improvement plan template).
Confidentiality:	Ensuring that individual survey responses are not linked back to specific respondents and that personal data is protected.

2 Policy Purpose

The purpose of this policy is to provide a framework for the systematic collection, analysis, and use of survey data to enhance decision-making, improve educational programs and services, and ensure accountability to stakeholders. It outlines the processes by which surveys are conducted and how results are used to improve the quality of education, operations, and stakeholder satisfaction at the University of Bahrain.

3 Policy Scope

This policy applies to all surveys conducted by the University of Bahrain involving students, faculty, staff, alumni, and other stakeholders. It includes:

- Course Evaluations
- Students Exit Surveys
- Faculty and Staff Exit Surveys
- Graduate Destination Survey
- Alumni Survey
- Employers Satisfaction Survey
- Student, Faculty and Staff Satisfaction Surveys
- Information Communication Technology Services Satisfaction Survey
- eLearning Services Satisfaction Survey
- Library and Resources Satisfaction Survey
- Admission and Registration Services Satisfaction Survey
- Student Affairs Services and Programs Satisfaction Survey
- Academic and Institutional Quality Assurance Processes Satisfaction Survey
- Faculty and Staff Training Satisfaction Survey
- Research Satisfaction Survey
- Prospective Students Survey
- General Market Trends Survey
- Any ad-hoc surveys conducted to collect feedback or data for improvement purposes.

The policy excludes surveys that are conducted for research purposes.

4 Policy Statement

The University of Bahrain is committed to a culture of continuous improvement through the regular and systematic use of surveys. These surveys are conducted to evaluate academic and administrative performance, gather feedback on services, and assess the experiences of stakeholders. The University is dedicated to ensuring that survey results are used effectively to develop action plans and improve overall performance. All surveys will be conducted ethically, and responses will be treated with confidentiality and respect for respondents' privacy.

5 Roles and Responsibilities

Survey title	The authority responsible for the survey	The authority responsible for approval and to whom reports are submitted	Frequency	The authority responsible for overseeing the implementation of improvement plans	The targeted sample
Course Evaluations	Quality Assurance and Accreditation Center	University Council	The end of the first and second semesters	Vice President for Academic Programs and Postgraduate Studies	Students
Student Exit Survey	Quality Assurance and Accreditation Center	University Council	On an ongoing basis	The Steering Committee for Monitoring the Strategic Plan of	Students

				the University of Bahrain	
Faculty and Staff Exit Survey	Human Resources	Vice President for Information Technology, Administration and Finance	On an ongoing basis	Vice President for Information Technology, Administration and Finance	Faculty and Administrative Staff
Graduate Destination Survey	Alumni Club	Vice President for Community Service and Alumni Affairs	Every two years	Vice President for Community Service and Alumni Affairs + Vice President for Academic Programs and Postgraduate Studies	Graduates of 6 Months to 3 Years
Alumni Survey	Alumni Club	Vice President for Community Service and Alumni Affairs	Every two years	Vice President for Community Service and Alumni Affairs + Vice President for Academic Programs and Postgraduate Studies	Graduates of More than 3 Years

Employers Satisfaction Survey	Career Counseling Office	Vice President for Community Service and Alumni Affairs	Every two years	Vice President for Community Service and Alumni Affairs + Vice President for Academic Programs and Postgraduate Studies	Entities Employing UOB Graduates
Faculty and Staff Satisfaction Survey	HR	Vice President for Information Technology, Administration and Finance	Every two years	Vice President for Information Technology, Administration and Finance	Faculty and Administrative Staff
IT Services Satisfaction Survey	IT Center	Vice President for Information Technology, Administration and Finance	Every two years	Vice President for Information Technology, Administration and Finance	Management, Students, Faculty and Administrative Staff
eLearning Satisfaction Survey	eLearning Center	University Council	Every two years	Vice President for Information Technology, Administration and Finance	Students, and Faculty
Library and Learning Resources Satisfaction Survey	Library	Vice President for Academic Programs and Postgraduate Studies	Every two years	Vice President for Academic Programs and Postgraduate Studies	Faculty and Students

Admission and Registration Services Satisfaction Survey	Deanship of Admission and Registration	University Council	Every two years	Vice President for Academic Programs and Postgraduate Studies	Students
Student Affairs Deanship Services and Programs Satisfaction Survey	Deanship of Students Affairs	University Council	Every two years	Vice President for Community Service and Alumni Affairs + Vice President for Academic Programs and Postgraduate Studies	Students
Academic and Institutional Quality Assurance Processes Satisfaction Survey	Quality Assurance and Accreditation Center	University Council	Every two years	Vice President for Academic Programs and Postgraduate Studies + Vice President for Information Technology, Administration and Finance	Faculty and Administrative Staff
Faculty Training Satisfaction Survey on Training provided by the Unit for Teaching	Unit for Teaching Excellence and Leadership	Vice President for Academic Programs and Postgraduate Studies	After every training session	Vice President for Academic Programs and Postgraduate Studies	Faculty

Excellence and Leadership					
Academic and Administrative Staff Training Satisfaction Survey	Human Resources	Vice President for Information Technology, Administration and Finance	After every training session	Vice President for Information Technology, Administration and Finance	Faculty and Administrative Staff
Research Satisfaction Survey	Deanship of Postgraduate Studies and Scientific Research	University Council	Every two years	Vice President for Academic Programs and Postgraduate Studies	Academic Faculty and Postgraduate Students
Prospective Students Survey	Deanship of Admission and Registration	University Council	Annually	Vice President for Academic Programs and Postgraduate Studies	High School Students
General Market Trends Survey	Career Counseling Office	Vice President for Community Service and Alumni Affairs	Annually	Vice President for Academic Programs and Postgraduate Studies	Employers

In addition to the surveys listed in the table above, other ad-hoc surveys may be conducted, subject to approval by the University Council, to collect feedback or data for improvement purposes. The University Council's decision will define the responsible unit, the frequency of implementation, the target sample, and the authority responsible for executing and following up on improvement plans.

6 Policy Procedures

6.1. Survey Design

According to Table (5) of this policy, the survey is prepared by the entity responsible for its implementation, then presented to the relevant authority for approval and activation. The concerned entities are also required to periodically and regularly monitor the execution of the associated improvement plans and inform the relevant university management of the results.

6.2. Survey Distribution

- Surveys will primarily be distributed online via the University's official platforms, including email, the learning management system, and the student information system.
- In certain cases, telephone surveys, interviews and focus groups may be used for specific to obtain qualitative feedback.

6.3. Data Collection and Analysis

- Responses will be collected confidentially, and no individual responses will be attributed to specific respondents without their consent.
- Data will be analysed quantitatively and qualitatively, with results summarized in a report format, highlighting key trends, issues, and actionable insights.

6.4. Reporting Results

- Survey results will be shared with relevant stakeholders, including academic departments, administrative offices, and the University's senior leadership.
- Reports will also be shared with survey respondents and other interested parties where appropriate.

6.5. Developing and Implementing Improvement Plans

- Based on the survey results, improvement plans will be developed by the relevant departments or units as defined in the table in section 5 of this policy to address areas of improvement.
- Improvement plans must include clear timelines, objectives, and assigned responsibilities for implementation.

6.6. Monitoring and Follow-up

- Each responsible body as defined in the table in section 5 will monitor the progress of improvement plans and assess their impact.
- An improvement plan for each survey conducted by any authority at the University of Bahrain must be sent to the Quality Assurance and Accreditation Center at qaac@uob.edu.bh.

7 Confidentiality and Ethical Considerations

- All surveys will ensure confidentiality and anonymity for respondents unless explicit consent is given for identifying responses.
- Survey data will be securely stored and only accessible to authorized personnel for analysis.
- The University is committed to ethical survey practices, respecting the privacy of all participants, and ensuring data is used solely for the purposes intended.

8 Review and Revision

This policy will be reviewed every five years by the Quality Assurance and Accreditation Centre to ensure its relevance and effectiveness. Changes to the policy will be approved by University Council and communicated to all stakeholders.

9 Templates

Survey Improvement Plan Template.