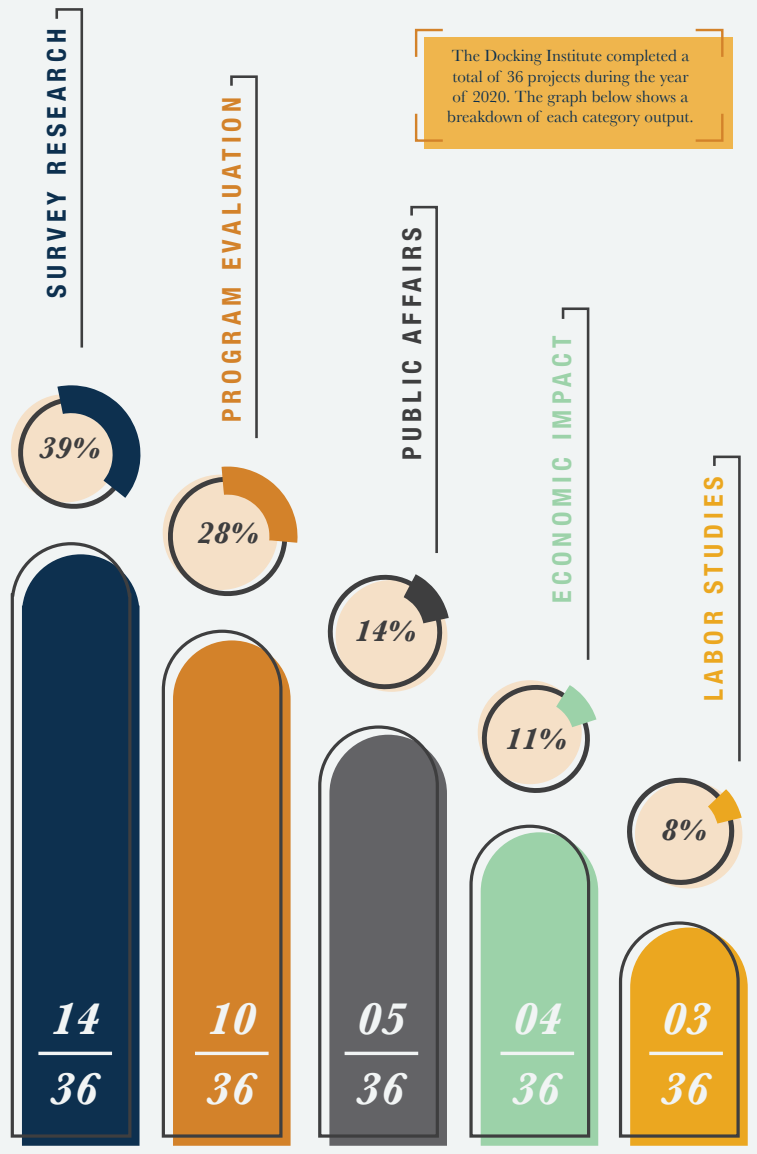


# SERVICE OUTPUT 2020

Survey & Focus Group Research, Feasibility Studies, Strategic Planning, Program & Grant Evaluation, Labor & Migration Studies, Grant Facilitation, Needs Assessments, Cost-Benefit Analyses, Economic Impact Analyses, and Public Policy Programming.

The Docking Institute completed a total of 36 projects during the year of 2020. The graph below shows a breakdown of each category output.



“Our office always enjoys working with Michael, Luis, and the Docking Institute staff. They are creative problem-solvers who have demonstrated flexibility and a shared willingness to ensure our project’s goals are achieved.”

- ASHLEY WALLACE  
Program Coordinator, Community Health Access Bureau of Community Health Systems

## POLICY FELLOWS

To facilitate effective public policy decision-making, the Docking Institute has distinguished policy fellows from industry, academia, and government. The Docking Institute assembles the right team of experts to find real-world solutions to real-world challenges.

- |   |  |   |
|---|--|---|
| <b>Paul Adams, Ph.D.</b><br>Fort Hays State University<br>College of Education                                    | <b>Scott R. Jones, Ed.S.</b><br>Fort Hays State University<br>Applied Business Studies | <b>Samuel Schreyer, Ph.D.</b><br>Fort Hays State University<br>Economics        |
| <b>Micki Armstrong, M.S.</b><br>Fort Hays State University<br>Coordinator/Mediator<br>Family Development Services | <b>Richard Lisichenko, Ph.D.</b><br>Fort Hays State University<br>Geosciences          | <b>Kevin Shaffer, M.S.</b><br>Fort Hays State University<br>Informatics         |
| <b>Emily Breit, Ph.D.</b><br>Fort Hays State University<br>Economics, Finance, &<br>Accounting                    | <b>Deborah Ludwig, M.L.S.</b><br>Fort Hays State University<br>Forsyth Library         | <b>Kevin Smith, J.D.</b><br>University of Kansas<br>University Libraries        |
| <b>Keith Campbell, Ph.D.</b><br>Fort Hays State University<br>Sociology   | <b>Jean Majercin, M.P.S.</b><br>Fort Hays State University<br>Sociology                | <b>Michael A. Smith, Ph.D.</b><br>Emporia State University<br>Political Science |
| <b>Melissa Dixon, B.F.A.</b><br>Hays Convention &<br>Business Bureau  | <b>Mary Martin, Ph.D.</b><br>Fort Hays State University<br>Applied Business Studies    | <b>Jay Steinmetz, Ph.D.</b><br>Fort Hays State University<br>Political Science  |
| <b>Larry Dreiling, M.S.</b><br>Freelance Journalist   | <b>Kate McGonigal, Ph.D.</b><br>Fort Hays State University<br>Sociology                | <b>April Terry, Ph.D.</b><br>Fort Hays State University<br>Criminal Justice     |
| <b>Robert Duffy, M.A.</b><br>Fort Hays State University<br>Drug & Alcohol Wellness<br>Network                     | <b>Patrick R. Miller, Ph.D.</b><br>University of Kansas<br>Political Science           | <b>Greg Weisenborn, Ph.D.</b><br>Fort Hays State University<br>Management       |
| <b>Morgan Steele, Ph.D.</b><br>Fort Hays State University<br>Criminal Justice                                     | <b>Lori Peek, Ph.D.</b><br>University of Colorado-Boulder<br>Sociology                 |   |
| <b>Thomas Johansen, Ph.D.</b><br>Fort Hays State University<br>Economics, Finance, & Accounting                   | <b>Wendy Rohleder-Sook, J.D.</b><br>Fort Hays State University<br>Political Science    |   |

## SENIOR FELLOWS

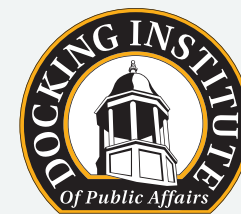
- |  |   |
|--|---|
| <b>Joseph Aistrup, Ph.D.</b><br>Auburn University<br>Dean – College of Liberal Arts<br>Docking Institute Director, 1999-2001             | <b>Larry Gould, Ph.D.</b><br>Fort Hays State University<br>Chair – Political Science<br>Docking Institute Founder & Director, 1984-1991 |
| <b>Mark Bannister, J.D.</b><br>Boise State University<br>Dean – College of Business & Economics<br>Docking Institute Director, 1993-1998 | <b>Leslie Paige, M.S., Ed.S.</b><br>Fort Hays State University<br>Director – Office of Scholarship<br>and Sponsored Projects            |
| <b>Gary Brinker, Ph.D.</b><br>Fort Hays State University<br>Professor – Sociology<br>Docking Institute Director, 2008-2017               | <b>Chapman Rackaway, Ph.D.</b><br>University of West Georgia<br>Chair – Political Science   |
| <b>Preston Gilson, Ph.D.</b><br>Fort Hays State University<br>Emeritus – Finance   |   |

## STUDENT ASSISTANTS

- |   |   |
|---|---|
| <i>Survey Center<br/>Student Supervisors</i>  | <i>Student Research<br/>Assistants</i>                  |
| Maríel Asebedo<br>Samuel Ayers<br>Shayla Cochran<br>Rachel Cofer<br>Deisy Moreno<br>Julia Sanders | Jacob Besser<br>Lauren Kruse<br>Leslie Watson-Divittore |

# FHSU Hays, KS 2020 Annual Report

Fort Hays State University  
[www.fhsu.edu/docking/](http://www.fhsu.edu/docking/)  
(785) 628-4197



## OUR MISSION

*To facilitate effective public policy decision-making among governmental and nonprofit entities.*

Like most organizations COVID-19 posed some challenges to our operations in 2020, most notably in reducing our telephone survey center capacity. Yet, this created an urgency to experiment with alternative survey methodologies, which are yielding some impressive results! Further, this pandemic reminds us of the power in survey research for measuring emerging, dynamic social issues. We were easily able to integrate COVID-19 content into some survey projects in 2020, where this was useful to the research goals.

We at the Docking Institute enthusiastically embrace the interesting and challenging work to realize our mission of facilitating effective public policy decision-making among governmental and nonprofit entities. If you are visiting Hays, please stop by our offices on the beautiful campus of Fort Hays State University. As always, if the Docking Institute can be of service, please do not hesitate to call.

Sincerely,

Brett Zollinger, Ph.D. Director	Jian Sun, Ph.D. Assistant Director	Michael Walker, M.S. Research Scholar

Luis Montelongo, M.B.A. Survey Center Research Coordinator	Lynette Otleby, B.A. Administrative Specialist

# SURVEY RESEARCH

## *Survey and Focus Group Research*

The Docking Institute provides professional survey design, data gathering, and data analysis services. Docking Institute researchers confer with clients to select the most appropriate survey methodology based on the client's needs, goals, and budget. Available survey methods include telephone surveys (using a 20-station CATI system), mail surveys, Web surveys, personal interviews, and focus groups.

### **CITY OF WAKEENEY, KANSAS**

Data entry, analyses, and reporting on data collected by the city of WaKeeney in surveys administered to the community

### **KANSAS DEPARTMENT OF ADMINISTRATION TOPEKA, KANSAS**

Web survey to measure current health plan benefits, priority features, satisfaction with options, and use of and attitudes toward optional wellness program among State employee/retirees

### **KANSAS DEPARTMENT OF HEALTH AND ENVIRONMENT, BUREAU OF COMMUNITY HEALTH SYSTEMS, OFFICE OF PRIMARY CARE AND RURAL HEALTH TOPEKA, KANSAS**

Web, postal, and telephone surveys to update Kansas' Primary Care Professional Shortage Designation areas

### **KANSAS DEPARTMENT OF WILDLIFE, PARKS AND TOURISM TOPEKA, KANSAS**

Web survey to measure satisfaction with and recommendations for improving user experiences at Milford Wildlife Area

### **KANSAS SMALL BUSINESS DEVELOPMENT CENTER TOPEKA, KANSAS**

Web and telephone survey to collect financial impact data and client satisfaction data from KSBDC clients

### **KANSAS SMALL BUSINESS DEVELOPMENT CENTER TOPEKA, KANSAS**

Survey to measure cybersecurity knowledge and behaviors among KSBDC clients and business owners in Kansas

### **KANSAS SMALL BUSINESS DEVELOPMENT CENTER NORTH DAKOTA**

Survey to measure cybersecurity knowledge and behaviors among KSBDC clients and business owners in North Dakota

### **KANSAS SPEAKS POLL DOCKING INSTITUTE OF PUBLIC AFFAIRS FORT HAYS STATE UNIVERSITY**

Telephone survey of citizens of Kansas to assess opinions and attitudes about public policy, public affairs issues, and elected officials

### **KANSAS STATE UNIVERSITY MANHATTAN, KANSAS**

Meeting facilitation, data collection, and analysis to assist Kansas State University/Kansas Department of Corrections in fostering community collaboration that supports youth & families

### **KELLY CENTER, DRUG AND ALCOHOL WELLNESS NETWORK FORT HAYS STATE UNIVERSITY**

On-campus student survey measuring self-reported personal usage of various drugs and alcohol and key demographic characteristics

### **OFFICE OF THE PRESIDENT FORT HAYS STATE UNIVERSITY**

Web survey to collect attitudes toward alcohol sales at FHSU athletic events and anticipated athletic events attendance under common COVID-19 precautions

### **OFFICE OF TECHNOLOGY SERVICES FORT HAYS STATE UNIVERSITY**

Web survey assessing technology issues among faculty, staff, and students

### **UNIFIED SCHOOL DISTRICT 214 ULYSSES, KANSAS**

Postal survey to measure voters' opinions about and levels of support for prospective bond initiatives

### **UNIFIED SCHOOL DISTRICT 306 SOUTH OF SALINE**

Postal and web survey to measure interest in and attitudes toward early childhood education/preschool and need for childcare services

## PROGRAM EVALUATION

### *Program Evaluation*

Conducting an assessment of program implementation and program outcomes is indispensable for agencies to make informed decisions about effectiveness of their programs. Government and nonprofit organizations often need tangible documentation of a program's effectiveness to receive or maintain funding.

### **ARIZONA SUPREME COURT PHOENIX, ARIZONA**

Multi-survey data processing and analysis for the Arizona Judicial Performance Review Program

### **COLLEGE OF EDUCATION, FORT HAYS STATE UNIVERSITY KANSAS ACADEMY OF MATHEMATICS AND SCIENCE**

Formative evaluation, using Web surveying of KAMS students, and parents, and focus groups with students

### **DEPARTMENT OF ADVANCED EDUCATION PROGRAMS FORT HAYS STATE UNIVERSITY**

Third-party evaluation using Web surveys of the Discovery Research PreK-12/National Science Foundation project

### **DEPARTMENT OF GEOSCIENCES FORT HAYS STATE UNIVERSITY**

Third-party evaluation using Web surveys and interviews to assess the Cameroon Program

### **KANSAS HEALTH FOUNDATION WICHITA, KANSAS**

Reflective assessment to provide a third-party review of grant activities relating to the Healthy Living Grant initiative

### **KANSAS HEALTH FOUNDATION WICHITA, KS**

Reflective assessment to provide a third-party review of grant activities relating to the Supporting Food Policy Councils initiative

### **KANSAS HEALTH FOUNDATION WICHITA, KS**

Reflective assessment to provide a third-party review of the fetal/infant mortality grant

### **KELLY CENTER FORT HAYS STATE UNIVERSITY**

Third-party evaluation of the Kelly Center's Suicide Prevention grant

### **NATIONAL SCIENCE FOUNDATION FORT HAYS STATE UNIVERSITY NOYCE SCHOLARSHIP GRANT PROGRAM**

Formative evaluation, including Web surveying, interviews, and focus-groups of participants as they pursue their science degrees and begin teaching in high-need areas

### **UNIFIED SCHOOL DISTRICT 489 EARLY CHILDHOOD CONNECTIONS HAYS, KANSAS**

Evaluation of the district's Early Childhood Connections programs to establish empirical evidence of its success in better preparing children with the academic and social skills needed to succeed in schools

## PUBLIC AFFAIRS

### *Public Affairs / Grant Writing*

Through public affairs programming, the Docking Institute provides critical resources for today's public leaders to plan for a successful future.

### **KANSAS SPEAKS POLL DOCKING INSTITUTE OF PUBLIC AFFAIRS FORT HAYS STATE UNIVERSITY**

Telephone survey of citizens of Kansas to assess opinions and attitudes about public policy, public affairs issues, and elected officials

### **KANSAS COUNTY TREASURER'S ASSOCIATION**

Online course instruction on 11 topic areas related to the duties, responsibilities, and the operation of a county treasurer office

### **KANSAS COUNTY TREASURERS ASSOCIATION**

Vetting and certification services for KCTA

### **SMOKY HILLS PUBLIC TELEVISION**

Moderating live television show "The Kansas Legislature" featuring Kansas legislators during the legislative session

### **DEPARTMENT OF LEADERSHIP STUDIES FORT HAYS STATE UNIVERSITY**

Coordinated and administered email survey correspondence and data cleanup for the department

### **ELECTIONS**

Collaborated with FHSU Student Government Association, American Democracy Project, and Hays Chamber of Commerce to coordinate election year local candidate debates

## ECONOMIC IMPACT

### *Economic Impact / Cost-Benefit / Feasibility Analysis*

Policy assessment often requires an economic impact analysis of existing and proposed activities or programs. Government agencies and nonprofit organizations can use economic impact assessments to determine the total monetary benefit of their activities in a local or regional economy. Our researchers have analyzed the economic impact of manufacturers, service organizations, hospitals, correctional facilities, institutions of higher learning, business incubators, infrastructure upgrades, and other existing and potential programs and projects. Decision-makers often turn to cost-benefit analysis as a tool for understanding whether benefits of a program/project exceed the costs. The purpose of a CBA is to comprehensively identify and measure all relevant economic costs and benefits that accrue to a program. Feasibility analysis estimates the monetary benefits of a potential project and compares those benefits to cost criteria. This analysis provides a base for a projection of a costs-to-benefits scenario useful to leaders and funders in determining whether to pursue a project.

### **KANSAS DEPARTMENT OF COMMERCE TOPEKA, KANSAS**

Economic impact analysis of STAR Bond projects

### **OFFICE OF THE PRESIDENT FORT HAYS STATE UNIVERSITY**

Economic impact analysis of Fort Hays State University on the local economy

### **SALINA AIRPORT AUTHORITY SALINA, KANSAS**

Economic impact analysis of Schwan's expansion on Salina and the State of Kansas

### **SMITH CENTER ECONOMIC DEVELOPMENT SMITH CENTER, KANSAS**

Housing needs analysis for the city of Smith Center, Kansas

## LABOR STUDIES

### *Labor and Migration Studies*

Based on government labor data alone, firms considering relocation or expansion may often conclude incorrectly that there is not sufficient qualified labor to meet their needs. A labor study assesses the labor supply, availability, and skill level of a region. Additionally, labor studies determine the working status, education, training levels, willingness to commute, desired wages, and benefits of people looking for employment for the right opportunity.

### **BOONSLICK COMMUNITY DEVELOPMENT CORPORATION BOONVILLE, MISSOURI**

Telephone survey to assess labor force availability in the Boonville/Cooper County labor basin

### **CITY OF MEXICO & AUDRAIN COUNTY ECONOMIC DEVELOPMENT MEXICO, MISSOURI**

Telephone survey to assess labor force availability in the Mexico/Audrain County labor basin

### **REGIONAL ECONOMIC DEVELOPMENT, INC COLUMBIA, MISSOURI**

Telephone survey to assess labor force availability in the Columbia, Missouri area

## STRATEGIC PLANNING

### *Strategic Planning*

Visionary leadership begins with a plan that strategically prioritizes scarce community or organizational resources. The Docking Institute has worked with more than 60 entities, including state agencies, school districts, educational institutions, museums, communities, economic development organizations, and chambers of commerce to conduct strategic planning. The Docking Institute customizes the strategic planning process to meet each organization's requirements.

