

SOP

Guidelines for ICCAC Member Survey Distribution

1. Purpose

The purpose of this Standard Operating Procedure (SOP) is to establish clear criteria for evaluating and approving requests to send surveys to ICCAC members. This ensures that member feedback is collected strategically, prevents survey fatigue, maintains high data quality, and protects the overall member experience.

2. Scope

This policy applies to all committees, teams and contractors who wish to solicit feedback, data, or opinions from the organization's members via surveys, polls, or questionnaires.

3. Roles & Responsibilities

- **Survey Requestor:** The individual, team or committee proposing the survey. Responsible for drafting the questions, defining the target audience, and explaining the business/research need.
- **Survey Gatekeeper / Reviewer:** The Research Committee will be responsible for evaluating the request against this SOP and granting final approval.

4. Procedure: The Decision-Making Process

Before a survey can be approved and distributed, the Survey Requestor and Gatekeeper must evaluate the proposed survey against the following five steps.

Step 1: Justify the Business Need

Do not send a survey if the objective is vague.

- **Approved if:** There is a clear, documented objective for the data, and leadership is committed to taking action based on the results.
- **Rejected if:** The survey is being sent "just to know" or if no resources are available to implement changes based on the feedback.

Step 2: Check Existing Data

Avoid asking members for information the organization already possesses.

- **Approved if:** The specific data cannot be obtained through existing ICCAC records, past surveys, analytics, or published research.
- **Rejected if:** The answers can be reasonably deduced from past feedback, user behavior metrics, or published research.

Step 3: Evaluate Survey Fatigue (The Frequency Rule)

Protect the members' inbox and attention span.

- **Approved if:** Members have not received a survey from the organization in the last month
- **Rejected if:** Members have recently been surveyed, or if the survey coincides with a period of high communication volume (e.g. major event communications, conferences).

Step 4: Assess Survey Design and Burden

Respect the member's time.

- **Approved if:** The survey takes 15 minutes or less to complete, questions are unbiased, and it includes a clear incentive or explanation of how the feedback benefits the member.
- **Rejected if:** The survey is overly long, uses complex or leading language, or requires excessive open-ended typing without a clear benefit to the members.

Step 5: Assess Survey benefit for ICCAC

Protect ICCAC brand, scope and purpose

- **Approved if:** Completing the survey will yield ICCAC's name recognition, will lead to publication that includes ICCAC members as co-authors or help further ICCAC's purpose such as financial stability. If the survey results in publication then ICCAC members or ICCAC as an organization must be credited in the manuscript or acknowledgment.
 - **Rejected if:** The survey will yield no recognition for ICCAC or will not be beneficial to ICCAC stated mission
-

5. The Decision Checklist

Use this quick checklist for final sign-off. If any answer is **NO**, the survey must be revised or rejected.

Decision Criteria	Yes / No
1. Actionable: Is there a concrete plan to use this data?	☐
2. Check existing data: Is this the <i>only</i> way to get this information?	☐
3. Prevent Survey fatigue: Have the members been survey-free for 1 month?	☐
4. Design: Is the survey appropriately formulated?	☐
5. Benefit: Does the survey fit within ICCAC's purpose?	☐

6. Approval Protocol

1. The Requestor submits the survey draft, target audience, and objective to the Research Committee Gatekeeper at least **1 month** before the desired send date. All surveys sent to the board or other committees should be sent to the research committee.
2. The research Committee reviews the request against the Decision Checklist.
3. The Gatekeeper provides approval, requests revisions, or denies the request within **1 week**. And communicates to the Board.

Document Created: 02/20/2026

Revised:

Document Owner: ICCAC Research Committee