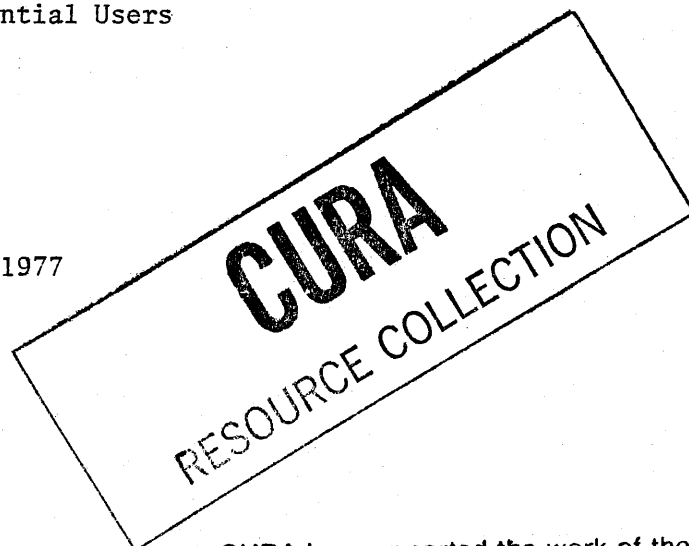


Response to a Proposed

Minnesota State Survey Research Center:

Reactions of Potential Users

December 1977



Paul Davidson Reynolds
Department of Sociology
University of Minnesota
Minneapolis, Minn. 55455

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Project development sponsored by the Center for Urban and Regional Affairs (CURA), University of Minnesota.

Practically unique among major state universities, the University of Minnesota does not encompass a survey research center, a unit devoted to the technical aspects of sampling, interviewing, and data preparation of information obtained from population surveys; 31 academic based survey research centers currently exist within the United States (listed in Appendix 8). Investigators at the University, as a major center for research, and the state/regional/local governments of Minnesota, leaders in careful planning and analysis, might be well served by an efficient, technically competent survey research center. As the financial cost of an established center should be nil (it could be self-supporting), the major unresolved issue is the extent of the potential demand for the services of such a center. Informal response to an outline of such a center (Appendix 1) was strong enough to encourage a systematic attempt to evaluate the potential use among faculty and staff at the University of Minnesota as well as state/regional/local government agencies. This report describes the results of that effort.

Two letters solicited responses from potential clients of the proposed state survey research center. The first, dated January 13, 1977 (see Appendix 2), was distributed to faculty and administrators at the University of Minnesota (all Campuses) -- approximately 3,800 in total -- offering a more complete description (the prospectus in Appendix 1), and asking for comments and examples of projects that might be facilitated by such a center. The second letter, dated February 8, 1977 (see Appendix 4) was sent to 43 state agencies (listed in Appendix 5); this letter was signed by Mr. William Riemerman (Director of Research, Minnesota State Senate), who agreed that the project deserved serious consideration. Selected regional and local

government units also received requests for comments. Further, a letter dated February 11, 1977 (see Appendix 7) was sent to all existing academic survey research centers requesting information on critical organizational features and operational procedures. The following paragraphs describe the responses to these solicitations.

The responses of the University of Minnesota faculty or staff can be considered in two distinct groups, 1) those from individuals speaking with regards to their own research interests or administrative problems (which may be alleviated by the collection of appropriate data) and 2) those representing some type of existing unit that provides a similar or complimentary service. Fifty-five responses may be placed in the first category; five in the second. All respondents are listed in Appendix 3.

Of the fifty-five responses of faculty/staff (speaking as individuals), fifty are supportive. These range from "nice idea" to extreme enthusiasm, the latter occasionally accompanied by comments related to the inability to accept projects, complete work, competitive disadvantage, or excessive administrative costs associated with the lack of an available organizational and technical support for survey research within the University. (Several letters describe projects that were either abandoned, poorly done, or not accepted because no survey research unit was available). Two of the responses are neutral; neither actually condemns the proposed center but neither suggests that it would be of substantial assistance to the writer's research. Of the three responses that are critical one is an anonymous, sarcastic note; in one the comments suggest that the writer may not have understood the focus of the proposed center; and the third is a straightforward judgement that without a clear working objective (e.g. specific project) such a center should not be initiated. In sum, 91% of the 55 replies were positive or enthusiastic; 4% were neutral; and 5% were non-supportive.

None of the responses from individuals representing units that are engaged in complementary activities are negative. Comments from the Directors of the Measurement Services Center and Student Life Studies and Planning indicate that their objectives are distinct from the emphasis of the proposed State Survey Research Center and suggest that an explicit differentiation of purposes or responsibilities may be possible. The response from the Director of the Minnesota Center for Social Research (which emphasizes evaluation research, rather than surveys, per se), indicates that a survey research center would be an asset. The response from the Program Director of the Computer Information Systems reflects ambiguities (partly based on an earlier verbal discussion of a different project) and no clear incompatibilities. Comments of the Director of the Minnesota Geological Survey illuminates complications resulting from the use of the word "survey" for two different types of research activities; no apparent overlap in purpose exists.

The source and nature of the responses from state/regional/local government agencies are presented in Appendix 6. The general impression is one of disinterested neutrality. While there are a number of comments that such a service may be useful, there are others to the extent that it may duplicate existing, within-agency, capabilities. Further, there is a clear indication that one agency, the State Planning Agency, hopes to develop a survey research capability sometime in the future; several responses refer to this agency's efforts and the director's comments emphasize an existing sample frame -- a procedure developed to provide a random sample of households within the state. However, no agency appears to be able to provide technical and administrative support for a population survey at this time; if such a service were available, several government units

may avail themselves of it. There is clearly no strong demand for such a service.

A final, unique response is that of the principals in a commercial research organization (letter of March 2, 1977 from Anderson & Berdie Associates, Inc. of St. Paul, Mn.). They argue that the establishment of such a research unit should be opposed for it 1) would provide unneeded competition with commercial firms (like theirs), 2) may not provide high quality work, 3) may provide a referral service for faculty consultations, and 4) may result in tax monies being used to surreptitiously support faculty research. The strong supportive response from the University faculty and staff would suggest that there is a demand for such a service that is not being met by either existing university units or the commercial sector. While there is no guarantee that any work completed with any university will be of high quality, the lack of an incentive to reduce costs for personal gain and the surveillance of university faculty, many of whom are recognized experts in methodology and research, may increase the probability that high quality work will result. The basis for the referral service, a recommended activity, was to provide assistance to those outside the university, who may be confused or intimidated by the size and complexity of the organization; supervision of the conduct of university faculty in consultant relationships is beyond the capability and responsibility of any service unit. Finally, the proposal makes clear that the projects themselves would pay for both the direct and indirect expenses of the survey research center. While there may be some financial risk in the initial period, when the research center is being developed, as an ongoing activity all expenses should be covered by the clients.

Twelve replies were received from the 31 existing academic survey research centers; although they cannot provide information on the potential need for such a research center, they provide substantial information on how other centers have been organized and developed. (The responding organizations and a summary of material provided is presented in Appendix 9). This information could be of substantial assistance in defining a structural position and operating procedures for a new research center.

In summary, there appears to be a very strong response from faculty regarding the establishment of a survey research center and no obvious conflicts with existing university service units. The response from the other major source of clients -- state/regional/local government units -- is mixed, few agencies plan extensive survey research, some contain their own staff competence for such work, and there is a strong desire on the part of the staff of the State Planning Agency to develop their own, indigenous survey research capability. Further, a substantial amount of information has been provided by existing academic survey research units that would facilitate the initial development of a survey research center.

APPENDIX 1

MINNESOTA STATE SURVEY RESEARCH CENTER

A Prospectus

Prepared by

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Project Coordinator

Department of Sociology
University of Minnesota
Minneapolis, MN 55455
Phone: 612-373-3268

January, 1977

Project development sponsored by the Center for Urban
and Regional Affairs (CURA), University of Minnesota

General population surveys, as well as those of special groups, are being used more frequently by state, regional, and local government units; they continue to be heavily used by scientific investigators in research. The establishment of a special purpose research center could facilitate such surveys in two ways.

First, it could help to relieve government administrators and scientific investigators of the burden of supervising data collection/data preparation activities, allowing them to emphasize the development or conceptualization of projects and analysis/interpretation of the resulting data. This could be of major importance to those infrequently involved in the actual conduct of survey research. Second, the center could be organized to provide a consultant referral service for government agencies, helping them to locate faculty (from the University of Minnesota, State Universities, or the various private institutions) to assist with research projects. In either case, the conceptualization and hypothesis specification required in advance of a project, and the interpretation and analysis necessary after the data is collected, would not be the responsibility of such a center; the center would focus upon data collection and preparation for analysis.

The remainder of this prospectus explores the problems associated with the conduct of any survey research, describes the scope of activities to be performed within such a center, discusses the form of the organization and mechanism for supervision, provides an estimate of the minimum costs associated with a pilot project, reviews the major advantages of such a center to state/regional/local governments and scientific investigators, and concludes with a brief comment on the measures that might be employed

to determine if such a center can be justified as a permanent activity.

Nature of Survey Research Process

If such a center were to be established, the scope of activities and the nature of "permanent" staff (for whom support would be guaranteed regardless of the existence of the research projects) need to be considered. Resolution of such issues requires consideration of the typical activities involved in a research project and the needs of various clients. Generally, research projects involve three distinct steps:

- a) Conceptualization of the problem; specification of critical, ambiguous issues; and identification of information that may help to resolve the issues.
- b) Development of a sampling design and measurement procedures (interview schedule), collection of data, and preparation of data for analysis.
- c) Analysis and interpretation of the data (typically by computer), presumably related to the issues developed in the first step (a), and completion of the final report.

Regardless of whether the project is related to applied (policy) purposes or to resolve scientific questions, all steps must be executed for a completed project.

One major difference seems to exist between activities that scientific investigators prefer to personally complete and those that decision-makers may wish to supervise themselves.

Most scientific investigators would probably want to complete the first and third activities themselves; though willing to assign responsibility for the second stage--the supervision of details in the completion of data gathering and preparation for analysis--to others. A competent research center that could attend to such details may be seen as an asset, particularly for large scale research projects. A center with just this focus has been in operation for some time at the University of Wisconsin.

While decision-makers in state and regional agencies may have personnel available that can develop research projects and supervise analysis of data, they frequently seek external assistance for such projects through consulting arrangements. In such cases, a research center could maintain a list of faculty that are available for consultation and provide a "referral service," linking government decision-makers with appropriate faculty. The faculty could then provide assistance in the form of developing the project and analyzing the data, while the research center could be responsible for collection of the data and preparing the data for analysis. If help were needed for completion of analysis, the center could maintain a list of competent individuals (graduate students, etc.) that could assist in completion of the technical details (computer programming, quantitative techniques, etc.) related to data analysis.

Scope of Research Center Activities

In order to ensure that the research center a) emphasized the skills and techniques unique to scientific and policy issues specific to Minnesota, b) emphasized projects that were of such a nature to justify the supervision of experienced professionals, and c) maintained procedures that were cost-efficient, a number of conditions limiting the scope and responsibilities of such a center might be established. These could include

- 1) Supervision and control of the research center through state/regional/local government units and institutions of higher education through a supervisory board. (For the initial trial period, such a center might be associated with the University of Minnesota.)
- 2) Acceptable clients should be carefully defined, perhaps limited to state/regional/local government agencies or scientific investigators not associated with any commercial or profit oriented organization. (Work for commercial firms should be excluded, although not research supervised through an appropriate organization if financially supported by a private source.)

- 3) There should be a minimum scale for projects accepted, either in terms of direct costs (\$5000, for example) or number of estimated hours of direct labor (1,000 hours, for example).
- 4) No agency or investigator should be required to utilize the center; it should be expected to be cost competitive with alternatives, such as commercial survey organizations.
- 5) The geographic limitations should be clearly specified, perhaps limited to the State of Minnesota and selected adjoining counties (Duluth-Superior region; Fargo-Moorhead region; Twin Cities region) for face-to-face interviews. A geographic limit for mail or telephone interviews may be unnecessary.
- 6) The basis for estimating costs of projects should be carefully developed, as the clients would be expected to pay all direct costs and a contribution to overhead costs (professional staff, etc.), either a percentage of direct costs or a fixed fee.
- 7) The financial arrangements should allow the research center to accumulate a financial reserve to cover unanticipated costs with some projects. Any excessive reserve might be used to support special research or analysis of the data that could not be funded directly.
- 8) The research center should be as "politically neutral" as possible--which may be achieved through organizational autonomy and an emphasis upon data collection and data preparation; analysis and interpretation should be the responsibility of clients or consultants.

Organizational Structure and Minimum Financial Cost

The organizational structure of a survey research center might be as follows:

Director--Should have some experience in survey research, but one who can develop and maintain professional relationships with both faculty and government decision-makers. Responsible for all aspects of the center and its operations.

Sampling Consultant--Responsible for development of sampling procedures and specifying the procedures for and limitations associated with analysis associated with the sampling design.

Interview Supervisor--Responsible for selecting, training, and supervising interviews and consultation on interview schedules.

Coding Supervisor--Responsible for preparation of data for storage on magnetic tape, development of satisfactory code books, and consultation on interview schedules.

Data Organization Consultant--Responsible for organization of data for analysis (usually by computer).

Secretary-Accountant--Provide secretarial and accounting services to the organization.

It is anticipated that the first five individuals would be expected to read, evaluate, and approve any proposal as they assisted in the development of cost estimates for completion of proposed projects. The director, sampling consultant, and data organization consultant should be competent professionals with a sustained involvement with the research center; they could be faculty members with joint appointments. The interview supervisor, coding supervisor, and secretary-accountant could be initially hired on a part-time basis--with a minimum guarantee of work, and their activities expanded as more work developed.

A preliminary budget is presented in Figure 1. The total annual cost of \$110,800 may be less if the project is sponsored and supervised by the University and the overhead rate is reduced accordingly. It is anticipated that all direct costs of any research activity will be covered by the client. Further University contributions may be justified if the research center is utilized to train graduate students. However, any such arrangements must ensure that the quality and speed with which work is completed is not adversely affected by the educational activities.

Major advantages

Some major advantages to the state/regional/local government units or agencies are as follows:

- 1) The Center could provide a reliable source of data collection/data preparation activities; one that can be expected to

Figure 1

Minnesota State Survey Research Center

Estimated Annual Budget (Minimum)

Director (1)	50% time	\$ 15,000
Sampling Consultant (1)	50% time	10,000
Interview Supervisor (2)	50% time	8,000
Coding Supervisor (2)	50% time	8,000
Data Organization Consultant	50% time	10,000
Secretary-Accountant (3)	100% time	9,000
Total Salary and Wages		60,000
Fringe benefits (18% of salary and wages)		10,800
Overhead (50% of salary and wages)		30,000
Supplies, travel, etc.		<u>10,000</u>
Total Annual Cast		\$110,800 =====

- NOTES: (1) Assumed to be faculty that would share an appointment with a University department.
- (2) Civil Service positions, to be increased as needed for various projects.
- (3) Civil Service position, responsible to the project staff only.

provide professional quality products with a minimum of supervision or quality control required by the government staff.

- 2) If a completed research activity is desired--the research center could provide a referral service to competent professionals; the combination of competent professionals and the data collection/data preparation activities provides a complete survey research package.
- 3) The working relationship between the research center and professional faculty would allow for a very wide range of consultant services available to assist with research projects.
- 4) It should be possible to trust the center to be politically neutral--either in terms of general politics or the organizational politics of government agencies--as the major commitment will be to quality work and all interpretation and analysis will be the responsibility of others (clients or consultants).

Advantages to educational institutions, faculty, and scientific investigators appear to include the following:

- 1) Provide a reliable source of survey data collection and data preparation for research projects, removing a considerable burden from scientific investigators or administrators concerned with high quality data.
- 2) Facilitate the involvement of faculty, as knowledgeable professionals, in the decision-making at the state/regional/local levels of government. This would be done without requiring faculty to become involved in the supervision of elaborate data collection/preparation activities.
- 3) Provide a center that may be utilized, in special ways, for the training of faculty and graduate students in the techniques of survey research.

Final Considerations

If the volume and nature of proposed survey research activity indicates that such a center is justified, at least on a trial basis, it will be necessary to resolve several important issues. First, the relationship of such a research center to similar units within the University of Minnesota (Minnesota Center for Social Research, Measurement Services Center, etc.) or government agencies (State Planning

Agency, etc.). Second, clear criteria for permanent establishment of such a center should be developed, including some estimate of the type of contributions such a center should make, estimates of quality of work that would be satisfactory, and criteria for financial solvency (what is an "acceptable" loss for the first several years). It may not be possible to provide a complete evaluation during one biennium, for the center will have been in operation for only a year or more. A four-year pilot project may allow a thorough evaluation.

It is possible that a centralized research center, which may be involved with research activity for a number of agencies or purposes, will make the similarity of different activities apparent, and could lead to consolidation of projects to improve efficiency or the expansion of sample size for joint projects. This could eventually justify a periodic survey of the state population (every 3, 6, or 12 months) and the development of a longitudinal or panel study (repeated measures on the same individuals) that may provide a source of new descriptions on individual life experiences and patterns of change.

APPENDIX 2

Letter to University of Minnesota Faculty and Staff

UNIVERSITY OF MINNESOTA
TWIN CITIESCenter for Urban and Regional Affairs
311 Walter Library
Minneapolis, Minnesota 55455

January 13, 1977

TO: Members of the University Community

RE: Comments on the Proposal to Establish a
"Minnesota State Survey Research Center"

A new type of survey research center is currently being considered for initiation on a trial basis. This notice is designed to inform you of this activity and elicit your response to the proposed project.

The proposed center would be organized to serve two groups -- university faculty involved with scientific research and state, regional, and local government agencies concerned with policy and operational problems. The center would focus exclusively upon the completion of survey research activities -- development of interview procedures and sampling design, completion of data collection, design of coding procedures, coding of data, and preparation of data for analysis. Conceptualization of problems and the design of research hypotheses as well as the analysis and interpretation of data would not be within the scope of center responsibilities.

For many university faculty involved in research this could relieve them of a substantial burden in the completion of a research project. The same would be true of state/regional/local agencies that had staff available for the professional activities associated with such a project. However, if a state/regional/local agency was seeking professional assistance in the development of a project or interpretation and analysis of the resulting data, the research center would not seek to provide these skills; the center would however, provide a referral service, designed to bring together the state/regional/local agencies and qualified faculty that could provide the needed expertise as consultants. Once the faculty and the agencies had developed the project, the data collection/preparation could be completed by the center.

It is envisioned that the research center would be supervised by a governing board composed of both scientific investigators and state/regional/local government personnel. Further, acceptable projects would be restricted to scientific or policy related issues and of such a nature that professional quality data would be generated by the center activities.

January 13, 1977
Page 2

You are asked to consider this brief description (a more complete prospectus is available on request) and take any of the following actions that seem appropriate:

- 1) Provide a brief statement regarding the extent to which this proposed research center would either provide a valuable asset or complement to existing work that you are currently involved with.
- 2) Provide information regarding the extent to which this project description might conflict with existing activities or centers that you are currently aware of.
- 3) Ignore this document, because your scholarly interests are in other areas.

If you think that such a research center would be of value to your work, the University, or the ability of the University to serve the state in a useful capacity, then it would be quite helpful if you could write a brief letter to that effect. If you are planning any project in the next two years that such a center could serve, perhaps you could provide a brief written description of such projects. It is hoped that written comments could be used as supporting documents to justify financial support for such a center, if the general response to the proposal is encouraging.

All requests for the prospectus or comments (which should be received by February 28th) should be directed to:

Center for Urban and Regional Affairs
c/o Professor Paul Reynolds
311 Walter Library
117 Pleasant Street, S.E.
University of Minnesota
Minneapolis, MN 55455

If you have any questions or comments, please contact Paul Reynolds at (612) 373-3268.

Responses of University of Minnesota Faculty and Staff

POSITIVE RESPONSES

Donna M. Audette Coordinator, Evaluation Consortium Office of Alcohol and Other Drug Abuse Programming Twin Cities	Feb. 15	Ronnie Cousin H.E.L.P. Center General College Twin Cities	Jan. 31
Professor Bruce Balow Special Education Programs Department of Psychoeducational Studies College of Education Twin Cities	Jan. 27	Professor Stanley Deno Psychoeducational Studies College of Education Twin Cities	Jan. 28
Les Barry Marketing Analyst Communication Services Continuing Education and Extension	Feb. 4	Professor Jerry L. Edwards Department of Civil and Mineral Engineering Institute of Technology Twin Cities	Feb. 2
David J. Berg Director, Management Planning and Information Services Management Planning Division	Jan. 31	Professor William A. Fleischman Research Officer College of Letters and Science Duluth	Feb. 8
Professor Thomas J. Bouchard, Jr. Department of Psychology Twin Cities	Feb. 8	Edward C. Frederick Provost Technical College, Waseca	Feb. 3
Professor Judith Brown Acting Director Program in Public Health Nutrition School of Public Health Twin Cities	Feb. 28	David H. Garber Assistant to the Vice Provost for Academic Administration Academic Administration Duluth	Feb. 7
Virginia Brown Special Education Programs Duluth	Jan. 31	William E. Gardner Acting Dean College of Education Twin Cities	Mar. 1
Professor Robert H. Bruininks Coordinator Special Education Programs Department of Psychoeducational Studies College of Education Twin Cities	Feb. 17	Shirley S. Goers Instructor Department of Food Science and Nutrition Twin Cities	Feb. 8
Richard J. Clendenen Law School Twin Cities	Jan. 27	Professor Richard H. Hall Chair Department of Sociology Twin Cities	Jan. 28
Professor John J. Cogan Department of Curriculum and Instruction College of Education Twin Cities	Feb. 1	Professor K. Michael Hong Division of Child and Adolescent Psychiatry Medical School Twin Cities	Feb. 10

Professor Peter A. Jordan Department of Entomology, Fisheries and Wildlife Twin Cities	Feb. 4	Professor Ellen Ordway Division of Science and Mathematics Morris Campus	Mar. 3
Professor S. K. Juhn Department of Otolaryngology Medical School Twin Cities	Feb. 23	Professor Thomas R. Post Curriculum and Instruction College of Education Twin Cities	Feb. 1
Floris E. King Associate Dean School of Nursing Twin Cities	Jan. 28	Professor Johannes Riedel Department of Music and Music Education Twin Cities	Jan. 28
Professor Robert K. Leik Director Minnesota Family Study Center Twin Cities	Feb. 7	Professor Ivan Ross Marketing Department College of Business Administration Twin Cities	Feb. 7
Professor Lloyd H. Lofquist Department of Psychology Twin Cities	Jan. 27	Professor Timothy G. Roufs Department of Sociology- Anthropology Duluth	Feb. 10
Professor Rodney G. Loper Student Counseling Bureau Twin Cities	Feb. 9	Gretchen Starks Director Reading Learning Center General Education Division Technical College, Crookston	Feb. 2
Professor Joan R. McFadden Head Division of Home Economics Education Department of Vocational and Technical Education College of Education Twin Cities	Feb. 14	Professor Richard Sterne School of Social Work Twin Cities	Jan. 27
Professor Steven D. McLaughlin Minnesota Family Study Center Twin Cities	Jan. 26	Professor W. B. Sundquist Head Department of Agricultural and Applied Economics Twin Cities	Feb. 14
Professor Richard H. Moore Department of Radiology Medical School Twin Cities	Jan. 28	Professor Michael J. Till Chairman Division of Pediatric Dentistry School of Dentistry Twin Cities	Jan. 26
Professor Fred L. Morrison Law School Twin Cities	Feb. 3	Professor Rudolph J. Vecoli Director Immigration History Research Center Twin Cities	Feb. 23
Professor Jeylan T. Mortimer Department of Sociology Twin Cities	Feb. 11		

Professor Daniel B. Wackman Director Communication Research Division School of Journalism and Mass Communication Twin Cities	Feb. 8	<u>NEUTRAL RESPONSES</u>	
		Professor D. T. Lykken Director Psychiatry Research Unit Twin Cities	Feb. 1
Professor Albert I. Wertheimer Director Department of Graduate Studies in Pharmacy Administration College of Pharmacy Twin Cities	Jan. 31	Professor Oscar P. Snyder Hospitality and Food Service Management Department of Food Science and Nutrition Twin Cities	Jan. 31
Professor Joseph Westermeyer Department of Psychiatry University Hospitals Twin Cities	Feb. 16	<u>NEGATIVE RESPONSES</u>	
		Anonymous	Feb. 4
Professor John C. Weidman Department of Social, Psychological, and Philosophical Foundations of Education College of Education Twin Cities	Feb. 8	H. J. Vossen Area Extension Agent, Livestock Southwest Experiment Station Agricultural Extension Service Lamberton	Jan. 31
Professor Gloria M. Williams Department of Textiles and Clothing Twin Cities	Feb. 28	Professor Wayne Welch Social, Psychological, and Phil- osophical Foundations of Education College of Education Twin Cities	Feb. e
Professor Fred Witzig Department of Geography Duluth	Feb. 1	<u>COMPLEMENTARY UNITS</u>	
Thomas J. Wood Director Lake Superior Basin Studies Center Duluth	Feb. 8	Donald A. Biggs Director Student Life Studies and Planning	Feb. 4
B. E. Youngquist Superintendent Northwest Experiment Station Crookston	Feb. 8	Patricia S. Faunce Director Measurement Services Center Twin Cities	Mar. 28
Shirley Zimmerman Continuing Education in Social Work Social Work Twin Cities	Jan. 26	John S. Hoyt, Jr. Program Director Computer Information Systems Agricultural Extension Service	Feb. 11
		Michael Q. Patton, Director Minnesota Center for Social Research Twin Cities	Mar. 8
		Matt Walton, Director Minnesota Geological Survey Twin Cities	Feb. 16



UNIVERSITY OF MINNESOTA
TWIN CITIES

Center for Urban and Regional Affairs
311 Walter Library
Minneapolis, Minnesota 55455

APPENDIX 4

Letter to State Government Agencies

The increasing use of data collected through survey research procedures for decision-making by state, regional, and local government agencies and the problems associated with the development and administration of such activities has lead to speculation that a specialized survey research center might be justified.

Such a center could focus exclusively upon survey research activities -- development of interview procedures, coding of data, and preparation of data for analysis. This would allow government personnel to develop their own projects, turn the survey research procedures over to the research center, and emphasize analysis and interpretation once the data was available. A similar service may be of value to scientific investigators associated with various institutions of higher education. If a state/regional/local government agency desired a completed project -- including problem conceptualization and data analysis and interpretation -- then the center could provide a referral service, bringing together the government agency and competent faculty that could assist in these pre- and post-data collection activities. (A more complete description of the proposed research center is attached to this letter.)

While the idea of such a center seems promising, further work on its potential value requires systematic information about the plans for survey research by various government agencies over the next biennium. For this reason, you are being asked to provide a response to three issues related to the conduct of survey research in your agency during the 1977-79 biennium. They are:

- 1) What plans have developed within your agency, as either general or specific budget requests, for survey research of any type over the 1977-79 biennium?

- 2) To what extent would a state/university sponsored research center providing 1) technical and administrative assistance for the completion of data collection and 2) a consultant referral service for locating professional assistance in the various institutions of higher learning in the state (University of Minnesota, State Universities, private schools) be of assistance to your agency? Would your agency seriously consider using such a service?
- 3) Is there any way that the establishment of such a research center would duplicate or conflict with existing activities in your agency or in some state agency that you may be aware of?

This request is being sent to a number of agencies and units in the state government. Compilation of the responses will be completed by the Center for Urban and Regional Affairs (CURA) at the University of Minnesota. It is hoped that your agency/unit can prepare your response by March 15th and send it to:

Center for Urban and Regional Affairs
c/o Professor Paul Reynolds
311 Walter Library
117 Pleasant Street, S.E.
University of Minnesota
Minneapolis, MN 55455

Since this request has been sent to all agency heads as well as various units within the major agencies, a list of all recipients has been attached, to minimize ambiguity over who has received copies of this letter.

If you have any questions, please contact Professor Reynolds at 612-373-3268.

Sincerely,



Mr. William Riemerman
Director of Research
Minnesota State Senate

State Agencies and/or Units
to Receive Request Regarding
Minnesota State Survey Research Center

Department of Administration — Office of Commissioner
Department of Administration — Office of Special Services -- Migrant Affairs Prog.
Department of Agriculture — Office of Commissioner
Office of the Attorney General
Department of Commerce — Office of the Commissioner
Department of Commerce — Consumer Services
Department of Corrections — Office of the Commissioner
Department of Corrections — Research and Development
Governor's Crime Commission
Department of Economic Development
Department of Education — Office of the Commissioner
Department of Education — Administrative Management
Department of Education — Planning and Development
Minnesota Department of Employment Services - Office of the Commissioner
Energy Agency - Director
Governor's Manpower Office — Executive Director
Department of Health — Office of the Commissioner
Higher Education Coordinating Board — Executive Director
Department of Highways — Office of the Commissioner
Department of Human Rights — Office of the Commissioner
Iron Range Resources and Rehabilitation — Office of the Commissioner
Department of Labor and Industry — Office of the Commissioner
Legislature, House of Representatives — House Research Division
Legislature, Senate — Office of Senate Research
Legislature, Legislative Auditor, Deputy Legislative Auditor, Prog. Eval. Division
Metropolitan Transit Commission, Office of the Commissioner
Department of Natural Resources, Office of the Commissioner
Department of Natural Resources, Parks and Recreation
Department of Personnel, Office of Commissioner
State Planning Agency, Director
State Planning Agency, Commission on Minnesota's Future
State Planning Agency, Developmental Disabilities Planning
State Planning Agency, Developmental Planning
State Planning Agency, Health Planning

State Planning Agency, Human Resources Planning
State Planning Agency, Office of Local and Urban Affairs
State Planning Agency, Transportation Planning
Veterans Affairs, Office of the Commissioner
Department of Welfare Office of the Commissioner
Department of Welfare, Research and Evaluation
Department of Welfare, Research and Statistics Division
Department of Welfare, Special Projects Office
Department of Welfare, Governor's Council on Aging

Responses of Government Agencies

Agencies or Units of the State of Minnesota

Jon Wefald Commissioner Department of Agriculture	Feb. 28	No anticipated need for surveys. Center to coordinate data sources and data gathering would be useful.
Richard L. Brubacher Commissioner Department of Administration	Mar. 1	No plans for research. Center seems like a good idea.
Kenneth F. Schoen Commissioner Department of Corrections	Mar. 21	No current plans for surveys; past research completed within agency; no apparent conflicts with existing agency(s).
James E. Moore Director of Research Department of Economic Development	Feb. 21	Several projects planned for future; generally utilize faculty as consultants; no apparent conflicts with existing agency(s).
Gregory J. Waddick Assistant Commissioner Division of Planning and Development Department of Education	Feb. 10	Some research may be conducted in 1977-79 biennium; some competence for design and supervision within agency; may be some duplication of agency potential.
Emmet J. Cushing Commissioner Department of Employment Services	Mar. 8	Survey research generally coordinated with U.S. Dept. of Labor; internal staff has competence to conduct surveys; some duplication may occur if center implemented.
Vera J. Likins Commissioner Department of Public Welfare	Mar. 8	No plans for survey research; comments on proposed policies and structure; may duplicate some services within the agency.
Kenneth M. Steger Research Manager Chemical Dependency Program Division Department of Public Welfare	Feb. 16	Planning a social indicators system; new agency could be very helpful; should coordinate with State Planning Agency sampling frame.
Donn H. Escher Assistant Commissioner Department of Personnel	Feb. 23	No plans for surveys; research center probably not be of much use; would not duplicate agency capabilities.
Harry A. Reed Deputy Commissioner Bureau of Policy and Planning Department of Transportation	Mar. 28	Agency has had problems locating suitable consultants in past; no plans for surveys; no strong need for research center envisioned.
Russell R. Green Commissioner Department of Veterans Affairs	Mar. 21	May conduct a small survey project in near future; little need for survey research; no apparent conflicts.

Emil W. Marotzke Executive Director Governor's Manpower Office	Mar. 15	Surveys too expensive and imprecise for their policy decisions; have used some services of the State Planning Agency; some services of faculty have not been adequate; may duplicate State Planning Agency efforts.
Gary Lamppa Deputy Commissioner Iron Range Resources and Rehabilitation	Feb. 22	Little current use of survey research; may be able to use such a service in the future.
Ellen J. Stekert State Folklorist Minnesota Historical Society	Feb. 10	May be of some value in future work.
Donald Draine Assistant Executive Director Academic Planning Higher Education Coordinating Council	Mar. 4	Encouraging support.
Byron E. Starns Chief Deputy Office of the Attorney General	Feb. 15	No plans for survey research; possible uses are remote; no apparent conflicts.
Peter Vanderpoel Director State Planning Agency	Feb. 25	Hopes to develop a state survey research center for government decision-making; describes the existing sampling frame and plans for future work, no current requests for funds for such research exist.
<u>Regional/Local Units of Government</u>		
Robert Sherman Chief Biometrician Office of Planning and Development Hennepin County	Mar. 3	Survey data not currently used much in county decision-making; little indigent capability; no apparent conflicts; center could be of some use.
Philip C. Helland Chancellor Minnesota Community College System	Mar. 7	No plans for surveys; no anticipated need for services; no obvious conflicts.
Harry E. Marshall Executive Secretary Ramsey County Commissioners	Mar. 15	No survey research planned; no obvious conflicts; might use center.
Dean L. Swanson Executive Director Southeast Minnesota Educational Cooperative Service Unit	Feb. 9	May be of some value to agency in future.



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APPENDIX 7

Letter to Existing Academic Survey Research Centers

The Center for Urban and Regional Affairs at the University of Minnesota is evaluating the need for a state survey research center, to serve the needs of both scientific investigators at the University of Minnesota and state/regional/local government agencies. As presently conceived, this unit would provide only technical and administrative assistance for completion of survey research within the state of Minnesota.

In order to estimate the possible value of such a research center, a brief description and a request for comments were sent to all faculty at the University of Minnesota and are being distributed to state/regional/local government units. The initial response of the faculty has been very positive--much more so than expected; it would appear that establishment of such a specialized research unit can be justified.

Anticipating that the next stage of development--creation of a detailed plan for a new research unit--will proceed, it seems reasonable to benefit from the experiences of existing university affiliated survey research units as much as possible; particularly since the proposed Minnesota center will not compete with such units. This letter is a request for information regarding important organizational and administrative issues that seem relevant to such a center. It is being sent to a number of centers listed in the October, 1976 issue of Survey Research, the newsletter distributed by the Survey Research Laboratory at the University of Illinois, Urbana.

Specifically, it would be helpful if you could provide copies of existing documentation (promotional brochures, procedural manuals, etc.) related to the following issues:

- In what way are any limits on the scope or nature of the research activities of your unit specified?
- What is the nature of the organizational structure?
- How are requests for assistance processed at the negotiation and execution stages?

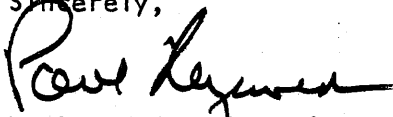
Page 2

- How are clients charged for services and what procedure is used to estimate direct costs and overhead?
- Where is the responsibility for supervising the research center? What is the ultimate source of financial responsibility if the center is not self-supporting?

It is hoped that existing descriptive materials can answer these questions. If copies of such materials are limited or expensive, the material will be photocopied and returned with a minimum of delay. Any requests that information remain confidential will be honored, otherwise it will be assumed that the information can be used in the detailed proposal to justify decisions about organizational arrangements and procedures. All materials received before March 15 can be given careful consideration before our proposal is prepared.

Thank you for considering this request; your help is greatly appreciated.

Sincerely,



Paul Davidson Reynolds
Project Coordinator and
Associate Professor of Sociology

PDR:jc

APPENDIX 8Academic Survey Research Organizations (United States)(From Survey Research, October 1976)*Alabama*

Dr. Paul L. Wall, Director
 Division of Behavioral Science Research
 Tuskegee Institute
 Carnegie Hall-4th Floor
 Tuskegee Institute, Alabama 36088
 (205-727-8575)

Arizona

Dr. Morris Axelrod, Director
 Survey Research Laboratory
 Sociology Department, SS 317
 Arizona State University
 Tempe, Arizona 85281
 (602-965-5000)

California

Prof. Jack Citrin, Acting Director, 1976-77
 Survey Research Center
 University of California, Berkeley
 2538 Channing Way
 Berkeley, California 94720
 (415-642-6578)

Dr. Howard E. Freeman, Director
 Institute for Social Science Research
 University of California at Los Angeles
 11249 Bunche Hall
 Los Angeles, California 90024
 (213-825-0711)

Florida

Dr. Charles M. Grigg, Director
 Institute for Social Research
 Florida State University
 655 Bellamy Building
 Tallahassee, Florida 32306
 (904-644-2830)

Illinois

Dr. Kenneth Prewitt, Director
 National Opinion Research Center
 University of Chicago
 6030 South Ellis Avenue
 Chicago, Illinois 60637
 (312-753-1450)

Dr. Robert Ferber, Director
 Survey Research Laboratory
 University of Illinois
 414 David Kinley Hall
 Urbana, Illinois 61801
 (217-333-4273)

Indiana

Dr. George W. Bohrnstedt, Director
 Institute of Social Research
 Indiana University
 1022 East Third Street, Room 101
 Bloomington, Indiana 47401
 (812-337-4125)

Iowa

Dr. Herbert A. David, Director
 Statistical Laboratory
 *Dr. Roy D. Hickman, Professor-in-Charge
 Survey Group
 Iowa State University
 Ames, Iowa 50010
 (515-294-5242)

Prof. Robert E. Kramer, Associate Director
 Center for Business and Behavioral Research
 University of Northern Iowa
 Cedar Falls, Iowa 50613
 (319-273-2105)

Maine

Dr. Kenneth P. Hayes, Acting Director
 Social Science Research Institute
 University of Maine at Orono
 164 College Avenue
 Orono, Maine 04473
 (207-581-2555)

Maryland

Dr. Robert Janes, Director
 Public Opinion Survey
 Institute for Urban Studies
 University of Maryland
 College Park, Maryland 20742
 (301-454-5718)

Dr. Richard T. Smith, Director
 Survey Research Unit
 Hopkins Population Center
 Johns Hopkins University
 615 N. Wolfe Street
 Baltimore, Maryland 21205
 (301-955-3744 or 3745)

Massachusetts

Dr. Floyd J. Fowler, Jr., Director
 Survey Research Program
 University of Massachusetts/Boston
 100 Arlington Street
 Boston, Massachusetts 02116
 (617-542-7037)

Michigan

Dr. Thomas Juster, Director
 Institute for Social Research
 University of Michigan
 P.O. Box 1248
 Ann Arbor, Michigan 48106
 (313-764-8363)

*Direct all correspondence to this person.

Mississippi

Dr. Gerald O. Windham, Director
 Social Science Research Center
 Mississippi State University
 Box 1072
 Mississippi State, Mississippi 39762
 (601-352-3273)

Dr. R. Richard Ritti, Head
 Pennsylvania Field Research Laboratory
 The Pennsylvania State University
 S-211 Human Development Bldg
 University Park, Pennsylvania 16802
 (814-865-1717)

New York

Dr. Allen H. Barton, Director
 Bureau of Applied Social Research
 Columbia University
 605 West 115th Street
 New York, New York 10025
 (212-280-4034)

Puerto Rico

Prof. Luis A. Passalacqua Christian,
 Acting Director
 Social Science Research Center
 Faculty of Social Sciences
 University of Puerto Rico
 Rio Piedras, Puerto Rico 00931

Dr. Jack Elinson, Professor and Head
 Division of Sociomedical Sciences
 Columbia University School of Public Health
 600 West 168th Street, 4th Floor
 New York, New York 10032
 (212-694-3912)

Rhode Island

Prof. Albert F. Wessen
 Population Research Laboratory
 Brown University, Box 1916
 Providence, Rhode Island 02912
 (401-863-3172/3)

Dr. Raymond G. Hunt, Director
 Survey Research Center
 State University of New York at Buffalo
 4230 Ridge Lea Road, Rm C-19
 Buffalo, New York 14226
 (716-831-1675)

Utah

Prof. Evan T. Peterson, Director
 Survey Research Center
 Brigham Young University
 184 FOB
 Provo, Utah 84602
 (801-374-1211, Ext. 4206)

North Carolina

Dr. Frank J. Munger, Director
 Institute for Research in Social Science
 University of North Carolina
 Manning Hall
 Chapel Hill, North Carolina 27514
 (919-933-3061)

Washington

Dr. Clifford E. Lunneborg, Director
 Educational Assessment Center, PB 30
 University of Washington
 Seattle, Washington 98195
 (206-543-1170)

Dr. William C. Eckerman, Vice President
 Research Triangle Institute
 P.O. Box 12194
 Research Triangle Park, North Carolina 27709
 (919-549-8311)

West Virginia

Prof. Robert W. Miller, Program Leader
 Office of Research and Development
 West Virginia University
 17 Grant Avenue
 Morgantown, West Virginia 26506
 (304-293-4201)

Ohio

Dr. Alfred J. Tuchfarber, Director
 Behavioral Sciences Laboratory
 University of Cincinnati
 Cincinnati, Ohio 45221
 (513-475-5028)

Wisconsin

Prof. Harry Sharp, Director
 Wisconsin Survey Research Laboratory
 University of Wisconsin--Extension
 Lowell Hall--Suite 101-112
 610 Langdon Street
 Madison, Wisconsin 53706
 (608-262-3122)

Oregon

Dr. Lyle D. Calvin, Director
 Survey Research Center
 Oregon State University
 Corvallis, Oregon 97331
 (503-754-3773)

Pennsylvania

Dr. Leonard A. LoSciuto, Director
 Institute for Survey Research
 Temple University
 1601 N. Broad Street
 Philadelphia, Pennsylvania 19122
 (215-787-8355)

APPENDIX 9

Responses from Academic Survey Research Centers

Survey Research Laboratory Department of Sociology Arizona State University Tempe, Arizona	February 15, 1977	Letter List of Projects Review of Project Cycle
Survey Research Center University of Cal., Berkeley Berkeley, California	May 23, 1977	Guide to Resources and Services Recharge Rates for 1976-77
Institute for Social Research The Florida State University Tallahassee, Florida	February 18, 1977	Letter
National Opinion Research Center University of Chicago Chicago, Illinois	February 22, 1977	Letter Brochure on Services Description of Center Description of Training Program
Survey Research Laboratory University of Illinois Urbana, Illinois	March 11, 1977	Letter Annual Report Operating Rules Budget Estimate Forms
Urban Studies Center University of Louisville Louisville, Kentucky	April 18, 1977	Letter Brochures on Services Reports Prepared by Center
Survey Research Program University of Mass.-Boston and Joint Center for Urban Studies of MIT and Harvard University Boston, Mass.	February 24, 1977	Letter Description of Organization Client Agreement Form (contract)
Social Science Research Center Mississippi State University Mississippi State, Miss.	February 18, 1977	Letter
The Survey Research Center State University of New York at Buffalo Buffalo, New York	April 4, 1977	Letter Organizational Chart, Description Statement on Functions/Objectives Brochure Description of Current Survey
Institute for Survey Research Temple University Philadelphia, Penn.	February 22, 1977	Brochure on services/staff
Educational Assessment Center University of Washington Seattle, Washington	April 19, 1977	Letter Brochure Interviewer's Training Manual

Office of Research and
Development
Center for Extension and
Continuing Education
West Virginia University
Morgantown, West Virginia

March 2, 1977

Letter

Wisconsin Survey Research
Laboratory
University of Wisconsin-
Extension
Madison, Wisconsin

February 15, 1977

Letter
Brochure
1975-76 Financial Report