

**William Caspar Graustein Memorial Fund
Discovery Data Collection Methods Workshop**

July 14, 2005

Breakout Session Assignment: Survey Design

Sheffield, Connecticut: Sheffield, Connecticut is a diverse community of 40,000 people. According to the 2000 Census there were 2500 children ages 0 to 5. It is estimated that the population size and age demographics have not changed much in the past 5 years. Three languages are spoken in Sheffield in addition to English, including Spanish, Chinese and Polish.

The Sheffield Discovery Collaborative is focused on expanding the supply and improving the quality of early education opportunities in the community. Sheffield is a severe needs district, with a low rate of students attending preschool. The community has many assets, such as a very active library that provides many programs for young children, several family resource centers and a strong network of early care and education providers from center- and home-based facilities. Sheffield is also home to a well known hospital and several large corporations

However, anecdotal information suggests that early care and education opportunities in Sheffield vary greatly in terms of quality, with most of the higher quality programs being too expensive for many parents to access.

The Sheffield Discovery Collaborative wants to design a survey to understand parents' perceptions around the availability of quality care in the community and whether families are using their preferred care arrangement (home care, center-based care, nanny, etc...). This information will be used to paint a picture of gaps in the availability of quality early care in the community and encourage local leaders to work on expanding access to high quality early care in Sheffield.

For the purposes described above, start to design a survey to be administered to parents of young children (ages 0 to 5) who live in the community.

1. Determine your method of survey administration (mail; phone; internet; intercept or staged; or in-person at participants' homes).
2. Determine whether you will attempt to survey the universe or sample from it. If you are sampling, how (random sampling, convenience, purposive).
3. Design three questions, trying to use different types of questions described in the presentation (i.e. open-ended, dichotomous, rating scales, multiple choice lists, etc).
4. Suggest ways to increase your response rate among this population.