

# SURVEY RESEARCH

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NEWSLETTER FROM THE SURVEY RESEARCH LABORATORY

## Detecting the Winds of Change: The Role of Academic Survey Research Organizations in Academe

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It is the worst of times, it is the best times—this exemplifies the balance of challenges and opportunities that survey research organizations (SROs) find themselves in today's environment of reduced institutional support and research funding. It is the worst of times as many universities, pressured by harsh budget environments, are requiring constituent SROs to become self-supporting or be eliminated. On the other side, I contend that high-level challenges can bring commensurately rewarding opportunities. Facing these challenges head-on can open the door for SROs to the best of times.

Across the nation, state budget woes have produced deep cuts in discretionary spending, and survey research funds have been greatly impacted. Competition for available funds is stiff. State agencies, once prominent SRO customers, have in many cases become our competitors, choosing to internalize survey data collection or use "do it yourself" (DIY) commercial Web software. Agencies with internal survey operations have even chosen to provide survey services to other agencies, usually with no mark-up, as a strategy for short-term viability. For those agencies that still look for outside surveys, high university overhead rates can decrease competitiveness for many SROs.

Within academe, we've seen the same sort of change with proliferation of DIY<sup>1</sup> surveys. Since most of these instruments usually are e-mail distributed, faculty, staff, and students can feel deluged with survey requests. The use of Web links that allow multiple responses by the same respondent have led some respondents to distrust survey sponsors and to question the intent and the reliability of surveys when not properly administered. The same is generally true for the wider survey world. Increased frequency of survey requests from all media has produced declining response rates, increased competition for attention, and raised concerns for privacy, confidentiality, and data security pressures.

So how do we recast the "worst of times" into greater opportunity? How do we meet the challenges from DIY surveys and get our messages to stand out in the crowded survey scene?

In my view, SROs need to be viewed as risk managers. We need to emphasize our unique ability to provide high quality mixed-mode (Web, mail, telephone) surveys. Most importantly, we need to show the importance of our ability to deliver secure, confidential, and reliable data collection and analysis that protects respondents and minimizes risks to our clients.

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& PUBLIC AFFAIRS

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<sup>1</sup> Thomas Guterbock discusses the proliferation and challenges of no-to-low cost online survey software in the Volume 44, Number 2 (2013) issue of *Survey Research*.

We also need to be sensitive to the DIY-ers. To the uninitiated, surveys appear to be easy to conduct. However, when people do their own surveys, they often underestimate the complexities and pitfalls and overestimate their abilities and resources. Many are simply unaware that DIY surveys most frequently do not provide any real useful or valid information. Often, when reality sinks in, conscientious researchers seek training. This is a truly exceptional opportunity. SROs' professionals are well positioned to provide trainings that include questionnaire design, sampling and statistical techniques, mixed-mode surveys, special populations, and complex data analyses. Education often provides researchers with insights into survey science that may turn them from DIY-ers into prospective clients and can instill confidence in the abilities of SROs to handle all aspects of scientifically valid surveys.

Knowledge of the many factors that influence survey response rates is another great opportunity. SROs must maintain and improve their abilities and be a cut above the competition when it comes to reaching, persuading, and protecting respondents. Within the university itself, SRO professionals must take the lead and demonstrate that high-quality survey data collection is essential for understanding the institution and the strengths and needs of its own personnel. We need to show administrators that self-knowledge is power and allows for accurate and astute management decisions. Institutional leaders need to view surveys as an essential tool to govern and be nimble in the new world of reduced funds and increased accountability. To me, this is key to prevent our own obsolescence, to maintain our reliance, and to justify continued internal monetary support. To best see how to overcome our challenges, we often only need to review our beginnings and special data collections for our institutions.

### **The Birth and Value of an SRO**

Many university SROs were birthed by outstanding and talented individuals that now have long-standing careers and reputations within the wider survey research profession. In many ways, serendipity played a role in creation of research centers and in the career development of the professionals who started them. While I am not familiar with how all centers are started, I do feel a common thread is serendipity.<sup>2</sup> A good example is the Social Re-

<sup>2</sup> Monroe G. Sirken cites Dr. Merton (2001) and describes that serendipity can be about finding something of value while seek-

ing something entirely different or it can be about finding a sought-after object in a manner where it is not at all expected in the Volume 36, Number 2 (2005) issue of *Survey Research*.

search Center (SRC), now known as the Social and Economic Science Research Center (SESRC), at Washington State University. While the start and pathway of SESRC is its own, I don't think it is dissimilar to that of other SROs around the country. The SRC started in 1970 when WSU President Glenn Terrell charged Dr. James F. Short, Jr. to conduct research on social issues in service to the university and "to human kind."<sup>3</sup> Seed funding was provided, and the first project followed with great immediacy and urgency. Like at many universities, civil rights and racism issues generated student turmoil and protests and culminated in burning of an old wooden campus stadium. To ease tensions, a settlement with students included classes being suspended and racism workshops held. Some students sought an injunction to prevent the suspension of classes. The case even made it to the Washington Supreme Court, which denied the injunction. Classes were suspended for the workshop, which ultimately involved students, faculty, staff, and the surrounding community.

Controversy continued after the workshop. The Board of Regents and the president received numerous complaints about the suspension of classes and about the racism workshop; they overall received the impression that the dominant perception was that the workshop had a negative outcome. Jumping into this highly charged fray, a young Dr. Don Dillman executed a telephone survey of students, faculty, staff, and community members about their experiences. Of particular importance was the rapid administration of the instrument and a high response rate. The survey demonstrated that workshops were widely perceived as a sincere reflection of university commitment to address student concerns and thus played a significant role in calming the civil unrest. President Terrell and the Regents, noting the integrity and scientific validity of measured opinions of the university populations, used the results to counter the ad hoc negative perceptions. This was an excellent expression of how a research center could rapidly detect prevalent sentiments of key stakeholder groups and show the value of knowledge to address central issues facing the university community and, in this case, racism.

<sup>3</sup> Short, J. F., Jr. (2000) *Early History—The Social and Economic Sciences Research Center at Washington State University*.

And, the value of the Center at WSU and to the careers of the professors involved, Dr. Short and Dr. Dillman? Well, let's just say the rest is their history; both still practice their highly respected research today and still reside at SESRC.

This leads me to the fundamental question: Why should academe partners seek out SROs to do surveys? Most academic researchers and administrators have limited knowledge, time, and capacity to carry out sophisticated survey data collection. Even with the advent of DIY survey software, academic researchers recognize that scientific data collection is essential yet prefer to not to enter the maze of survey data collection on their own for a number of reasons.

Researchers may be reluctant to interact with IRBs, preferring to rely on resident SRO staff for negotiating. SRO staff should be abreast of the current human subjects and confidentiality issues that arise across data collections and new methodologies and should be able to negotiate the process with confidence.

Further, surveys are time consuming; researchers have tremendous demands on their time and skills and often cannot afford to invest time to master intricacies of sound survey research that lie outside their disciplines. This may be the most important opportunity on which SROs may capitalize. Modern research is increasingly interdisciplinary, and researchers are increasingly cognizant of and comfortable with the need to seek advice and services of other experts. SROs should emphasize their value in obtaining survey data that is accurate and reliable, is defensible, and meets the rigor necessary for scholarly publication.

Another key element is the increased use of surveys to assess research impact. As a demonstration of public benefit and accountability, funding agencies increasingly demand that impact assessments be conducted. SROs can provide an external, trusted third party, not invested in the results, that can most properly provide that assessment, protecting both sponsor and research participants.

The value of SROs as partners in research is they offer extensive infrastructure and capability for conducting complex research data collections. Most SROs have professional staff that, taken together, offer decades of survey research experience. The common combination of skills and training often

include much breadth—sociologists, statisticians, economists, political scientists, psychologists, communications, and now formally trained survey methodologists. The capacity of most SROs for data collection and processing include software, licenses, and equipment beyond the reach of most academic departments. The software and licenses include CATI systems, Web survey software or licenses, suites of statistical software, high-speed printers, folders, inserters, and postage meters. One of the most valuable aspects of SROs is their labor pool of hourly workers that can be increased to match the needs of contract work. Most departments do not have the staff or payroll system or facilities to train and manage 50 to 300 hourly workers for large survey telephone or mail processing. The combination of survey research methodology, knowledge, and infrastructural capacity make SROs a valued partner in research.



## CURRENT RESEARCH

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*Further information on the studies described in this section should be obtained from the organizations conducting the studies at the addresses given at the beginning of each organization's listing. Neither Survey Research nor the Survey Research Laboratory can provide this information. Study summaries are accepted by Survey Research with the understanding that additional information can be released to others.*

### ARKANSAS

#### **Survey Research Center (SRC) Institute of Government University of Arkansas at Little Rock**

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501-569-8572; fax 501-683-3473  
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**Arkansas Dept. of Health Tobacco Quitline Evaluation Study.** SRC conducted interviews with Quitline registrants at the 4- and 7-month periods after registration to evaluate service satisfaction, tobacco use, and quit behavior.

**Arkansas Game and Fish Commission Snow Goose Survey.** This mail and Web study surveyed approximately 800 licensed light snow goose

hunters to determine the success of the Light Goose Conservation Order, which is designed to allow hunters to reduce snow, blue, and Ross's goose numbers through increased harvest.

**Arkansas State Police (ASP) Driver Survey.** This dual-frame telephone survey of approximately 500 Arkansas motorists gathered information about driving practices, knowledge of driving laws, and awareness of an ASP media campaign.

**Arkansas Dept. of Workforce Services (DWS) Client Satisfaction Survey.** This multimode project was conducted to measure the levels of multiple groups' satisfaction with selected DWS programs; it surveyed employers, job seekers, and TANF recipients who received services from DWS over the previous year.

**Work-Life Balance/Disabilities Survey.** This survey was conducted for the Cornell University Employment and Disability Institute. Survey data were collected through administration of a Web-based questionnaire and telephone interviews to 1,000 individuals. The study purpose was to obtain information regarding balancing work and life for people with disabilities or chronic health conditions.

**UALR College-Bound Students and Parents Survey.** This list sample telephone survey of 443 students and 819 parents of students who had taken the ACT exam in the previous year was conducted for the UALR Provost's office to understand current perceptions regarding Arkansas colleges.

**UALR University District Neighborhood Survey.** This telephone survey, which relied on an ABS sampling design, consisted of 625 interviews with residents of Little Rock's South University Avenue neighborhood to obtain a better understanding of the attitudes and opinions of people living in the neighborhood on a variety of community issues.

## FLORIDA

### **Survey Research Laboratory (SRL) Florida State University**

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surveylab@fsu.edu; <http://coss.fsu.edu/srl>

**Customer Satisfaction Assessment.** SRL conducts monthly mail surveys of clients of Vocational

Rehabilitation Services; clients also are given a Web survey option. Those whose cases were closed during the previous month (approximately 1,200 monthly) and a sample of clients who have been in the program for 6 months and are currently active (1,000-1,500 clients) comprise the population surveyed. The director attends quarterly meetings of the Vocational Rehabilitation Council and works with council members on survey reports and provides advice to the Council.

**Assessment of Customer Satisfaction with Services Provided by the Division for Blind Services (DBS), Florida Dept. of Education.** SRL conducts monthly telephone surveys of clients who received DBS services. The director attends quarterly meetings and prepares an annual report on customer satisfaction required by federal statutes.

**Charlotte County Hurricane Survey.** SRL surveys residents of Florida's Charlotte County by mail to see if the installed color-coded markers on street signs throughout the county help people identify their evacuation zone and vulnerability during hurricane season.

## ILLINOIS

### **NORC at the University of Chicago**

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312-759-4000; fax: 312-579-4004

[www.norc.org](http://www.norc.org)

**Sustaining a Virtual Research Community.** The Kauffman Foundation awarded a 5-year grant to NORC to continue to support a virtual research community of scholars analyzing microdata collected via the Kauffman Firm Survey (KFS). Since 2007, the foundation has partnered with the NORC Data Enclave to help new business owners overcome start-up challenges and build innovative, growing companies by providing researchers access to confidential business microdata. On an annual basis, the KFS tracks a cohort of nearly 5,000 firms that began operations in 2004 and asks an extensive set of questions that cover a range of topics (e.g., the background of the founders; the sources and amounts of financing; firm strategies and innovations; outcomes such as sales, profits, and survival). The KFS research community has developed an impressive amount of scholarly outputs, including investigator awards, books, peer-reviewed journal articles, conference presentations, research reports

and working papers. Much of this research is also highlighted in *KFS Digests*, intended to highlight new and interesting work using the KFS, and on the Social Science Research Network. *Principal Investigator*: Tim Mulcahy.

**Genomics Scholar Program (GSP).** Sited at the J. Craig Venter Institute, GSP seeks to address the need for increased minority participation in scientific research. It is a transition program focusing on the leap from a community college to a 4-year college while participating in a research experience, in addition to mentoring and professional development. As an external evaluator, NORC will begin by refining the logic model for the GSP to provide a framework for evaluation activities. NORC will conduct a formative evaluation of the program, which involves interviews of scholars over a 2-year period. This 3-year project is supported by NIH and will be led by Research Scientist Kristen Neishi.

**Medicare Current Beneficiary Survey (MCBS).** NORC will begin the MCBS—a continuous, longitudinal survey of a nationally representative sample of the Medicare population—for the Centers for Medicare & Medicaid Services (CMS), which has been conducting the survey since its inception in 1991. NORC will be completing roughly 46,000 interviews annually and working closely with CMS to implement a series of innovations to the MCBS program. The MCBS's central goals are to determine expenditures and sources of payment for all services used by Medicare beneficiaries, ascertain all types of health insurance coverage and relate coverage to sources of payment, and trace processes over time. This is a 3-year project led by Susan Schechter, Healthcare Research Senior Fellow.

**Climate-Informed Capital (CIP) Investment Planning Methodology and Guidebook.** This project is a part of a broader World Bank (WB) agenda Resilient Cities Program. The purpose of the methodology and guidebook is to help cities make decisions regarding investments in resilient infrastructure as a part of their capital investment planning. The new proposed CIP methodology and guidebook will pull together low-carbon and resilient development considerations but also will use the World Bank's *Guidebook on Capital Investment Planning for Local Governments*. The duration of the project is April to December 2014. *Project Director*: Olga Kaganova.

**The Long-Term Care Polls.** The Associated Press-NORC Center for Public Affairs Research, with fund-

ing from the SCAN Foundation, is undertaking a series of major studies on the public's experience with and opinions and attitudes about long-term care in the U.S. The AP-NORC Center has conducted the second in a series of nationally representative surveys of Americans age 40+ to monitor long-term care issues. The 2013 study found that few Americans age 40+ are prepared for long-term care—care that they expect to need in the future—and even fewer understand the financial costs involved. Americans 40+ are counting on their families to provide assistance for them as they age, and a majority support a variety of policy options for financing long-term care. The 2014 study showed that caregiving occurs across generations and throughout the family and is mostly a positive experience.

### **Survey Research Laboratory (SRL) University of Illinois at Chicago**

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**University of Illinois Survey on Neighborhood (UNISON) Health.** UNISON Health was commissioned by the Univ. of Illinois Hospital and Health Sciences System (UI Health). The study originated out of the requirement of the Affordable Care Act that all nonprofit publicly funded hospitals conduct a needs assessment every 3 years. What began as a survey focused on the 6 ZIP codes that UI Health primarily serves expanded to cover several contiguous community areas on Chicago's west side. The goal of the study was to develop a baseline assessment of the service area's health needs as well as awareness and experience of the UI Health system.

There were two main components of the study. The first was a comprehensive assessment of the health needs of UI Health's primary service area of 24 Chicago neighborhoods. Households in these neighborhoods were randomly selected to participate, and one adult was selected randomly from each household. SRL completed 454 interviews with these households. The second part aimed to establish a clear baseline against which UI Health can evaluate the effectiveness of its clinical programs, healthcare delivery system, and university-affiliated community initiatives for three sets of patients—adults with hypertension, adults with diabetes, and pediatric asthma patients. Interviews were completed with

139 hypertension patients, with 147 diabetes patients, and with the parents or guardians of 150 pediatric asthma patients. The survey method for all three strata was face-to-face interviews. Interviews were conducted in both English and Spanish. *Principal Investigator:* Jerry Krishnan (UI Health), *Project Coordinator:* Anne Diffenderffer.

**Campus Information Technologies and Educational Services (CITES) Satisfaction Survey.** SRL assisted CITES with a Web-based survey of faculty and staff at the Univ. of Illinois at Urbana-Champaign to evaluate services that CITES provides. From a random sample of 1,500 faculty and 1,500 staff, 643 respondents completed the online questionnaire during November and early December 2013. *Project Coordinator:* Sowmya Anand.

**Illinois 4-H Science Program, 2013.** For this evaluation, SRL helped with updating the instrument used in 2012 to include questions regarding 3 programs of interest (Robotics, Animal Science, and 4-H Camp). Paper questionnaires were distributed at club meetings and science-related 4-H events between April and October 2013. Subsequently, SRL entered the data and conducted an analysis of the data, which included 853 cases from 2013 and 554 cases from 2012. *Project Coordinator:* Sowmya Anand.

**Current Practices and Barriers to Care for Patients Seeking Abortion after Sexual Assault.** The purpose of the study was to examine current practices and barriers to care for women seeking abortion after sexual assault. A link to the Web questionnaire was sent to clinicians (physicians or advanced practice clinicians) who provide medical or surgical abortion in the U.S. to ask about their experiences in providing abortion care to women pregnant as a result of sexual assault. From October 6, 2013, through January 31, 2014, 280 completed questionnaires were submitted. *Principal Investigator:* Rachel Perry (Univ. of Illinois at Chicago), *Project Coordinator:* Isabel Farrar.

**Great Lakes Regional Pollution Prevention Roundtable (GLRPPR) Need Assessment Study.** SRL conducted this Web survey of GLRPPR members to evaluate their needs for information about pollution prevention and waste reduction and to determine how well the organization's Web site meets those needs. During March and April, 65 of the 408 GLRPPR members completed the online questionnaire. Another 3 partially completed the instrument.

*Principal Investigator:* Laura Barnes (GLRPPR),  
*Project Coordinator:* Sowmya Anand.

## INDIANA

### Center for Survey Research (CSR) Indiana University

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812-855-2833  
csr@indiana.edu; <http://csr.indiana.edu/>

**University Information Technology Services (UITS).** For the past 22 years, CSR has partnered with the Univ. Information Technology Services at Indiana University (IU) to conduct their annual user satisfaction survey. The goal is to provide the campus community with an opportunity to weigh in on the services and resources provided by UITS. Over 6,000 faculty, staff, and students at 5 IU campuses were invited to participate in an online survey in the spring. For the spring 2014 administration, a mobile version of the survey was piloted on the Bloomington campus. *Principal Investigator:* John Samuel, *Project Director:* Erica Moore.

**California and Tampa Bay Water Management.** CSR recently began administration of Phase 2 of an NSF-funded multimode study, first conducted in 2010–11. This phase is once again interested in understanding stakeholders' views about the effectiveness of water management policies in the California Delta and Tampa Bay regions. More than 2,500 stakeholders across the two states will be invited by e-mail or postal mail to participate. Respondents are being asked to volunteer names and contact information for up to 5 others who are also involved in water management in the region. This snowball sample also will be invited to participate. Data collection ends August 2014. *Principal Investigators:* John Scholz (Florida State University) and Mark Lubell (UC Davis), *Project Director:* Heather Terhune Marti.

## IOWA

### Center for Social & Behavioral Research University of Northern Iowa

2304 College St., Cedar Falls, IA 50614-0402  
319-273-2105, fax: 319-273-3104  
[www.uni.edu/csbr](http://www.uni.edu/csbr)

**Feasibility and Evaluation of IDOT TEXTL8R Phone Application.** Funded by Iowa Dept. of

Transportation, this project is designed to provide formative information for the development and distribution of a smartphone app designed to increase teen driving safety and an evaluation of the app's efficacy once launched statewide. Using mixed methods, the study includes focus groups with teens and parents and online interviews with SMS cuing, and a survey of parents and teens will evaluate acceptance and utility once the application is available in fall 2014. *Principal Investigators:* Mary Losch and Erin Heiden.

**Black Hawk County Low Birthweight Study.** This study, funded by the Black Hawk County Health Dept., includes a literature review and secondary analysis of state birth records to examine possible relationships between low birthweight and factors including mother's prenatal history, general demographics, and neighborhood. The data analysis will include various multiple regression models, potential spatial analyses, correlations, and descriptive statistics. *Principal Investigators:* Mary Losch and Ki Park.

## KENTUCKY

### Survey Research Center University of Kentucky

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langley@uky.edu; <http://survey.research.uky.edu/survey>

**Life Stresses, Family and Partner Support, and Cancer Care.** The purpose of this survey of 3,000 North Carolina female cancer survivors is to assess the level of support from intimate partners and the effect of other life stresses on recovery. *Principal Investigator:* Ann Coker, *Project Director:* Ron Langley.

**Kentucky Office for the Blind Customer (OBC) Satisfaction Survey.** This is an annual survey of 350 OBC clients. *Principal Investigator:* Christina Espinosa, *Project Director:* Marianne Hughes.

**Kentucky Office for Vocational Rehabilitation (OVR) Customer Satisfaction Survey.** This is an annual survey of 1,000 OVR clients. *Principal Investigator:* Katie Smith, *Project Director:* Marianne Hughes.

**Tobacco Program Media Survey.** The purpose of this dual-frame telephone survey of 625 Kentucky

adults is to assess the impact of statewide smoking cessation media campaign. *Principal Investigator and Project Director:* Ron Langley.

## MICHIGAN

### Survey Research Center (SRC) Institute for Social Research (ISR) University of Michigan

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**Health and Retirement Study (HRS).** The HRS is a national longitudinal study primarily funded by NIA that began in 1992. New sample members are recruited every 6 years to ensure that the study is representative of the U.S. population age 50+. Over 37,000 respondents have participated in the study over the years. Respondents are interviewed every 2 years by phone or in person. The questionnaire covers health status and health care utilization, employment status and history, retirement planning, cognitive measures, and quality of life, and a series of physical measures and biomarkers. Over 23,000 panel members will be asked to participate in the 2014 study wave; about half of these will be asked to provide physical measurements and biomarkers. The HRS has been emulated in a number of countries, including China, the European Union, India, Israel, Japan, Korea, and Mexico. *Principal Investigator:* David Weir (Univ. of Michigan), *Survey Director:* Nicole Kirgis.

**Michigan Lupus Epidemiology and Surveillance (MILES) Program Cohort and Biobank.** The objective of this study is to recruit a control group of respondents to supplement an existing experimental group. To further case-control analyses, the control group sample design requires matching on demographic and geographic characteristics. Survey Research Operations (SRO) will assist in the design of a mail questionnaire and will program the CAI instrument to replicate the SAQ content and to allow for interviewer follow-up calls to be made to complete the interviews by telephone or to make reminder calls to encourage respondents to complete and return the SAQ. The sample will be designed by SRO with key input from the principal investigator's staff regarding group-matching specifications. The sample of 2,700 households in Washtenaw and Wayne Counties in southeast Michigan will be

drawn using ABS techniques. Data collection will be completed in two phases: the first phase scheduled for spring and summer of 2014 and the second during fall and early winter of 2014. The project is funded by the CDC. *Principal Investigator*: Emily Somers (Univ. of Michigan), *Survey Director*: Robert Lee.

### **Improving Life Chances of Disadvantaged Students through Social-Cognitive Skill Development and Intensive Academic Remediation.**

Attempting to answer the question “What is the most effective (and cost-effective) way to improve the long-term life outcomes of disadvantaged youth?”, a team of researchers at the Univ. of Chicago Crime Lab is conducting a pilot study to examine the effectiveness of two Chicago-area intervention programs, which focus not only on academic skills but also on social-cognitive skills. SRO’s role on the pilot includes using a list of almost 900 students (males age 14–17 from 12 Chicago high schools who have participated in one or both of the intervention programs) to contact the families and conduct an in-person interview (either at school or at home). The survey includes a 40-minute CAPI interview and a self-administered math achievement test. The work done for this pilot will inform a larger study to be done in 2015. *Principal Investigator*: Jens Ludwig (Univ. of Chicago), *Project Manager*: Sarah Crane.

## **MINNESOTA**

### **Wilder Research Center Amherst H. Wilder Foundation**

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**Response to Intervention Implementation Survey.** The Minnesota Dept. of Education is supporting schools and districts that are committed to closing the “achievement gap” through the implementation of Response to Intervention (RtI), also known as Multi-tiered Systems of Support (MTSS). Wilder Research was commissioned to conduct a statewide survey to determine the level of RtI implementation among Minnesota schools. The survey examined schoolwide implementation at Tier 1, which covers core instruction for all students, and Tiers 2 and 3, which is supplemental intervention for

students who need it. Wilder Research conducted the survey in spring 2013 and spring 2014. The Web survey was sent to all school principals in Minnesota who were asked to convene a schoolwide team to complete the survey together. During the two-month data collection period, schools received e-mail and phone call reminders. A total of 710 schools in 2013 and 749 schools in 2014 completed the survey, representing 46% and 49% of total elementary, middle, high, and charter schools, respectively. *Principal Investigator*: Edith Gozali-Lee.

## **NEW HAMPSHIRE**

### **Survey Center University of New Hampshire**

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**Housing Finance Authority Rental Property Survey.** Approximately 1,200 rental property owners and managers in New Hampshire were surveyed by landline and cellular telephone between March 10 and May 14, 2014. This annual survey was conducted to determine rents and other attributes of rental properties in New Hampshire. The study is based on a nonprobability sample. *Principal Investigator*: Andrew Smith.

**Granite State Poll 53.** The Survey Center interviewed 507 randomly selected New Hampshire adults by landline and cell telephone between April 1 and April 9, 2014. The Granite State Poll is a quarterly survey of public opinion in New Hampshire. This study was conducted to determine present attitudes concerning the upcoming NH election, public policy, and consumer confidence in the state. The margin of sampling error for the survey is +/- 4.4%. *Principal Investigator*: Andrew Smith.

**Univ. of Connecticut Poll 8.** The Survey Center interviewed 1,007 randomly selected U.S. adults by landline and cell phone between April 22 and April 30, 2014. The UConn poll was conducted to determine voter attitudes regarding education policy, particularly Common Core. The margin of sampling error for the survey is +/- 3.1%. *Principal investigator*: Andrew Smith.



## NEW JERSEY

### **Bloustein Center for Survey Research (BCSR) Bloustein School of Planning and Public Policy**

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**Pregnancy Risk Assessment Monitoring Study (PRAMS).** The BCSR collaborates with the Depts. of Health for New Jersey, Pennsylvania, Maryland, and New York City to collect data for the CDC's PRAMS. BCSR has worked with New Jersey in this effort for 11 years and with Pennsylvania for 6 years, most recently taking on the effort for Maryland and New York City.

**Youth Risk Behavior Survey (YRBS).** With support from the New Jersey Dept. of Education (NJDOE) and the CDC's YRBS, BCSR conducted extensive statewide data collection for the 2013 New Jersey Student Health Survey. That report, which addresses student health risk behaviors including alcohol and drug use, suicidal ideation, sexual behavior, experience with violence and bullying, and other vital health concerns, will be released to the public in July 2014. Prior reports are available on the NJDOE Web site.

**State Performance Plan.** On behalf of the NJDOE, BCSR conducted the State Performance Plan survey as required by the U.S. Dept. of Education's Office of Special Education Programs. That two-step data collection effort involves a satisfaction survey of parents of children with disabilities, followed by an assessment of children who left high school prior to graduating. BCSR has assisted NJDOE annually on this effort for 5 years.

**Middle School Risk and Protective Factor Survey (MSRPFS).** The New Jersey Dept. of Human Services, Division of Mental Health and Addiction Services, recently released the findings of the 2012 NJ MSRPFS. BCSR completed data collection with over 6,500 students on a survey intended to assess risk and protective factor items that show the strongest correlations to drug use, including feelings about school and their neighborhood; self-reported and perceived peer use of tobacco, drugs, and alcohol; and the availability of such substances. Survey results will be used to create tailored prevention programs for New Jersey's

youth population and complete the federal application for block grant funding; they will become part of the New Jersey State Epidemiological Profile that is used for interdisciplinary and intergovernmental planning and for disbursement of funds within the state for prevention and planning purposes.

**Grant Reporting Requirements Technical Assistance.** In collaboration with SAMHSA, BCSR provides state agencies and related organizations with technical assistance to meet grant reporting requirements for funding homeless and HIV-prevention services. This technical support helps these agencies and organizations, including the New Jersey Veterans Administration in Lyons, The Center for Great Expectations, the North Jersey Community Research Initiative, and the Urban Renewal Corporation, to comply with the Government Performance Results Act.

## NORTH CAROLINA

### **RTI International**

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**China Financial Consumer Protection and Financial Literacy.** RTI is conducting a study for the World Bank that will collect information on household finances, consumer use of financial products, and attitudes toward financial services via in-person interviews among a nationally representative sample of households in China. Findings will be used as authorities design interventions to improve the banking consumer's protection framework and mechanisms. *Project Director:* Michelle Yuan.

**Survey of Children's Health.** This project, funded by Nemours Health and Prevention Services, involves two main components. First, RTI staff members interview Delaware parents and guardians about the health and health care of one of their children. Next, they send paper questionnaires to the medical providers specified by the parents/guardians who gave authorization to release recently recorded height and weight information for their child. RTI will use a multiframe sample to meet challenging racial and ethnicity targets at the county and city level. *Project Director:* Brenna Muldavin.

**Shoo the Flu Clinical Evaluation.** RTI is collaborating with researchers at the UC-Berkeley School

of Public Health to evaluate a multiyear school-located influenza vaccination program. Shoo the Flu, LLC, with funding from the Page Family Foundation, will offer free flu vaccinations to school children at participating elementary schools in Oakland, CA. Computer models suggest achieving a high vaccination rate in school children, who are high transmitters of the disease, will reduce the transmission and rate of flu in an entire community. *Project Director:* Karen Morgan.

**Violence against Indian Women.** NIJ is conducting a baseline survey on violence against American Indian and Alaska Native women living in tribal communities. As the Data Center Contractor for this project, RTI assists with sampling and weighting, provides and program laptops, leads the data collection processing and data management, prepares data files, analyzes and reports findings, and assists with dissemination of study findings. *Project Director:* Lisa Carley-Baxter.

**Adding Legacy Clinical Data to the Federal Interagency Traumatic Brain Injury Research (FITBIR).** The goal of this project, funded by the National Institute of Neurological Disorders and Stroke is to accelerate the process of building FITBIR into a large, rich database for meta- and secondary analysis of TBI clinical research data by archiving legacy data from the Citicoline Brain Injury Treatment Trial. *Project Director:* Helen Pan.

## PENNSYLVANIA

### **Survey Research Center (SRC) The Pennsylvania State University**

The 330 Building, Ste. 105, University Park, PA 16802  
814-867-1290; fax: 814-863-7676  
src@survey.psu.edu; www.survey.psu.edu/

**Experiences with Interpersonal Conflicts.** The purpose of the study is to look at interpersonal conflicts, specifically, the characteristics of arguments and fights. The intent was to increase scientific understanding of why some arguments escalate and others do not. Why are some people victims of serious crimes and others are not? Data collection started at Camp Hill State Correctional Institution—the diagnostic and classification center for all men entering into the Pennsylvania prison system. Our goal was to interview 400 new inmates using CAPI. During the interview, inmates were asked to supply

names of friends, family, or associates who are not institutionalized. Participants in this non-institutionalized sample were asked to complete the same interview as the inmates, by CATI or CAWI towards a goal of completing 250 noninstitutional interviews. This study is funded by NIJ. *Principal Investigators:* Richard Felson and Mark Berg.

### **Promoting School-Community-University Partnerships to Enhance Resilience (PROSPER).**

In partnership with Iowa State University's Survey and Behavioral Research Services group (SBRS), SRC is conducting a third wave of follow-up CATI/CAWI data collection for cohort 1 of the PROSPER study. PROSPER data collection started in 2002 and includes two cohorts of then-6<sup>th</sup>-grade students in 28 school districts across Iowa and Pennsylvania ( $n = \sim 12,000$  students). Approximately half of these students received a prevention-based intervention with the goal of avoiding substance abuse and behavioral problems. The SRC and SBRS have conducted two waves of CATI/CAWI data collection with a subset of  $\sim 1,000$  cohort 1 students since they finished high school and have a second wave of data collection planned for cohort 2. The study is funded by NIDA. *Principal Investigators:* Richard Spoth and Mark Greenberg.

## VERMONT

### **Polling Institute Castleton College**

P.O. Box 6049  
Rutland, VT 05701  
802-770-7040  
rich.clark@castleton.edu; www.castleton.edu/polling/

The Institute has conducted three B2B surveys on topics of renewable and clean energy for state agencies and an environment consulting group. The Institute also launched its first of what we hope are many statewide omnibus general population surveys. Currently, the Institute is conducting a survey of Vermont businesses regarding telecommunications needs and satisfaction, as well as a town study on planning and zoning. Later this summer, the Institute will conduct another clean energy B2B survey and a general population survey on telecommunications for a state agency.

## WASHINGTON

### Social and Economic Sciences Research Center (SESRC)

#### Washington State University

Wilson Hall 133

P.O. Box 644014

Pullman, WA 99164-4014

509-335-6201; fax: 509-335-0116

krebill@wsu.edu; www.sesrc.wsu.edu

**2014 Survey of Noncompliant Hunters in Washington State.** SESRC was selected to conduct the annual survey of hunters that have not reported hunting activity for every tag and permit awarded for outcomes. This survey is conducted in February after seasons close for the previous 2013 year. SESRC followed up with 5,006 hunters with CATI interviews that varied in length from 2 minutes to 10 minutes for reports on game—deer, elk, moose, bear, wild turkeys, and other game (wild sheep, antelope). *Principal Investigator:* Danna Moore, *Study Director:* Kent Miller.

**2014 Evaluation of Workforce Training Programs.** SESRC conducted 1,716 19-minute CATI interviews of 8 state-administered training and re-education programs. The purpose of the study is to evaluate training and services provided to trainees. Programs evaluated were community and technical college job preparatory, worker retraining, adult basic skills education, apprenticeship, dislocated workers programs, youth programs, and job preparatory from private career schools. *Principal Investigator:* Rose Krebill Prather, *Study Director:* Yi-jen Wang.

**2013 Pilot Study for the National Survey of Business Competitiveness.** The USDA sponsored a pilot study of U.S. businesses to examine the challenges firms face in today's economy. The study explored and experimentally tested mixed survey methods for reaching businesses and detecting business innovation in preparation for a full study to be conducted in 2014. Cognitive interviews were conducted to test question wording and explore the questionnaire's functionality. For the pilot study data collection, SESRC obtained over 1,487 interviews. *Principal Investigator:* Danna Moore, *Study Directors:* Yi-jen Wang and Kent Miller.

**2014 International Collaboration Survey.** For this NSF-funded study, SESRC is working with researchers at Washington State University and

Kansas State University to investigate the role, interest, and value of international research collaborations for faculty research and scholarly outcomes. This first-phase study surveyed Washington State University faculty. The results are combined with citation information and grant funding databases to evaluate the role of international research and scholarly outcomes. *Principal Investigator:* Danna Moore, *Study Director:* Kent Miller.

**2014 Monthly Survey of Workforce Trainees and Employers.** The purpose of this survey is to investigate the outcome of job training and work experience received towards gainful employment, satisfaction with job training services received, and opinions about job training. Both training participants and employers were interviewed. For the first three months of 2014, 114 participants and 292 employers completed CATI interviews. The results of this survey will help the Washington State Workforce Training and Education Coordinating Board capture common customer satisfaction information that can be aggregated and compared at state, regional, and national levels. *Principal Investigator:* Rose Krebill-Prather, *Study Director:* Nathan Palmer.



## ANNOUNCEMENT

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In spring 2014, the Polling Institute at Castleton College moved its entire operation from its rural campus to a downtown location in Rutland, Vermont. The center has 16 active CATI stations with room to expand. The move puts the Institute closer to a larger labor force for recruiting interviewees, thereby reducing reliance on students even further.



## PERSONNEL NOTES

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Survey Research *reports on the new appointments and promotions of professional staff at academic and not-for-profit survey research organizations, as well as those of the for-profit organizations that are patrons of the newsletter.*

NORC's Research Programs welcome **Kean Chew**, Associate Director for the Statistics and Methodology department; Senior Survey Statistician

**Sou-Cheng Choi** (Statistics and Methodology); and Senior Research Scientists **Noreen Arnold** (Health Care), **Liane Estafan** (Public Health), and **Lois Simon** (Health Care).

The Indiana University Center for Survey Research (CSR) is pleased to announce the promotion of **Fox Steinhilber** to Technology Analyst and will provide support in quality control, database design, e-mail campaigns, and other programming activities to meet CSR's research and production needs.

**Mitch Avery** and **Neal Pollock** have joined the staff of the Center for Social and Behavioral Research (CSBR) at the Univ. of Northern Iowa as project coordinators. Both had previously served as graduate research assistants at CSBR.

The Univ. of Kentucky Survey Research Center would like to announce the retirement of long-time Survey Supervisor **Marianne Hughes**. Marianne has been instrumental to our success over the past decade; we wish her well in her future endeavors. We would also like to announce the hiring of new Survey Supervisor **Absolom Waweru**.

RTI's Education and Workforce Development division has been joined by Education Analysts **Michael Duprey** and **Johnathan Conzelmann** and Research Education Analyst **Caren Arbeit**.

## JOB OPPORTUNITIES

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*This section contains listings of employment opportunities in survey research organizations. Listings can be sent to the editors at the address in the newsletter or e-mailed to [Irmccall@uic.edu](mailto:Irmccall@uic.edu). Survey Research does not charge a fee for these postings.*

RTI International's Survey Research Division is looking for a **Senior Survey Director** with expertise in health surveys and applied public health studies. This position will identify business opportunities, lead capture and proposal efforts, secure competitive funding, and implement large complex, fast-moving studies. Responsibilities include interaction with clients, managing project teams, and enhancing the scientific stature and external recognition of the Division through publishing in peer-reviewed journals and presenting at professional conferences. Collaboration skills and the ability to develop and monitor complex, fast-moving project schedules, detailed cost forecasts, and contract deliv-

erables are required. Minimum qualifications include a Ph.D. in quantitative social or behavioral science, including sociology, psychology, or political science, and a minimum of 10 years of related experience or a master's and 12 years of related experience. To view the entire job requisition, go to [www.rti.org/careers](http://www.rti.org/careers) and search for job #15197.

RTI's Program for Research in Survey Methodology in the Division of Survey Research has an immediate opening for a **Survey Methodologist/Survey Statistician** with an interest in Responsive and Adaptive Survey Designs. The position entails a diverse set of tasks largely led by project needs, which can include identifying and gathering auxiliary information, sampling design, selecting samples, balancing cost-error tradeoffs in potential survey designs, consideration and optimization of mixed-mode designs, embedding interactive features in data collection, analysis of survey data, and dissemination of results. In addition to more routine project-related tasks, the Survey Methodologist/Survey Statistician will collaborate on the development and improvement of survey designs, propose and contribute to planned experiments, conduct simulations on existing data, fit statistical models to be estimated prior and during data collection, monitor selected key metrics, coordinate the implementation of survey interventions, and write reports. The successful candidate will be expected to make substantial contributions to proposals for new contracts and to complete tasks on multiple projects. This motivated individual is expected to publish research results in peer-reviewed journals and present at professional meetings. Minimum qualifications include a Ph.D. with minimum of 6 months relevant experience or master's degree in survey methodology or statistics with 3 years of related experience. To view the entire job requisition, go to [www.rti.org/careers](http://www.rti.org/careers) and search for job #15275.

St. Jude Children's Research Center is looking for a survey professional to fill the position of **Sr. Liaison—Donor Experience Management—Donor Understanding and Strategy** at its Memphis location. Requirements include a thorough knowledge of marketing research and business strategy; experience in research strategy, survey design, sampling methodology, and managing a variety of research methodologies including focus groups, in-depth interview and co-creation; the ability to utilize and analyze complex sources of data and to compile information in a way that is easy for the organization to understand and use. The ideal candidate also should be able to speak and write in a clear and understandable manner for internal/external communications, demonstrate problem resolution and strong project management skills,

and be able to manage multiple competing projects and allocate resources and time effectively. Additional requirements include knowledge normally acquired through a bachelor's degree and 5–7 years of experience in marketing strategy, customer marketing, category management, brand strategy, or customer experience and at least 2–3 years of hands-on marketing research experience and 2–3 years of management or project management experience. Preferred: MBA, customer experience management experience, experience developing personas and customer journey maps. Must possess a valid driver's license. For more information and to apply, visit <https://jobs-alsac.icims.com/jobs/9125/sr.-liaison---donor-experience-mgmt---donor-understanding-%26-strategy/job>

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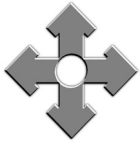
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