

A photograph of the Chicago skyline, featuring the Willis Tower (formerly Sears Tower) as the central focus. The building is tall and dark, with a distinctive white lattice pattern on its upper section. Other skyscrapers of varying heights and architectural styles are visible in the background. In the foreground, a river flows, and a white boat with a canopy is moving across it. The sky is a clear, bright blue.

Chicago  
2010

MAY 16-19, 2010

**Program Schedule  
2010**

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**International  
Field Directors  
&  
Technologies  
Conference**

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**Chicago, Illinois**

**Sunday, May 16, 2010-  
Wednesday, May 20, 2010**

***The Conference Organizers  
Welcome You!***

**Grant Benson, University of Michigan**

**Michael Gerling, USDA/NASS**

**Betsy Blunsdon, Deakin University, Australia**

**Rita Thissen, RTI International**

**Joyce Sweeney, Bureau of Labor Statistics**

**Rita Koontz, Washington State University**

**Sunday, May 16, 2010**

6:00pm – 7:30pm

- Small Shop - *LOCATION: Huron*
- Client Management - *LOCATION: State Room*

**Monday, May 17, 2010**

9:00am-10:15am

- Invited Address: Jim Lepkowski, University of Michigan - *LOCATION: LaSalle I*

10:45am-12:00pm

- Interviewer Recruitment and Retention - *LOCATION: State Room I*
- Budgeting - *LOCATION: State Room II*
- Response Rate Issues - *LOCATION: Huron*
- Interviewer Performance Issues - *LOCATION: Superior I*
- Technical Issues in Web Development - *LOCATION: Superior II*
- Systems for Large Scale Data Collection - *LOCATION: Superior III*

1:30pm-2:45pm

- Remote Training - *LOCATION: State Room I*
- Qualitative Interviewing - *LOCATION: State Room II*
- Advance Survey Activities - *LOCATION: Huron*
- Security Compliance - *LOCATION: Superior I*
- Implementation Strategies for Responsive Design - *LOCATION: Superior II*
- Mobile Broadband and Wireless Technologies - *LOCATION: Superior III*

3:15pm-4:30pm

- Cash Incentives - *LOCATION: State Room I*
- Multi-Language Studies - *LOCATION: State Room II*
- Sampling: Cell Phones - *LOCATION: Huron*
- Technical Aspects of Data Security - *LOCATION: Superior I*
- Paradata - Collecting, Storing and Mining - *LOCATION: Superior II & III*

4:45pm-5:45pm

- Business Meeting - *LOCATION: LaSalle I*

**Tuesday, May 18, 2010**

9:00am-10:15am

- Invited Address, Michael T. Jones, Google - *LOCATION: LaSalle I*

10:45am-12:00pm

- Managing Research Projects - *LOCATION: Huron*
- Advanced Training Techniques - *LOCATION: Ohio*
- Household Sampling Issues - *LOCATION: State Room II*
- Commercial Software for Web Questionnaires - *LOCATION: Superior I*
- Use of Audio and Video in Survey Research – Playing, Recording, Reviewing, and Analyzing - *LOCATION: Superior II*

1:30pm-2:45pm

- Issues in Informed Consent - *LOCATION: Superior I*
- Studying Unique Populations - *LOCATION: Superior II*
- Topics for the Future of Survey Methods: Use of Web 2.0 Technology and Collecting Social Network Data in Surveys - *Ohio (Lobby Level)*
- Mobile Hardware for Data Collection - Part 1 - *LOCATION: Huron*

3:15pm-4:30pm

- State-Wide and Omnibus Polls - *LOCATION: State Room I*
- Measuring Field Costs - *LOCATION: State Room II*
- Data Quality Issues - *LOCATION: Ohio (Lobby Level)*
- Mobile Hardware for Data Collection - Part 2 - *LOCATION: Huron*
- GIS, GPS, and Mapping Products - *LOCATION: Superior III*

4:45pm-6:00pm

- Tech Talk - *Ohio (Lobby Level)*
- Project Management Professional (PMP) Certification, How to Earn and Maintain Certification - *LOCATION: Huron*

**Wednesday, May 19, 2010**

9:00am-10:15am

- Fielding a Quality Workforce: The Census Story - *LOCATION: Huron*
- Multi-Mode Studies - *State Room*
- Respondent Locating - *LOCATION: Superior I*
- Process Improvement and Automation - *LOCATION: Superior II*
- Experience with VOIP for CATI Surveys - *LOCATION: Superior III*

10:30am-11:30am

- Invited Address: Colm O'Muircheartaigh, NORC - *LOCATION: LaSalle I*

## **WELCOME to 44<sup>th</sup> International Field Directors & Technologies Conference**

2010 Conference Highlights:

♪ **The Small Shop Roundtable, Sunday evening (6-7:30pm).** If you are from a small or medium size shop you don't want to miss this great networking opportunity.

√ **Sunday Evening after dinner reception, meet and greet with past and present IFD&TC organizers, 7:30-9:30PM.** Light food and cash bar and an informal time of visiting and meeting old and new friends.



The "Star" event this year is our extra-ordinary "invited addresses". We have three sought after speakers that will leave you wanting more.

↻ **Random Digit Dining** seating arrangement for lunch on Monday and Tuesday. This is a fun time of random seating that helps you get to know others in an informal setting.



Please join others in the hospitality suite for informal conversation and snacks. The hospitality suite is Room 2516/2514, and will be open when sessions are over for the day and in the evening after dinner.

☀ **In order to keep the registration fee as low as possible, this year we will not be having a Special Event, but Chicago is a wonderful city with lots to do. Please enjoy Monday and Tuesday evenings on your own, but don't be alone unless you prefer. Please let a conference organizer know if you are alone and would like to join others for activities. We want you to enjoy the conference, so please let us know how we may help.**

*Grant, Michael, Rita T, Betsy, Joyce and Rita K*

**SUNDAY, MAY 16, 2010**

**Noon – 7:30pm Registration Open (Pick up your packet)**

**Location: State Foyer**

**SUNDAY, May 16, 2010**

**Sessions Session 1 (6:00pm-7:30pm) Sunday**

**1A LOCATION: Huron**

**Roundtable Discussion: Small Shop**

**Facilitator: Kelleigh Trepainer, Kennesaw State, and Martha Belanger, University of New Hampshire**

**Session focus: Are you from a small shop? This kick-off session is a great place to share experiences and meet others for an open discussion about the opportunities and challenges of the small shop environment.**

**Target audience: All staff from small shops.**

**1B LOCATION: State Room**

**Roundtable Discussion: Client Management**

**Facilitator: John Stevenson, University of Wisconsin**

**Session focus: We all have client management experiences to share, the good, the bad and the ugly. Are you from a medium or large shop and do you have stories to share which could assist others in the do's and don'ts of working with clients. If so come along and share your stories and learn from others.**

**Target audience: Those in medium and large shops who deal with clients/investigators.**

## **7:30-9:30pm Welcome Reception**

**Location: 5<sup>th</sup> Floor Poolside (inclement weather, LaSalle II)**



**IFD&TC Organizers past and present want to welcome you to the conference. Please join us after dinner for light food, a cash bar, and an informal time of visiting with old and new friends. The perfect start to the conference!**

### **Hospitality Suite**

**Everyone Welcome! Please join us in the Hospitality Suite, located in Room 2516/2514. In the evenings after sessions and when events are over for the day, it's a great place to visit with others, and a relaxing way to close the day.**

**MONDAY, MAY 17, 2010****7:00-9:00am Registration Continues, Location: State Foyer****7:00-9:00am Continental Breakfast, Location: LaSalle II****8:00am Facilitators Breakfast, Location: State Room****MONDAY, May 17, 2010****Sessions Session 2 (9:00am-10:15am) Monday****2A LOCATION: LaSalle I**

Invited Address: Jim Lepkowski, University of Michigan

Facilitator: Frost Hubbard, University of Michigan

Session focus: IFD&TC is delighted to have Dr. Jim Lepkowski as our opening speaker. Dr. Lepkowski is a sought after speaker, an expert in the field of survey research and will be the perfect way to start off the conference. Dr. Lepkowski is broadly interested in new survey sampling methods and applications across a range of disciplines. Methodological research activities include telephone sampling, compensating for missing survey data, and analyzing survey data while accounting for the complexity of the survey sample design. Program research interests include survey and sample design, responsive design, interviewer behavior, respondent and coding errors, and estimation procedures. You'll remember this talk long after the conference is over.

**10:15-10:45am Break, Location: LaSalle Foyer**

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**MONDAY, May 17, 2010**

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**Sessions**    **Session 3 (10:45am-12:00pm) Monday**

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**3A**    ***LOCATION: State Room I***

Panel Discussion: Interviewer Recruitment and Retention

Facilitator: Sharon Parker, University of Michigan

Session focus: This panel includes large and small shop staff with expertise in recruitment and retention of quality interviewers under a variety of conditions. This includes continuous interviewing over multiple years, recruiting from narrow target populations, the advantages and disadvantages of using different student groups and recruitment strategies. Bring your questions and ideas for this panel to discuss and get new ideas for your staffing needs.

Target audience: Anyone with an interest in or responsibility for staffing, recruitment and retention of interviewing staff in any size shops.

**Panelists:**

Colleen Barry-Goodman, Texas Tech University

Jennifer Titus, NORC

Tiffany King, RTI International

Kevin Ulrich, University of Chicago

John Sokolowski, NORC

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**3B**    ***LOCATION: State Room II***

Roundtable Discussion: Budgeting

Facilitator: Rolfe Carlson, University of Michigan

Session focus: This session will discuss all issues of budgets and costing. Bring your questions and ideas to build budgets, track costs and operate efficiently.

Target audience: Anyone responsible for budgeting, project management and tracking costs.

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**3C**    ***LOCATION: Huron***

Presentations and Discussion: Response Rate Issues

Facilitator: Bill Mockovak, BLS

Session focus: The presenters will share data from their shops on factors that impact response rates and what might be done to improve outcomes. Come along to hear about response rates across modes, within modes across regions and how design impacts response rates.

Target audience: Anyone concerned with response rates in all types of studies, across modes.

**Analyzing and Improving Response Rates at USDA/NASS:** Michael Gerling, USDA/NASS

**Regional Difference in Cell Phone Response Rates:** Marion Schultz, Washington State University

**Best Practices for Unplanned Panels: Methodology and Nonresponse in the 2009 Panel of Survey of Consumer**

**Finances:** Peter Fugiel, NORC

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**MONDAY, May 17, 2010**

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**Sessions Session 3 (10:45am-12:00pm) Monday**

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**3D LOCATION: Superior I**

Presentations and Discussion: Interviewer Performance Issues

Facilitator: Steve Coombs, University of Wisconsin

Session focus: All shops need to ensure they have skilled interviewers that work as efficiently and effectively as possible for both data quality and cost considerations. The presenters will share their ideas in measuring performance and data on interviewer performance under different working conditions.

Target audience: Supervisors, project managers, team leaders and anyone interested in interviewer training and performance.

**Managing a Remote Interviewing Team - Canadian Health Measures Survey:** Maureen Charron, Statistics Canada  
**Indicators of Interviewer Performance: Different Measures for Different Modes:** Helen Moore, Office for National Statistics

**Rethinking Interviewer Motivation:** Betsy Blunsdon, Academic Surveys Australia and Deakin University

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**3E LOCATION: Superior II**

Presentations and Discussion: Technical Issues in Web Development

Facilitator: Kevin Tharp, Indiana University

Session focus: This session covers various technical aspects encountered in web survey development. This hard core tech session will provide you with detailed understanding of web-development problems and how they were technically resolved.

Target audience: Software developers, especially Web-application developers.

**Implementing User Mode Linux:** Drew Vogel, University of Wisconsin

**On-path Validation of Non-linear Survey Engine (Data Abstraction Engine):** Ramasu Suresh, RTI International

**Section 508 Standards – An Overview:** Sandhya Bikmal, RTI International

**SaferTextBox Custom ASP.NET TextBox Control:** Roger Osborn, RTI International

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**3F LOCATION: Superior III**

Presentations and Discussion: Systems for Large Scale Data Collection

Facilitator: Nathan Sikes, RTI International

Session focus: Learn how large shops are using the latest technologies to automate and streamline their survey processes to be more efficient and effective.

Target Audience: Developers, database managers and system designers.

**Normalized Database Structure to Support Survey Fulfillment Operations:** Nathan Sikes, RTI International

**Survey Master Control System – An Overarching Multi-mode Multi-site Collection Management System:** Annie Côté Steski, Statistics Canada

**Innovative Ways to Automate a Short-term Study: Delivering Sample, Providing Information, and Finalizing Cases:** Joseph Matuzak, University of Michigan

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**12:00pm-1:00pm Random Digit Dining (random seating at lunch), LOCATION: LaSalle Ballroom**



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**MONDAY, May 17, 2010**

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**Sessions**

**Session 4 (1:30pm-2:45pm) Monday**

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**4A**

***LOCATION: State Room I***

Panel Discussion: Remote Training

Facilitator: Hubert Hamer, USDA/NASS

Session focus: These training experts will share their experiences with the development and implementation of remote, virtual or distance training programs. Bring your experiences and questions for an informative exchange of ideas.

Target audience: Anyone interested in or with responsibility for developing training for interviewing staff, and in particular distance and remote modules.

**Panelists:**

Linda Raudenbush, USDA/NASS

Curry Spain, RTI International

Vicki Wilmer, NORC

Matthew Rufe, Bureau of Labor Statistics

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**4B**

***LOCATION: State Room II***

Roundtable Discussion: Qualitative Interviewing

Facilitator: Betsy Payn, Battelle Centers for Public Health and Evaluation

Session focus: Qualitative interviewing strategies are an important component to many aspects of our work, including the conducting of focus groups, cognitive interviewing, ethnographies, and case studies. Bring your examples and experiences to this session on challenges, rewards, and strategies in qualitative approaches. This session is applicable to all shops conducting or considering conducting qualitative interviewing.

Target audience: Project Managers and staff involved with implementing qualitative research.

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**4C**

***LOCATION: Huron***

Presentations and Discussion: Advance Survey Activities

Facilitator: Cheryl Wiese, University of Michigan

Session focus: These presentations include ideas and data about advance and 'pre' activities in the survey process such as: enhancing community awareness, advance or 'pre' notification and reminder processes.

Target audience: Supervisors, project managers, team leaders and anyone involved with planning and implementing field data collection efforts.

**Incorporating Community Awareness in Field Research:** Michelle Cheng, Natasha Van Leeuwen, Battelle Centers for Public Health Research & Evaluation

**Advance Notice Impact on Response Rates:** Louis Harrell, Bureau of Labor Statistics

**E-mail Experiments in Web Surveys:** Andrew Hupp, University of Michigan

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MONDAY, May 17, 2010

Sessions

**Session 4 (1:30pm-2:45pm) Monday**

**4F**

**LOCATION: Superior III**

**Presentations and Discussion: Mobile Broadband and Wireless Technologies**

**Facilitator: Michael Gerling, USDA/NASS**

**Session focus:** Mobile broadband – What is it? How are shops using this technology? Does wireless broadband speed and connectivity match the carriers' advertised coverage maps? Find out how this technology will shape future data collection methods.

**Target audience:** Those able to say "packet loss", "3G", "WiMax" and "digital telecommunication" without flinching (or who want to be initiated into such lingo).

**Mobile Broadband:** Batina Nolan, Sprint

**Pros and Cons of Getting Instant Data:** Michael Rauch, Pennsylvania State University

**Comparing Cell Services for CAPI:** Joe Nofziger, RTI International

**2:45-3:15pm Break, Location: LaSalle Foyer**



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**MONDAY, May 17, 2010**

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**Sessions**    **Session 5 (3:15pm-4:30pm) Monday**

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**5A**    ***LOCATION: State Room I***

Panel Discussion: Cash Incentives

Facilitator: Julie Brown, RAND

Session focus: This panel will discuss different types of incentives, their effectiveness in encouraging participation for various studies, and accounting issues related to different types of financial incentives. Incentives to be discussed include cash in RDD studies, provision of medical reports in health studies and other types of incentives. Come along to ask questions and share your experiences in using incentives to encourage participation.

Target audience: Anyone in data collection who uses or has used incentives and those who want to learn more about their effectiveness as well as learning some tips about the administration of incentives.

**Panelists:**

Vanessa Thornburg, RTI International

Yasamin Miller, Cornell University, Survey Research Institute

Amanda Richardson, University of Nebraska

Rita Koontz, Washington State University

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**5B**    ***LOCATION: State Room II***

Presentations and Discussion: Multi-Language Studies

Facilitator: Zeina Mneimneh, University of Michigan

Session focus: The presenters will share their experiences of conducting multi-language surveys. In particular they will discuss language tools available, recruitment of bilingual interviewers and scheduling and costing issues associated with multi-language studies.

Target audience: Those who conduct or need to undertake studies in more than one language.

**Bilingual Recruitment Networking:** Karen Blessett, and Evelyn Chandler, U. S. Census Bureau

**Developing a Language Program for the American Community Survey:** Donna Daily, U. S. Census Bureau

**One Survey, Two Devices, 120 Time Blocks and Seven Languages:** Carol Place, RTI International

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**5C**    ***LOCATION: Huron***

Presentations and Discussion: Sampling: Cell Phones

Facilitator: Marion Schultz, Washington State University

Session focus: The presenters in this session will focus on issues of cell versus household sampling. Come along to share your ideas, questions and experiences with this issue.

Target audience: Anyone who needs to better understand various types of sampling and sampling frames.

**Determining the Meaning of Pre-recorded Cell Phone Carrier Messages:** Joe Matuzak, University of Michigan

**Telephone Number Turnover Rates over a Short Window of Time:** Isabel Farrar, University of Illinois

**Estimating Household Type (Landline Only, Cell Phone Only, or Both) in Idaho:** Stephanie Kane, University of Idaho

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**MONDAY, May 17, 2010**

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**Sessions Session 5 (3:15pm-4:30pm) Monday**

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**5D LOCATION: Superior I**

Panel Discussion: Technical Aspects of Data Security

Facilitator: Joe Nofziger, RTI International

Session focus: In the field, on the web, at headquarters and in call centers, almost every system is being adapted to comply with regulations and best practices in data security. How has it affected small shops and large shops? How do you overcome the challenges without disrupting operations? Share your experiences and approaches for vulnerability scanning, lockouts, encryption methods, data isolation, secure transport and other topics.

Target audience: People with an interest in practical applications for managing security, including system developers, security managers and field managers.

**Panelists:**

Tiffany King, RTI International

James Hu, U. S. Census Bureau

Orin Day, RTI International

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**5E LOCATION: Superior II & III**

Presentations and Discussion: Paradata - Collecting, Storing and Mining

Facilitator: Chris Corey, RAND

Session focus: Session Focus: Managing survey operations in an electronic environment provides opportunities and challenges. This session focuses on how the uses of paradata continue to evolve. Find out how shops are using paradata to further their data collection efforts and improve data quality.

Target audience: Metrics-oriented survey managers.

**Managing Collection Paradata at Statistics Canada:** Christopher Kit, Statistics Canada

**The Benefits and Challenges of Using the Same Contact History Instrument (CHI) Across Various Demographic Surveys:** Adriana Gonzalez, U. S. Census Bureau

**Using Paradata to Evaluate Interviewer Quality:** Shonda Kruger-Ndiaye, University of Michigan

**Using Paradata at the U.S. Census Bureau: Demographic Surveys History and Future:** Matt Jans, U. S. Census Bureau

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**Sessions Session 6 (4:45pm-5:45pm) Monday**

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**6A LOCATION: LaSalle I**

Business Meeting

Facilitator: Tim Gabel, RTI & Bob Lee, UC Berkeley, IFD&TC Advisory Team

Session focus: All conference participants are invited to attend the conference business session. Whether a first timer or a veteran of IFD&TC, your knowledge and opinions are welcomed. This year we will be discussing some interesting potential changes to the IFD&TC Charter and we need your help. Also, learn more about the inner workings of the conference. See you there!

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Dinner on your own. Hospitality Suite (room 2516/2514). Goodnight!



**TUESDAY, MAY 18, 2010**

**7:00-9:00am Registration Continues, Location: State Foyer**

**7:00-9:00am Continental Breakfast, Location: LaSalle II**

**TUESDAY, May 18, 2010**

**Sessions Session 7 (9:00am-10:15am) Tuesday**

**7A LOCATION: LaSalle I**

Invited Address, Michael T. Jones, Google

Facilitator: Josh Seeger, NORC

Session focus: Michael T. Jones is Google's Chief Technology Advocate, and IFD&TC is extremely pleased that he is available to speak to us. At Google, Michael is charged with advancing technology to organize the world's information and make it universally accessible and useful. Google Maps, Google Earth, Local Search, Gmail -- tools once unimaginable but now familiar -- can any field survey do without them anymore? A prolific inventor, Michael has developed scientific and interactive computer graphics software, held engineering and business executive roles, and is an avid reader, traveler and amateur photographer. Welcome, Michael, tell us what wonders are in store for us in the future!

**10:15-10:45am Break, Location: LaSalle Foyer**



**TUESDAY, May 18, 2010**

**Sessions Session 8 (10:45am-12:00pm) Tuesday**

**8A LOCATION: Huron**

Panel Discussion: Managing Research Projects

Facilitator: Jim Wolf, Indiana University

Session focus: This panel will focus on how to manage the survey process for success, and will consider key steps including: communication with investigators (including negotiating expectations), preparing survey deliverables (quality control and standardization), protocol documentation, data collection (planning and monitoring), estimating the costs and time required for instrument programming (all modes), planning for the IRB processes, questionnaire development ("in-house fine-tuning"), and coding open-ended responses.

Target audience: Anyone responsible for any aspect of the survey process, planning and monitoring.

**Panelists:**

John Kennedy, Indiana University (Bloomington)

Kurt Johnson, Penn State University

Patty Maher, University of Michigan

Jim Wolf, Indiana University (Indianapolis)

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**TUESDAY, May 18, 2010**

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**Sessions**    **Session 8 (10:45am-12:00pm) Tuesday**

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**8B**    **LOCATION: Ohio**

**Presentations and Discussion: Advanced Training Techniques**

Facilitator: Diane Burkom, Battelle Centers for Public Health Research and Evaluation

Session focus: The presenters in this session will discuss advanced training for interviewers and field staff. This includes follow-up or 'refresher' training, feedback from interviewers about the environment they face and using respondent concerns in interviewer training.

Target audience: Supervisors, team leaders, trainers and those responsible for interviewer training and performance.

**Advanced Training Techniques:** Rebecca Jessoe, NORC

**Developing a Comprehensive and Multi-Mode Approach to In-Person New Field Interviewer Training:** Scott Payne, RTI International

**Exploring Respondent Concerns to Inform Interviewer Training:** Shonda Kruger Ndiaye, University of Michigan

**How Do Field Interviewers View the Current Interviewing Environment?:** Bill Mockovak, Bureau of Labor Statistics

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**8C**    **LOCATION: State Room II**

**Presentations and Discussion: Household Sampling Issues**

Facilitator: Lisa Klein, University of Wisconsin

Session focus: This session focuses on issues in sampling households and those with no fixed household. Presenters will deal with a range of issues including address based sampling, collecting data on household composition and sampling those who are homeless.

Target audience: Those interested in or responsible for the sampling aspect of the survey process.

**Mechanisms of Error in Housing Unit Listing:** Stephanie Eckman, University of Maryland

**Lessons Learned Using Address Based Sampling to Conduct Mail Surveys of Populations Randomly Sampled From Among the General Population:** Kelly Elver, University of Wisconsin

**Street Sampling of Homeless Youth in Los Angeles:** Rick Garvey, RAND

**Everybody But the Cat: Challenges to Accurately Rostering Members of a Household:** Jacquelyn George, NORC

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**8D**    **LOCATION: Superior I**

**Presentations and Discussion: Commercial Software for Web Questionnaires**

Facilitator: Tim Triplett, Urban Institute

Session focus: Learn about the latest commercial data collection software available for Web data collection, from programming of the questionnaire to, data security, data retrieval, and more. You wanted technical discussion, so here are four great presenters providing you an in-depth look at each software package.

Target audience: Anyone interested in implementing Web surveys.

**Web Based Paper Form Verification Using QueXF:** Adam Zammit, Academic Surveys Australia

**Providing a Customized Data Collection Solution Using an Off-the Shelf Survey Software Package:** Mike Rauch, Penn State University

**CASES Web Surveys:** Vince Parker, University of Illinois

**Off-the-shelf Web Software: Qualtrics:** Naomi Warren, University of Arkansas at Little Rock

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TUESDAY, May 18, 2010

Sessions **Session 8 (10:45am-12:00pm) Tuesday**

**8E** *LOCATION: Superior II*

Presentations and Discussion: Use of Audio and Video in Survey Research – Playing, Recording, Reviewing, and Analyzing

Facilitator: Josh Seeger, NORC

Session focus: A growing number of surveys employ digital audio, and now video as well, either for recording interviews or for presenting information to respondents. Speech processing, including recognition, transcription, analytics and audio indexing, is proving beneficial in call center applications. Meanwhile, as the use of recorded media grows, so too grows the need for managing the resultant files, facilitating and controlling access to them, and providing a convenient user interface for doing quality evaluation and other kinds of metadata entry.

Target audience: Anyone using or interested in using digital audio, video, or automated processing of multi-media content; also those involved in developing systems supporting such use.

**Why We Chose The Devices, (Pros and Cons):** Julie Bressler, Pennsylvania State University

**Speech Recognition Applications for Survey Research:** Marie Meteer, Consultant, Speech Recognition and Data Analysis

**Technical Challenges in the Development and Implementation of QUEST (CARI Monitoring System):** Sridevi Sattaluri, RTI International

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**12:00pm-1:00pm Random Digit Dining (random seating at lunch)**

**LOCATION: LaSalle Ballroom**



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**TUESDAY, May 18, 2010**

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**Sessions    Session 9 (1:30pm-2:45pm) Tuesday**

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**9A    *LOCATION: Superior I***

Panel Discussion: Issues in Informed Consent

Facilitator: Bob Lee, University of California, Berkeley

Session focus: This panel includes those that have experiences to share around issues of communicating the important concepts underlying informed consent and respondent cooperation. This includes experiences with IRB's and/or ethics committees. Come with your questions and ideas to ensure compliance while enhancing cooperation.

Target audience: Those responsible for ensuring informed consent and dealing with IRB's and ethics committees.

**Panelists:**

Betsy Blunsdon, Academic Surveys Australia and Deakin University

Rachel Orłowski, University of Michigan

Kim Williams, NORC

Howard Hogan, U. S. Census Bureau

Chris Corey, RAND

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**9B    *LOCATION: Superior II***

Presentations and Discussion: Studying Unique Populations

Facilitator: Rick Garvey, RAND

Session focus: These presenters will share their experiences in studying unique populations such as hard to count populations, hard to reach groups and specialized or narrow population groups.

Target audience: All those who study unique or specialized populations or who anticipate doing so in the future.

**Improving Response Rates and Reducing Bias – Targeting “Hard to Reach” Populations:** Paul Coates, Office for National Statistics

**Methods, Challenges, and Lessons Learned: Surveying Individuals with Multiple Sclerosis to Evaluate the Impact of Adult Day Programs:** Kristin Fuller, RTI International

**Reaching Hard to Count Populations:** Wayne Hatcher and Tim Olson, U. S. Census Bureau

**Challenges and Successes in Recruiting Pregnant Women through their Prenatal Physicians:** Betsy Payn, Battelle Centers for Public Health Research and Evaluation

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**TUESDAY, May 18, 2010**

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**Sessions Session 9 (1:30pm-2:45pm) Tuesday**

**9C LOCATION: Ohio (Lobby Level)**

Demonstration and Discussion: Topics for the Future of Survey Methods: Use of Web 2.0 Technology and Collecting Social Network Data in Surveys

Facilitator: John Stevenson, University of Wisconsin

Session focus: Do you use LinkedIn, Facebook, Twitter, YouTube, Second Life, or other social networking sites in your work? How can surveys or survey shops take advantage of these new techniques? Has your organization conducted tracing, marketing or other activity with any of these websites? Come and share your experiences, ideas and questions at this roundtable.

Target audience: Soft Tech

**Collecting Social Network Data: an Overview, Challenges and Recommendations:** Suzanne Perry, Evelyn Bogdon, RAND

**Towards usage of Web 2.0 Technology and Avatars for Web Surveys:** Larry Malakhoff, U. S. Census Bureau  
**Uses of YouTube, and Other Web 2.0 Applications, in Data Collection:** Jeff Franklin, RTI International

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**9D LOCATION: Huron**

Demonstrations and Discussion: Mobile Hardware for Data Collection - Part 1

Facilitator: Eric White, University of Wisconsin

Session focus: Technology advances all of the time and continues to influence mobile hardware used in data collection. This session will be an in-depth discussion of why the devices were selected, problems encountered and how they were overcome.

Target Audience: Anyone interested in the nuts and bolts of mobile hardware.

**Laptops:** Geof Pejsa, U. S. Census Bureau

**Digital Pen and Paper:** Lew Berman, Centers for Disease Control and Prevention

**Netbooks, Smart Phones:** Patricia Wamboldt, Pennsylvania State University

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**2:45-3:15pm Break, Location: LaSalle Foyer**




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**TUESDAY, May 18, 2010**

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**Sessions Session 10 (3:15pm-4:30pm) Tuesday**

**10A LOCATION: State Room I**

Panel Discussion: State-Wide and Omnibus Polls

Facilitator: Ryan Tacher, Bureau of Labor Statistics

Session focus: This panel will discuss issues around marketing polls, managing budgets, and considerations around uses and changes to survey methodology.

Target audience: Shops administering or planning to administer state-wide polls and omnibus surveys.

**Panelists:**

Darren Hearn, Cornell

Chad Kniss, University of Wisconsin

Stacia Jorgensen, University of Nebraska

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**TUESDAY, May 18, 2010**

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**Sessions**    **Session 10 (3:15pm-4:30pm) Tuesday**

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**10B**    **LOCATION: State Room II**

Presentations and Discussion: Measuring Field Costs

Facilitator: Christy Storey, Kennesaw State University

Session focus: The level of data about interviewer behavior and field interviewing costs is reaching unprecedented levels. What are we finding from these data? Where can we potentially cut costs? This session has broad applicability to any shop using decentralized field interviewers.

Target audience: Shops with a decentralized interviewing staff, the concepts discussed in this session are broadly applicable.

**Improving Efficiency: Implementing a Field Tracking System on a Large National Field Study:** Amber Rumsey, RTI International

**Analysis of Traveling Field Interviewer Use on the National Survey on Drug Use and Health:** Tammie Woerner, RTI International

**CPI Housing: Did Shifting from Personal Visit to Telephone Collection Actually Lower our Costs?:** Charlene Peiffer, Bureau of Labor Statistics

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**10C**    **LOCATION: Ohio (Lobby Level)**

Presentations and Discussion: Data Quality Issues

Facilitator: Lekha Venkataraman, NORC

Session focus: Challenges to data quality pervade all stages of data collection. These presentations will focus on interviewer and respondent compliance with data collection protocols, tracking and measuring interviewer quality, and potential threats to respondent participation resulting from quality assurance efforts.

Target audience: This session is applicable both to field and technical managers, and shops of all sizes.

**Maintaining Quality Control Standards Using Telephone Interviewing and Data Analysis:** Tiffany Fambro, RTI International

**This Call May be Monitored or Recorded for Quality Assurance Purposes:** Vanessa Thornburg, RTI International

**Encouraging Compliance with Project Protocols among Participants:** Janice Larson, Iowa State University

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**10D**    **LOCATION: Superior I & II**

Demonstrations and Discussion: Mobile Hardware for Data Collection - Part 2

Facilitator: Eric White, University of Wisconsin

Session focus: In Part I focused on the technical aspects of these data collection mobile hardware devices. Now in Part II, you will see these devices live and in action. There will also be time for the audience to partake in this hands-on demonstration session.

Target audience: Anyone interested seeing mobile hardware in action.

**Laptops:** Geof Pejsa, U. S. Census Bureau

**Netbooks, Smart Phones:** Patricia Wamboldt, Pennsylvania State University

**Digital Pen and Paper:** Lew Berman, Centers for Disease Control and Prevention

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**TUESDAY, May 18, 2010**


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**Sessions Session 10 (3:15pm-4:30pm) Tuesday**


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**10E LOCATION: Superior III**

Presentations and Discussion: GIS, GPS, and Mapping Products

Facilitator: Rita Thissen, RTI International

Session focus: Learn how GIS, GPS, and mapping products are being utilized by shops to bring efficiencies and other value to data collection.

Target audience: Anyone interested in collecting, managing or analyzing geo-coded data.

**Using Geographic Information Systems (GIS) and Global Positioning Systems (GPS) in the Survey Research Process:**

Andrew Hupp, University of Michigan

**Pathfinder: Routing Interviewers Efficiently for Field Studies:** Steve Coombs, Nick Schultz, University of Wisconsin

**Geocoding Error:** Stephanie Eckman, University of Maryland

**GIS Mapping:** Hugh Gladwin, Florida International University

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**Sessions Session 11 (4:45pm-6:00pm) Tuesday**


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**11A LOCATION: Ohio (Lobby Level)**

Informal Conversation: Tech Talk

Facilitator: Larry Malakhoff, U.S. Census Bureau and Tim Triplett, Urban Institute

Session focus: This is time of relaxed conversation for programmers, statisticians, hardware/software managers and network administrators as a means to share dialogue and to network with those who share your profession.

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**11B LOCATION: Huron**

Informal Conversation: Project Management Professional (PMP) Certification, How to Earn and Maintain Certification

Facilitator: Betsy Payn, Battelle Centers for Public Health Research and Evaluation

Session focus: Would you like to know more about PMP certification, how it can benefit your career and what you have to do to achieve certification? Please bring your questions to this informal session where Lisa John, PMP Certified, will be on hand to help answer your questions.

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 Dinner on your own. Hospitality suite, Room 2516/2514. Goodnight!



**WEDNESDAY, MAY 19, 2010**

**7:00-9:00am Continental Breakfast, Location: La Salle II**

**WEDNESDAY, May 19, 2010**

**Sessions Session 12 (9:00am-10:15am) Wednesday**

**12A LOCATION: Huron**

**Panel Discussion: Fielding a Quality Workforce: The Census Story**

Facilitator: Wayne Hatcher, and Cathy Lacy, U.S. Census Bureau

Session focus: Survey managers from several Census regional offices will come together to participate in a panel discussion highlighting how they ensure that the Bureau has a competent, well trained, experienced staff to collect the quality data that it provides to the nation. Panel participants will discuss the challenges they faced as they began this year to implement new interviewer selection procedures which assess applicants' performance in situations similar to what they might encounter as field interviewers. Panel members also will discuss recent innovations in interviewer training. Any agency needing to hire, train and manage a disbursed field interviewing staff will find this session helpful.

Target audience: While the session focuses on issues associated with recruitment and training, anyone with an interest in this year's Census will enjoy this session.

**Panelists:**

David Ratliff-Atlanta, U.S. Census Bureau

Kevin Gibson-Kansas, U.S. Census Bureau

Marilyn Sanders-Chicago, U.S. Census Bureau

Sherry Dowell-Denver, U.S. Census Bureau

**12B LOCATION: State Room**

**Presentations and Discussion: Multi-Mode Studies**

Facilitator: Betsy Blunsdon, Academic Surveys Australia and Deakin University

Session focus: Presenters will discuss challenges and rewards of multi-mode data collection, including recruitment strategies, effort required, innovations, and design considerations. This session is sure to make you think about multi-mode studies from a different perspective regardless of shop size or data administration mode.

Target audience: Supervisors, technical staff, and team leaders responsible for managing and implementing multi-mode studies.

**Operational Aspects of Recruiting High Internet Users via a CATI Screening on an RDD Frame:** Peter Batra, University of Michigan

**The Value of Interviewing Hard-to-reach Participants using Mixed-mode Data Collection: Lessons from the Raising Healthy Children Project:** Gina Marchesini, University of Washington

**Early Stage Scoping: Building High Quality Survey Instruments Without High Costs:** Kristin Stettler, U. S. Census Bureau

**Recruiting Online Panel Members from a Mail survey in the General Populations: Results from an Exploratory German Study:** Karl-Heinz Reuband, University of Dusseldorf

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**WEDNESDAY, May 19, 2010**


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**Sessions Session 12 (9:00am-10:15am) Wednesday**


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**12C LOCATION: Superior I**

Presentations and Discussion: Respondent Locating

Facilitator: Deb Stempowski, U.S. Census Bureau

Session focus: Locating respondents is critical to data quality, but different populations pose different challenges and solutions. Presenters will discuss the challenges and effective locating strategies for disaster victims, older adults, and college students. Any field manager needing to locate respondents will find useful tips in this session.

Target audience: Supervisors, managers, and team leaders with responsibility for locating panel respondents.

**Hurricane Katrina Survivors on the Move:** Renea Machuga, Battelle Centers for Public Health Research & Evaluation  
**Natural Disasters and Longitudinal Surveys: The Effect of Hurricane Katrina on Respondent Attrition and Recovery in the NLSY 79 and NLSY 97:** Jennifer Brown, NORC

**Using Facebook as a Locating Tool on a Longitudinal Study of College Students:** Lisa Klein, University of Wisconsin

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**12D LOCATION: Superior II**

Presentations and Discussion: Process Improvement and Automation

Facilitator: Darcy Miller, USDA/NASS

Session focus: Automating processes, integrating processes, and good communications between management, developers and field people create real challenges. Learn how these shops were able to succeed, as they discuss what was done, problems encountered and overcome and finally the benefits realized.

Target audience: Anyone responsible for managing workflow, particularly survey processes that combine some computerized steps and some manual steps.

**Statistics Canada's Process Automation of On-line Survey Development and CATI Data Integration:** Marc-Andre Dubois, Statistics Canada

**Bridging the Gap: Using Workflows in Developing New Technical Systems:** Andrew Hupp, University of Michigan  
**Software Development: Experience with Process Improvement Strategies:** Rita Thissen, RTI International

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**12E LOCATION: Superior III**

Panel Discussion: Experience with VOIP for CATI Surveys

Facilitator: Kyle Fennel, NORC

Session focus: VOIP for CATI Surveys and call centers continues to grow. Learn how this technology can be used to dramatically cut costs while obtaining high quality data.

Target audience: Call center managers and system administrators.

**Panelists:**

Chuck Armstrong, NORC

Joe Broniszewski, Penn State University

Kate Hobson, NORC

Marge Lowden, Ohio State University

Rob Schofield, Penn State University

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10:00-10:30am Break, Location: LaSalle foyer

WEDNESDAY, May 19, 2010

Sessions **Session 13 (10:30am-11:30am) Wednesday**

**13A LOCATION: LaSalle I**

Invited Address: Colm O'Muircheartaigh, NORC

Facilitator: Tim Gabel, RTI International

Session focus: IFD&TC couldn't be more excited to have Dr. Colm O'Muircheartaigh as our invited speaker to wrap up the conference. He is one of the world's most forward-thinking statisticians, with wide-ranging interests in survey research methodology, sampling, questionnaire design, analysis, response and nonresponse error, and data quality. His extensive knowledge of the field of survey research combined with his lively and engaging style will keep you in your seat as we close our conference, never mind the impending plane ride home. Do your packing in advance -- you won't want to miss this session.



International Field Directors and Technologies Conference  
Financial Report for Calendar Year 2009  
Submitted by Bill Mockovak, BLS; Deb Stempowski, Census, Co-treasurers

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|   |                         |
|---|-------------------------|
| Balance as of 1/1/2009                    | \$ 19,591.35            |
| Balance as of 12/31/2009                  | \$ 33,851.76            |
| <b><u>Revenue</u></b>                     |                         |
| From 2009 Conference                      | \$ 81,175.09            |
| <b><u>Less: Direct Costs</u></b>          |                         |
| Conference expenses                       | \$ 64,983.71            |
| <b><u>Gross Profit</u></b>                | <b>\$ 16,191.38</b>     |
| <b><u>Operating Expenses</u></b>          |                         |
| Total expenses*                           | \$ 1,939.00             |
| <br><b><u>Net Profit Before Other</u></b> |                         |
| <b><u>Income &amp; Expenses</u></b>       |                         |
| Interest income                           | \$ 8.03                 |
| <br><b><u>Net Profit</u></b>              | <br><b>\$ 14,260.41</b> |

\***Operating Expenses.** Corporation operating expenses include Director's Insurance (\$1,320), bank service charges (0), purchase of reference materials about non-profits (\$50), the services of a registered corporate agent (\$169), the fee for corporate registration in the State of Virginia (\$25), and the cost of income tax preparation by a CPA (\$375).

IFD&TC had to pay the following Federal and Virginia State taxes for the 2009 tax year.

- Federal \$1,921
- Virginia \$ 812

Conference expenses include conference facilities and food, AV equipment, registration materials and services, website programming, and site visit and planning.

IFD&TC is incorporated for financial/tax reasons in the State of Virginia.

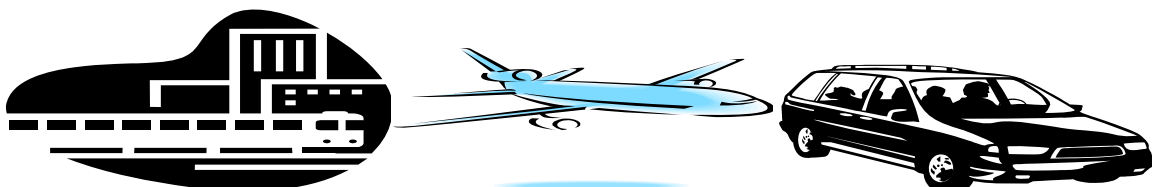
Information submitted by Bill Mockovak on May 3, 2010.

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**See you next year, Paradise Valley Doubletree, Scottsdale, AZ**

**May 15-18, 2011**

**Have a safe trip home!**



## Hotel Information

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