

Subject: Updated Budget for Surveying and tracking College of Ed Aluni
Date: Tuesday, October 13, 2015 11:47:57 AM Eastern Daylight Time
From: Kurt Johnson
To: Eric Plutzer, Stephanie Knight, budget

Hello Stephanie and Eric,

It was good to meet with both of you yesterday. I have attached a slightly revised the budget based on our conversation and have laid out the details (on pages 2 and 4) in a little more logical manner. Please take review and let me know if you have any questions or concerns. Once you share this with Dean Monk, and are ready to begin, we'll need to collect a little information regarding budget numbers to invoice against, but we can begin the work pretty quickly.

Best,
Kurt

Kurt Johnson, Ph.D.
Director - Survey Research Center - the Pennsylvania State University
President - Association of Academic Survey Research Organizations
the 330 Building, Suite 105
University Park, PA 16802
(814) 867-1290
kdj11@psu.edu
<http://www.survey.psu.edu>

Office of the Dean
College of Education
The Pennsylvania State University
275 Chambers Building
University Park, PA 16802-3206
(814) 865-2526
Fax: (814) 865-0555



**College alumni web panel survey
Preliminary proposal**

Eric Plutzer
Survey Research Center
July 16, 2015

I. Goals. The “Alumni Panel” would serve three purposes:

- A. Institutional research on career outcomes of alumni.
 - a. We have heard from many different people that colleges of education find it difficult to track the outcomes of program alumni.
 - b. The SRC has considerable experience in locating “lost” members of multi-wave longitudinal surveys and has access to powerful databases that can help locate individuals. We also have considerable experience in retaining survey panel members.
- B. Research on curriculum and instruction – taking advantage of a large and diverse sample of young educators
 - a. Educational research on teachers, curriculum and instruction is bifurcated. There are massive national studies costing millions of dollars, and there are a large number of smaller reports based on convenience samples – often with fewer than ten teachers or pre-service teachers. These small studies tend to be published in C&I specialty journals, but do not consistently contribute to cumulative science.
 - b. An ongoing panel that is based on a sample of hundreds – eventually thousands – of PSU alumni would serve a purpose similar to a psychology department “subject pool.” PSU faculty with only modest resources would have access to a large, geographically diverse, pool of educators. This could produce data both for publishable projects as well as pilot data to support grant submissions.
- C. Alumni relations and development.
 - a. By surveying alumni on matters of career interest and asking them to use their experience to make recommendations to the college, the survey serves as positive outreach to alumni. If the results of the survey are reported in interesting and engaging ways, alumni will look forward to reading survey reports and be motivated to report changes in address to allow updates to alumni/development databases. Positive interaction of young alumni with the college will aid the development pipeline in the future.

II. Summary of project

- a. College of Education provides as complete contact information as possible for all students intending to graduate (or for recent graduated classes).
- b. SRC will contact each student with brief survey to recruit into the panel.
 - i. This 5 minute survey would include
 - 1. a brief satisfaction (exit) battery,
 - 2. questions about current aspirations and plans for the following year,

3. multiple means of contacting in the future (non-PSU emails, contact information for a parent or trusted adult who would know how to reach you 1-2 years from now, contact information for a friend or classmate who would know how to reach you 1-2 years from now; do you typically use your middle name; etc).
- c. The SRC will then conduct regular surveys of the panel – e.g., every 4-6 months:
- i. Core items in every survey:
 1. current job status and aspiration,
 2. updated contact information
 - ii. Periodic items (a) - assessment:
 1. job satisfaction,
 2. burnout,
 3. how well PSU prepared them for a career in education, etc.
 - iii. Periodic items (b) –keeping graduates engaged with the College of Ed community:
 1. Ask alumni for advice. What would improve PSU education? What advice would they give to current students?
 2. Ask what the College can do for them as alumni (job search, professional development, etc).
 3. We can also add questions like “who was your favorite professor?” or “What was your favorite class,” or even “what is your most embarrassing moment as a student teacher?” that could become the basis for feature articles in College magazine or social media posts.
 - iv. Omnibus items:
 1. Batteries of questions submitted by PSU faculty and graduate students. This would be modeled after the NSF-funded *TESS* program (Time Sharing Experiments in the Social Sciences, www.tessexperiments.org/).
 - a. Researchers apply for, and are awarded space on the questionnaire.
 - b. They would receive data on their own questions and all background variables.
 - c. Data would be embargoed for public use for a period of time (for example 18 months) while PIs analyzed data and submitted for publication. After the embargo, all questions could be added to a public use file available for teaching or secondary analysis.
 - d. Researchers would be encouraged to utilize features of web surveys – e.g., embedded video, randomized survey experiments, text boxes for open ended questions, etc.
 - v. PSU items. If other colleges implement alumni panels, some questions could be common to all such surveys. Questions could also be purchased, *for cost*, by other units within PSU.

III. What the College of Education would do:

- a. Establish a liaison (a single individual or committee) to work with SRC on survey content, to screen proposals for omnibus questions, and to coordinate on writing up results.
- b. Provide contact information on a regular basis (these could, for example, be timed with the three commencements each year).
- c. Request specific analyses of institutional research questions.
- d. Write its own reports of the results of institutional research.
- e. Promote participation in the panel in other communication with alumni.

IV. What the SRC would do:

- a. Transform contact information provided by college into appropriate format to interact with our mailing, emailing and survey software.
- b. Maintain accuracy of the database, regularly track and re-establish contact information for lapsed panel members, those who moved, etc.
- c. Provide regular updates to College of Education as a “change of address” service.
- d. Work with PIs on compliance (e.g., global IRB for non-sensitive questions, IRB addenda when appropriate).
- e. Program surveys and recruitment materials.
- f. Collect and clean data
- g. Produce multiple data sets (institutional research, omnibus data to individual investigators, etc).
- h. Produce a topline report for each survey.
- i. Additional tasks appropriate for recruitment, maintaining response rates, administering incentives, etc.

V. Costs and level of effort

- a. The program is proposed as a fixed-fee service (e.g., a fixed fee for the year – divided into monthly payments – for needed maintenance, two surveys, one recruitment survey, three reports, etc).
- b. The actual cost for the initial one- or two-year trial would depend on the level of service, the condition of the contact information provided, and design choices such as length/complexity of the survey, effort to increase response rates, cash or other incentives (cash incentives probably a poor idea, but lottery for a football signed by Coach Franklin might be a better idea).

VI. Variations and extensions

- a. With sufficient sample size, surveys could be on a rolling basis (e.g., six surveys each year, but each sampling only a small proportion of empanelled alumni)
- b. Recruitment into panel could begin earlier than semester of graduation. This would enhance institutional research on current students (e.g., on quality of student teacher experiences) and extend research opportunities to include a pre-service subject pool.
- c. Some interest in a program like this has been expressed by faculty in other within-state teacher education programs (including Bloomsburg, West Chester, Pitt, and Lincoln) who participated in a conference co-sponsored by Waterbury fund several years ago.

VII. SWOT

- a. Strengths:
 - i. SRC has considerable experience in tracking; ongoing licenses for tracking databases create efficiencies.
 - ii. SRC has considerable experience surveying educators.
- b. Weaknesses:
 - i. SRC has not yet initiated a web panel. We have many resources “in the business” to advise, but launch can be expected to be a learning experience.
 - ii. Unsure of demand for (large N) omnibus survey data among C&I faculty. May need to sell the idea.
- c. Opportunities:
 - i. Chance to enhance graduate tracking
 - ii. New lines of research on classroom teachers, especially in area of Curriculum and Instruction. Topics could include use of texts and lesson plans; how teachers adapt to Common Core and high stakes assessment; how school district characteristics enhance or constrain instructional practices; etc.
- d. Threats: Low response rates and the over-surveying of educators. We will need to take special steps to keep alumni engaged so they see the value in participating.

Mcclellan, Christi Marie

From: Cunningham, Tiffany Agatha
Sent: Tuesday, December 22, 2015 9:12 AM
To: Jackie Jacobs
Cc: Mcclellan, Christi Marie
Subject: RE: College of Ed Alumni Panel Budget Estimate 6.937.R4_10/13/2015

Hi Jackie,
Thank you. Our Dean approved this funding previously. I will encumber the amount below on their account.
-Tiffany

Tiffany Cunningham
Financial Officer
College of Education
The Pennsylvania State University
245A Chambers Building
University Park, PA. 16802
Phone: 814-863-1955
Email: tac18@psu.edu

From: Jackie Jacobs [mailto:jkj1@psu.edu]
Sent: Monday, December 21, 2015 4:20 PM
To: Tiffany Cunningham <tac18@psu.edu>
Cc: Jackie Jacobs <jkj1@psu.edu>; Tracy Scala <tls27@psu.edu>; Diana Crom <dsc15@psu.edu>
Subject: College of Ed Alumni Panel Budget Estimate 6.937.R4_10/13/2015

Hi Tiffany,

The Survey Research Center needs to verify funding in the amount of \$42,794 for a new project called COE Alumni Panel. We recommend that the source funding budget encumber the budget estimate amount so that the funds are available to the Survey Research Center. Attached is the accepted budget estimate and below is the detail for this request:

Main Contact (Name and email): Stephanie Knight (slk44@psu.edu)
PI (Name and email): Stephanie Knight (slk44@psu.edu)
Person in your College to Verify Funds (Name and email): Tiffany Cunningham (tac18@psu.edu)
College: Education
Department: Dean's Office
Title of Project: College of Education Alumni Tracking
Grant Project Period: two year pilot not on a grant
Total Parent Grant/Contract Award Amount: \$0
Sponsor: n/a
Indirect rate of funding source: n/a
What date should the SRC start your project: 1/2016
What date should the SRC complete your project: 1/2018
SRC's Budget Estimate # you are accepting: \$42,794
SRC's Budget Amount for your project: \$42,794
Person to Invoice (Name and email): Christi Daniels (cym8@psu.edu)

Your Project's Budget number: 0201210

Your Project's Fund number: 10010

Are there human subjects? Yes or No

If yes, we need the IRB number: N/A

Thanks and please let me know if you have any questions,

Jackie

Jackie Jacobs, PSCRA

Budget Coordinator

Survey Research Center

105, The 330 Building

University Park, PA 16802

(814) 863-8227