

## *Custom Delivery*

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The Docking Institute works with you to develop a study that is tailored to meet your specific needs and concerns. Professional services provided by the Institute's University Center for Survey Research (UCSR) include the development of a questionnaire/research protocol, sampling, telephone or self administered (mail) surveys, fieldwork interviewing, analysis of data, report writing, and report presentation, all in a time frame allowing for the successful completion of the project.

Information gathered and analyzed by professional staff members will prove to be a valuable resource in your planning and development efforts. We provide final reports in both text and electronic formats, and the director of the UCSR or our research scientist can make public presentations of our findings. Our professional reports and presentations can be used to assist decision-makers who will influence your programs and operations.

## *Cost of Services*

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A custom proposal and cost estimate is available upon request at no cost. (See contact information on back of this brochure.)

## *Mission*

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The primary mission of Fort Hays State University's Docking Institute of Public Affairs is to facilitate effective public policy decision-making.

*The Institute's five primary programs are:*

- Public policy and public opinion research for governmental and non-profit entities.
- Strategic planning and consulting.
- Public affairs programming through conferences, speakers, forums, television and radio programming, newspaper columns and scholarly publications.
- Telecommunications and information technology consulting and development.
- Public administration and leadership training programs.

## *Contact Us*

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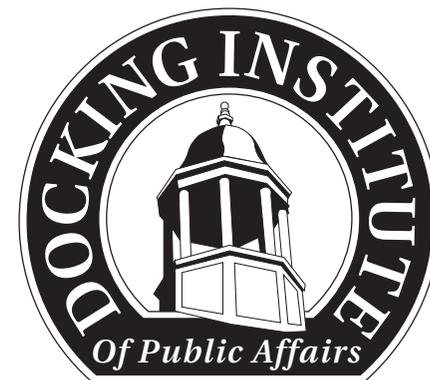


FORT HAYS STATE  
UNIVERSITY

THE DOCKING INSTITUTE  
OF PUBLIC AFFAIRS  
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# *The University Center for Survey Research*



Fort Hays State University

## *Who We Are*

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Effective decision-making is dependent on valid and reliable information. The University Center for Survey Research (UCSR) specializes in the design and implementation of state, local and regional telephone, mail and Web surveys to assist government, academic, and non-profit organizations meet their information needs.

## *Why Consider the UCSR?*

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- Professional in-house survey design, data collection and analysis.
- Sophisticated CATI facility, optical scanning technology and Internet survey software that reduces measurement errors and data collection time and cost.
- Academic environment with a wide range of subject matter expertise.
- Unparalleled experience with a variety of survey topics and designs.
- National award-winning studies.

## *Survey Services*

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The UCSR conducts surveys using a variety of methods including telephone, mail, Internet/Web, personal interview and focus groups. The appropriate survey methodology is selected based on the client's needs and goals for the survey research.

## *Survey Methodology*

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The UCSR's professional staff combines a broad knowledge of advanced survey methodology with extensive experience in project management to produce high quality research. Our services include:

- Questionnaire design.
- Population sampling.
- Field work and qualitative analysis.
- Data entry and coding.
- Data analysis and evaluation.
- Report writing and presentation.

## *Equipment and Technical Capability*

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### **Telephone Interviewing**

The Docking Institute's UCSR operates a 15-station computer-assisted telephone interviewing (CATI) facility staffed by trained interviewers and offering standardized callback procedures and a sound methodological approach to survey implementation. The CATI system presents several advantages over other systems:

- Enables efficient and accurate data collection.
- Allows complex question branching, reducing interviewer and coder error.
- Provides easy monitoring of interviewers for quality control purposes.

### **Internet/Web Surveys**

The UCSR maintains cutting edge Internet/Web survey software. Our design experts use state of the art technology and best-practice survey research methods to assure top quality research results.

### **Data Entry**

The UCSR's computer system can also be used for stand-alone data entry projects. Our highly trained operators are proficient in double-entry and paired-operator entry to meet the client's specific needs.

### **Optical Scanning**

The UCSR has optical scanning technology for mail and other forms of self-administered surveys, dramatically reducing data entry errors and improving turnaround time for conduct in self-administer surveys.

### **Automated Group Response System**

The UCSR also has an automated group response system for focus and small-group activities. This system allows participants to provide anonymous and instantaneous feedback. The UCSR's mobile automated group response system has 100 wireless keypads that can be used in almost any venue.

## *Research Projects*

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### **Labor Surveys**

Determine prevailing wage, benefit, unemployment, and underemployment levels, and evaluate employee skill levels to determine labor availability and training needs.

### **Government Services Surveys**

Evaluate citizen satisfaction with a variety of services for counties, cities and state government.

### **Healthcare Needs Assessments**

Determine medical service needs and desires along with where and why patients choose medical providers.

### **Housing Surveys**

Evaluate the quality, availability and affordability of housing.

### **Multi-state, State, and Community Attitude Surveys**

Gauge satisfaction and support for programs and projects.

### **Quality of Life Surveys**

Assess satisfaction with community events, education, recreation, safety and local aesthetics.