

# WELCOME to the Int'l Field Director's & Technologies 41<sup>st</sup> Conference

The conference organizers welcome you. We are available to help you.

Highlights:

♪ **The Small Shop Roundtable is on Sunday evening (6-7:00pm), before the opening reception.** If you are from a small or medium size shop you will not want to miss this session.

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

↻ **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.

☀ **Included in your registration fee is a special event on Tuesday evening.** We've rented Pacific Park on the Santa Monica Pier for a barbecue, unlimited mini golf, rides on bumper cars, ferris wheel, roller coaster, and more!

👤 **Please don't be alone unless you prefer.** IFD&TC is known for its hospitality. Organizers past and present will be on hand to answer your questions and to assist you. The conference has a hospitality suite for informal conversation after sessions, random seating at lunches, and long breaks to help with networking, but if you are not meeting the people you need to network with, please let a conference organizer know and we will try to locate others with similar interests. We want you to enjoy the conference and we are here to help.

*Cheryl, Madonna, Eric, Missy, Joyce and Rita*

**SUNDAY, MAY 20, 2007**

**12:00noon -7:30pm Registration Open (Pick up your packet)**

**Location: Across the lobby from the front desk and outside of Jones Library**

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**SUNDAY, May 20, 2007**

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<b>Sessions</b>	<b>Session 1 (6:00pm-7:00pm) Sunday</b>
<b>1A</b>	<p><i>LOCATION: Wilshire I &amp; II</i></p> <p><b>Small Shop Get Acquainted Roundtable (Tech and Field)</b></p> <p><b>Facilitator: Yasamin Miller, Cornell</b></p>

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

**Location: Front drive under “The Tree”**

**After dinner opening reception. Join past and present IFD&TC organizers for light food, a cash bar, and an informal time of visiting with old and new friends. The perfect start to the conference.**

*Everyone is invited to the Hospitality Suite for informal fun and conversation. Open in the evenings after sessions and events are over for the day. See the sign at the Registration Desk for the room number.*

**7:00-8:30am Registration Continues, Location: Foyer of the Starlight Ballroom**

**7:00-8:30am Continental Breakfast, Location: Wedgewood Ballroom**

**8:00am Facilitators Breakfast, Location: Wilshire I**

**MONDAY, May 21, 2007**

**Sessions Session 2 (8:30am-9:45am) Monday**

**2A** *LOCATION: Starlight Ballroom*  
**Keynote Speaker, Jim Fishkin, Stanford University (Tech and Field)**  
**Title: "Deliberative Polling and Public Consultation"**  
**Facilitator: Bob Lee, UC Berkeley**

**9:45-10:15am Break**

**Sessions Session 3 (10:15am-11:30am) Monday**

**3A** *LOCATION: Starlight Ballroom*  
**Adventures in Mixed Mode Data Collection**  
**Facilitator: Wayne Hatcher, U.S. Census**  
**Session focus: This session promises to be informative and will set the stage for most of the sessions at this year's conference. It has become increasingly difficult, if not impossible to rely on one mode of data collection in order to ensure both quality data and respectable response rates. Come to this session to hear how both large and small shops use mixed mode to meet the needs of their clients and the ever-changing demands of our field.**

**A Further Comparison of Mixed Mode Approaches for Longitudinal Data Collection: The Promise of Integrated Data Collection Systems:** Gina Marchesini, University of Washington

**Switching Data Collection Modes: Lessons Learned From Two Large, Longitudinal Surveys:** Kelly Elver, University of Wisconsin

**Lessons Learned: Converting a Telephone Survey Panel to an Internet Panel:** David Roe, RTI International

**Increasing Response via Internet Data Collection:** Shawna Cox, U.S. Census Bureau

**3B** *LOCATION: Malibu Bungalow*  
**Technology for Research: A View from the Commercial Side**  
**Peter Milla, Invited Guest, Survey Sampling International (Soft Tech)**  
**Facilitator: Bill Connett, University of Michigan**

**11:45am-1:00pm Random Digit Dining (random seating at lunch), Location: Wedgewood Ballroom**

MONDAY, May 21, 2007

<b>Sessions</b>	<b>Session 4 (1:00pm-4:00pm, Break 2:30pm, approximately) Monday</b>
<b>4A</b>	<p><i>LOCATION: Wilshire I &amp; II</i></p> <p><b>Cognitive Interviewing-Learn the Why and How's</b></p> <p><b>Facilitator: Gordon Willis, National Institutes of Health, National Cancer Institute</b></p> <p><b>Session focus: Cognitive interviewing is a technique used in developing questionnaires with a goal of reducing response error. Gordon Willis, an expert in this field, will provide a unique learning opportunity by helping attendees understand when cognitive interviews are a useful tool and provide a hands-on opportunity for learning how to conduct cognitive interviews.</b></p>
<b>4B</b>	<p><i>LOCATION: Oceans I &amp; II</i></p> <p><b>Training Innovations</b></p> <p><b>Facilitator: Linda Raudenbush, USDA/NASS</b></p> <p><b>Session focus: Back by popular demand, Linda Raudenbush will once again present innovative ways of training adults. Also, as many of you have requested this year's session will be longer, allowing for more information and discussion.</b></p>
<b>4C</b>	<p><i>LOCATION: Starlight Ballroom</i></p> <p><b>Visual Design and Layout Issues in Mail and Web Surveys and Their Implications for Conducting Mixed-mode Surveys</b></p> <p><b>Facilitator: Don Dillman, Washington State University</b></p> <p><b>Session focus: This session will focus on why visual design and layout has emerged as a critical issue for designing surveys completed on paper and over the Internet. The presentation builds upon the new material in Dr. Dillman's recently released book, Mail and Internet Surveys, 2nd edition, 2007 update. A new Appendix describes how variations in visual layout can influence respondent answers to surveys, and the reasons in mixed-mode surveys that telephone, mail and web respondents sometimes provide different answers. The presentation will emphasize the most recent developments from the research he has conducted. Because of the shortness of the seminar, participants may find it helpful to read ahead of time the Appendix to the new version of the book.</b></p>

MONDAY, May 21, 2007

Sessions	Session 4 (1:00pm-4:00pm, Break 2:30pm, approximately) Monday
4D	<p><b>LOCATION: Wilshire III</b></p> <p><b>Security Issues and Solutions (Soft Tech)</b></p> <p><b>Facilitator: David Uglow, RTI International</b></p> <p><b>Session focus: Data breaches are occurring at an alarming rate. New laws are being written and enacted to address this problem. Organizations that collect or maintain confidential data are scrambling to ensure that their data are kept private. This session will share experiences, concerns, and technical solutions.</b></p> <p><b>Part 1-Issues</b></p> <p><b>Guarding Personal Information in an Automated Field Data Collection Environment:</b> Wayne Hatcher, U.S. Census Bureau</p> <p><b>Security War Stories:</b> Tim Gabel, RTI International</p> <p><b>Why Use/Not Use SurveyMonkey?:</b> Thom Allen, Washington State University</p> <p><b>Part 2-Technological Solutions</b></p> <p><b>Guarding Personal Data Information in an Automated Field Data Collection Environment:</b> Karen Bagwell, U.S. Census Bureau</p> <p><b>Computer Security and Data Privacy:</b> Eric White, University of Wisconsin</p> <p><b>Data Security on Field Laptops:</b> Joe Nofziger, RTI International</p> <p><b>Doc-Man: A Paperless System for Supporting Field (CAPI) Surveys:</b> R. Suresh, RTI International</p>

**4:15-4:45pm Business Meeting, Location: *Starlight Ballroom***

**5:15-6:30pm Techie Talk in the Catalina Bungalow, near the “Big Tree.” Get something to drink from the Lobby Bar and join other techies to talk our language.** This is designed for programmers, statisticians, hardware/software managers and network administrators as a means to share code, ideas and resources, or a way to network with those who share your profession. Bring your laptops and thumb drives and be prepared to share with others, but keep in mind the Bungalow has no Internet access.

**Dinner is on your own (Be sure to let an organizer know if you do not have plans and would like to join others.)**

*Everyone is invited to the Hospitality Suite for informal fun and conversation. Open in the evenings after sessions and events are over for the day. See the sign at the Registration Desk for the room number.*

**7:00-8:30am Continental Breakfast, Location: Wedgewood Ballroom**

**TUESDAY, May 22, 2007**

Sessions	Session 5 (8:30am-9:45am) Tuesday
5A	<p><i>LOCATION: Wilshire II</i></p> <p><b>Remote Training and Distance Learning</b>  <b>Facilitator: Larry Malakhoff, U.S. Census Bureau</b>  <b>Session focus: This session will involve discussion of at least 3 ways that organizations can utilize technology to train interviewers who are located off-site. The presenters will discuss new approaches of integrating cutting edge technology with training programs, online training, computer based training, and web application assessment.</b></p> <p><b>Remote Training – An Innovative Approach to Achieve Excellence Through Technology: Syed Ahsan, NORC</b>  <b>Web-based Home Study Assessments on the National Survey on Drug Use and Health: Radha Peri, RTI International</b>  <b>Creating Distance Learning for Small, Medium, and Large Shops: Tom Clark, Bureau of Labor Statistics</b></p>
5B	<p><i>LOCATION: Wilshire I</i></p> <p><b>Challenges of Collecting Data from Special Populations</b>  <b>Facilitator: Charles Knott, Battelle</b>  <b>Session focus: Our clients have an increased interest in understanding special populations, creating new challenges in the data collection environment. Come to this session and learn about collecting data in a diverse area such as Los Angeles, as well as collecting data from incarcerated subjects, the homeless, and U.S. military service men and women.</b></p> <p><b>Data Collection in Diverse Los Angeles: Julie Ly, Celeste Jimenez, U.S. Census Bureau</b>  <b>Collecting Data from Incarcerated Subjects: Lessons Learned from Inmate Studies: Ellen Stutts, RTI International</b>  <b>Uncovering Hepatitis Rates Among the Skid Row Homeless Population in Los Angeles: Richard Garvey, RAND</b>  <b>Meeting the Challenges of Conducting Survey with U.S. Military Servicemen after 9/11: Christopher Lyu, Battelle</b></p>

TUESDAY, May 22, 2007

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Sessions      **Session 5 (8:30am-9:45am) Tuesday**

5C

*LOCATION: Wilshire III*

**Applications and Implications of Mixed Mode and Incentives to Help Boost Response Rates**

**Facilitator:** Madonna Camel, UC Berkeley

**Session focus:** This session will include presentations and discussion of experiments used in the field with the ultimate goal of increasing both response rates and data quality. From email prompting to increased incentives to non-response bias. Come hear about the nuts and bolts that go into these efforts to help boost response rates.

**A Split-Ballot Experiment Using Increased Incentives on NSHAP:** Erin Wargo, NORC

**Response Rates and Bias: An Experiment:** Larry Hembroff, Michigan State University

**Can the Dillman Method be Applied to Email Prompting with a Twenty-Something Population?:** Lekha Venkataraman, Ed Sipulski, NORC

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5D

*LOCATION: Wilshire IV*

**Working With Subcontractors, Managing Confidentiality and Sample Across Multiple Organizations, Presentations & Roundtable Discussion**

**Facilitator:** Barbara Ward, University of Michigan

**Session Focus:** This session will focus on challenges that organizations may face when partnering with other organizations, or working with subcontractors, to collect data for a project. Challenges can arise from having different organizational cultures, paperwork and quality standards making everyday tasks such as managing respondent confidentiality or tracking completion rates more difficult. Come prepared to talk about challenges and solutions for working with multiple organizations to collect data.

TUESDAY, May 22, 2007

Sessions	Session 5 (8:30am-9:45am) Tuesday
5E	<p><i>LOCATION: Catalina Bungalow</i></p> <p><b>Development and Testing Tools (High Tech)</b></p> <p><b>Facilitator:</b> Merrill Shanks, UC Berkeley</p> <p><b>Session focus:</b> As survey development and implementation becomes increasingly more complex and time consuming, it's nice to know that there are tools out there that actually make a developer's life easier. Learn about making these tools work for you, increase your efficiency, and make the machines do the work machines are good at doing.</p> <p><b>Simple Survey System Toolset for Computer-Assisted Interviews:</b> Magdalena Daniels, RTI International</p> <p><b>CAI Testing Tools:</b> Genise Pattullo, University of Michigan</p> <p><b>Using Version Control Software to Tame Instrument Development:</b> Eric White, University of Wisconsin</p> <p><b>Blaise Instrument Testing Using RoboCAI:</b> William Dyer, U.S. Census Bureau</p>
5F	<p><i>LOCATION: Oceans I &amp; II</i></p> <p><b>CAPI Survey Management Tools and Systems (Soft Tech)</b></p> <p><b>Facilitator:</b> Rita Thissen, RTI International</p> <p><b>Session focus:</b> The distributed nature of CAPI projects presents an organization with several challenges not found in other modes of data collection. Come see how three organizations have worked to address these challenges and successfully manage large-scale CAPI projects.</p> <p><b>PANDA - A Dynamic Tool for Tracking Progress and Performance in Real Time:</b> Chris Stringer, U.S. Census Bureau</p> <p><b>Respondents' Profile Usage for Panel Study:</b> Stephanie Chardoul, University of Michigan</p> <p><b>GPS and GIS in Puerto Rico Elderly Health Conditions Project:</b> Alberto Gurucharri, University of Puerto Rico</p>

9:45-10:15am Break



TUESDAY, May 22, 2007

Sessions	Session 6 (10:15am-11:30am) Tuesday
6A	<p><b>LOCATION: Wilshire II</b></p> <p><b>IRB Panel: Are They for Us or Against Us?</b></p> <p><b>Facilitator: Angela Jaszczak, NORC</b></p> <p><b>Session focus: Come hear a discussion on issues related to IRB regulations, training, and the burden that organizations shoulder in the interest of protecting human subjects.</b></p> <p><b>Panelists:</b> John Tarnai, Washington State University            Robert Lee, UC Berkeley            Robin Bebel, University of Virginia            Christopher Lyu, Battelle</p>
6B	<p><b>LOCATION: Wilshire I</b></p> <p><b>Great Training Ideas</b></p> <p><b>Facilitator: Rebecca Jessoe, NORC</b></p> <p><b>Session focus: Need some great training ideas? These speakers share a variety of training successes and provide some exciting new techniques and technologies that work.</b></p> <p><b>Refusal Conversion Training Ideas:</b> Heather Best, Rhiannon Morgan, Naomi Warren, University of Arkansas at Little Rock  <b>Development and Production of Effective Training Videos:</b> Allison McKamey, RTI International  <b>Field Interviewer Training for Longitudinal Study Using Mental Health Diagnostic CAPI Instrument:</b> Debbie Bahr, Iowa State University</p>

TUESDAY, May 22, 2007

Sessions	Session 6 (10:15am-11:30am) Tuesday
6C	<p><i>LOCATION: Wilshire III</i></p> <p><b>Response Rates: When it Appears that All is Said and Done, How Do We Get More?</b>  <b>Facilitator:</b> Marion Schultz, Washington State University  <b>Session focus:</b> The presentations in this session will note the various methods used towards the end of a project to help increase response rates. Sometimes the focus is on the interviewers, sometimes the focus is on the sample population, and sometimes it's a little bit of both. Come to this session to gain insight and learn a few tricks to getting the numbers you need while maintaining the quality that our field demands.</p> <p><b>Employing a Different Data Collection Method in the Final Phase of a Survey Round to Boost Response Rates:</b> Sharnia Lashley, Mary Ann Latter, NORC  <b>Battling RDD Response Rates by Honing Refusal Conversion Skills:</b> Patty Maher, Joe Matuzak, University of Michigan  <b>Refusal Conversion, Objection Management:</b> Betsy Blunsdon, Deakin University</p>
6D	<p><i>LOCATION: Wilshire IV</i></p> <p><b>Budgeting</b>  <b>Facilitator:</b> Rolfe Carlson, University of Michigan  <b>Session focus:</b> Our experts will discuss all aspects of budgeting and help with your budgeting issues.</p> <p><b>Demystifying A-21 Costs:</b> Rolfe Carlson, University of Michigan  <b>Building a Budget for Any Survey:</b> Danna Moore, Washington State University  <b>Maximizing Training Budgets:</b> Ashanti Harris, University of Michigan  <b>Collection Cost Templates-A Simplified Approach:</b> Scott McLean, Statistics Canada</p>
6E	<p><i>LOCATION: Oceans I &amp; II</i></p> <p><b>Web 2.0 and Service Oriented Architecture (High Tech)</b>  <b>Facilitator:</b> Tom Schnetlage, UC Berkeley  <b>Session focus:</b> The web is changing from a static medium to one that is dynamic and interactive in nature. This increased flexibility and power present great opportunities for organizations to use the web in ways that were impossible just a few years ago. Two experts from RTI will tell you how you can start using these new technologies today.</p> <p><b>Advanced Solutions Using Service-Oriented Architecture:</b> Eric Peele, RTI International  <b>Web 2.0 Applications with AJAX:</b> Shane Trahan, RTI International</p>

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TUESDAY, May 22, 2007

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Sessions      **Session 6 (10:15am-11:30am) Tuesday**

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6F

*LOCATION: Catalina Bungalow*

**Using Paradata to Streamline the Survey Management Process (Soft Tech)**

**Facilitator:** Steve Coombs, University of Wisconsin

**Session focus:** Efficiency is paramount in any successful survey research organization. Everyone wants to be sure they're spending their time and money wisely. Using paradata (data on the survey process) effectively can lead to increased efficiency and better results in many areas of the survey research enterprise.

**Using Paradata to Improve Data Collection Activities:** Yves Beland, Lecily Hunter, Statistics Canada

**Using Paradata as a Survey Management Tool:** Duncan Wrighte, Statistics Canada

**Using Real-time Statistics in Project and Interviewer Management:** Drew Vogel, University of Wisconsin

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**11:45am-1:00pm Random Digit Dining (random seating at lunch), Location: Wedgewood Ballroom**

TUESDAY, May 22, 2007

Sessions	Session 7 (1:30pm-2:45pm) Tuesday
7A	<p><i>LOCATION: Wilshire I</i></p> <p><b>Mentoring as a Tried and True Method of Staff Development, Roundtable Discussion</b></p> <p><b>Facilitators: Lisa Carley-Baxter, David Roe; RTI International</b></p> <p><b>Session focus: This session will engage all attendees in a discussion of mentoring and the various mechanisms through which mentoring can take place.</b></p>
7B	<p><i>LOCATION: Catalina Bungalow</i></p> <p><b>Oh Where Oh Where Did our Respondents Go?</b></p> <p><b>Facilitator: Rick Garvey, RAND</b></p> <p><b>Session focus: A growing number of research opportunities involve locating respondents. This session will provide you with concrete solutions for locating low income and disadvantaged respondents, families with young children, young adults and respondents that speak many different languages.</b></p> <p><b>Locating Respondents for a Panel Survey:</b> Christine Carr, NORC</p> <p><b>New Approaches to Field Tracing Developed for the ECLS-B:</b> Erica Saleska, RTI International</p> <p><b>Utilizing "Wave Locating" to Maximize Response Rates In Large Scale Studies:</b> Lekha Venkataraman, Ed Sipulski, NORC</p>
7C	<p><i>LOCATION: Wilshire II</i></p> <p><b>Quantitative Approaches to Evaluating Interviewer and Supervisor Performance</b></p> <p><b>Facilitator: Julie Brown, RAND</b></p> <p><b>Session focus: This session will focus on metrics used to evaluate the performance of interviewers and supervisors. The presentations will focus on objective measures and the calibration of data to effectively monitor performance as well as provide feedback to both interviewers and supervisors.</b></p> <p><b>Evaluating Field Interviewers Performance in a Virtual Phone Shop:</b> Jodie Daquilanea, Azure Addison, NORC</p> <p><b>Data Quality Assurance: Inter-Rater Reliability Training for CATI Supervisors:</b> Lisa Klein, University of Wisconsin</p> <p><b>Objective Measures in Evaluating the Performance of Telephone Supervisors:</b> Patrick Cagney, NORC</p>

TUESDAY, May 22, 2007

Sessions      **Session 7 (1:30pm-2:45pm) Tuesday**

**7D**

*LOCATION: Wilshire III*

**How Do I Hire High Quality Interviewers?**

**Facilitator:** Vivienne Outlaw, University of Michigan

**Session focus:** This informative session will provide a broad range of strategies for recruiting and hiring high quality interviewers. Attendees will learn about best practices for screening candidates and new tools and systems to make our jobs easier. Attendees will improve their understanding of how to recruit and hire bilingual interviewers, and also how to hire in low income and post disaster areas such as New Orleans.

**Non-Traditional Recruitment Strategies:** Shannon Smith, University of Michigan

**Needle in a Haystack, Recruiting Bilingual Interviewers:** Lauren Doerr, Tracey Buie, NORC

**Best Practices for Hiring Survey Research Interviewers:** Michael Chronister, University of Wisconsin

**Recruitment and Retention of Field Interviewers:** Ben Humberstone, Office for National Statistics (UK)

**7E**

*LOCATION: Oceans I & II*

**Web Surveys (Soft Tech)**

**Facilitator:** R. Suresh, RTI International

**Session focus:** Web surveys have gone from cutting edge to a standard tool in the data collection toolbox. That doesn't mean the dust has settled. While some best practices are emerging, the sheer flexibility the web provides means there are always new ways of doing things. Learn how these organizations are using the web in their data collection efforts.

**Process for Identifying Web Survey Tools:** Andrew Hupp, University of Michigan

**Implementing an Off the Shelf Internet Data Collection Tool:** Andy Zuckerman, U.S. Census Bureau

**The Effect of Downloadable .pdf Files on Business Survey Participation:** Christopher Corey, RAND

**Multi-mode Surveys, Opportunities and Risks:** Betsy Blunsdon, Deakin University

**7F**

*LOCATION: Wilshire IV*

**Small Shop Tech Roundtable (Soft Tech)**

**Facilitator:** Kevin Tharp, Indiana University

**Session focus:** If you are part of a small shop and handle many or all of the technical operations, this is the session for you. Enjoy this lively roundtable discussion where small shop tech folks can share experiences and knowledge, and help others facing similar challenges. Discussions will include survival on a small budget, operating as a small part of a larger organization, managing competing demands, and many other topics.

**2:45-3:15pm Break**

TUESDAY, May 22, 2007

Sessions	Session 8 (3:15pm-4:30pm) Tuesday
8A	<p><i>LOCATION: Wilshire II</i></p> <p><b>Qualitative Methods to Improve Survey Quality</b>  <b>Facilitator: Karen Tucker, Battelle</b>  <b>Session Focus: The Qualitative Methods to Improve Survey Quality session will include three presenters, two from Statistics Sweden, and one from the Census. The first presenter will discuss standardization efforts concerning questionnaire design and evaluation at Statistics Sweden. The second presenter will illustrate varying forms of monitoring and behavior coding with the results used to introduce a new standardized monitoring system at Statistics Sweden. The third presenter will share her experiences at developing and implementing standardized guidelines for achieving mode consistency.</b></p> <p><b>Monitoring and Behavior Coding - their Potential as Survey Evaluation Methods:</b> Lars Lyberg, Statistics Sweden  <b>Standardizing Question Evaluation Methods -An Overview of Standardization Work at Statistics Sweden:</b> Sara Hoff, Statistics Sweden  <b>Implementation of the Census Bureau's Mode Consistency Guidelines:</b> Jenny Childs, U.S. Census Bureau</p>
8B	<p><i>LOCATION: Wilshire III</i></p> <p><b>Challenging Data Collection Protocols: How to Make Our Lives Easier and Better</b>  <b>Facilitator: Patty Maher, University of Michigan</b>  <b>Session focus: Can we train lay interviewers to conduct child assessments in a home environment? Yes. Can we train interviewers to administer a suicide prevention protocol? Yes. Can we get respondents to release their medical records in an era of concerns around identity theft? Yes. Can we get our respondents to recruit their non-resident dating partner? Yes. Come to this session and find out how.</b></p> <p><b>Monitoring and Training Interviewers to Administer an IRB-Compliant Suicide Prevention Protocol:</b> Barbara Simon, Department of Veterans Affairs  <b>The Challenges of Conducting Child Assessments in a Home Environment with Lay Interviewers:</b> Amanda Meehan, RTI International  <b>The Indirect Recruitment of Non-Resident Dating Partners in a Household Survey:</b> Dawn Dampier, Battelle</p>

TUESDAY, May 22, 2007

Sessions	Session 8 (3:15pm-4:30pm) Tuesday
8C	<p><i>LOCATION: Wilshire IV</i></p> <p><b>Issues, Obstacles, Solutions and the Future of Obtaining and Retaining Multi-lingual Sample, Roundtable Discussion</b></p> <p><b>Facilitator: Rosa Elena Garcia, RAND</b></p> <p><b>Session focus: Working on projects with diverse languages, cultures with unique needs? Bring your questions and ideas to this roundtable and dialogue with seasoned project managers.</b></p>
8D	<p><i>LOCATION: Oceans I &amp; II</i></p> <p><b>Demonstrations (High Tech)</b></p> <p><b>Facilitator: Cheryl Landman, U.S. Census Bureau</b></p> <p><b>Session focus: A smorgasbord of demonstrations, informal presentations, and close-up views of tools such as global positioning systems, wireless technology, mobile devices, tools for mobile scanning in the field, questionnaire development software, hand held data collection devices, and programmable PDA cell phones for field data collection. Short previews of each system will be shown with time during the session for hands-on testing and questions. There will be 5 minutes of "show &amp; tell" and then Q &amp; A for each technology and a breakout for hands-on individual demonstrations.</b></p> <p><b>Use of Global Positioning System Handheld Receivers in National Agricultural Statistics Service: Michael Gerling, USDA/NASS</b></p> <p><b>Pilot Study Results Using Mobile and Bluetooth Wireless Technologies in Longitudinal Surveys of Human Exposure-Related Behavior: Ann Zhang, RTI International</b></p> <p><b>Using Visual CE and mEnable Software to Develop Field Surveys on Mobile Devices Equipped with Cellular Modems for Wireless Data Transfer &amp; Programming PDA Cell Phones as a Field Interviewer Work Management Tool: Margaret Collins, Battelle</b></p> <p><b>Using a Pen Based Windows XP Tablet PC for Data Collection, Development of a Mobile System for Health Care Settings: Helen Smith, RTI International</b></p> <p><b>CAPI Case Management: Laural Hill, RAND</b></p> <p><b>Computer Audio Recorded Interviewing (CARI): Rita Thissen, RTI International</b></p> <p><b>Mobile Scanning: Judith Petty, Suzanne Bard, NORC</b></p> <p><b>Demonstrations of Hand Held Computers and Laptop to be Used in 2010 Census: Karen Field, Jamie Christy, U.S. Census Bureau</b></p>

TUESDAY, May 22, 2007

Sessions Session 8 (3:15pm-4:30pm) Tuesday

8E

*LOCATION: Wilshire I*

**Managing the Technology Process (Soft Tech)**

**Facilitator:** Deb Stempowski, US Census Bureau

**Session focus:** A new role is being defined in organizations today as more and more of their work centers around information technology. Large organizations are looking toward best practices and tools such as the Capability Maturity Model and Software Engineering tools and processes to manage software development. This session will focus on using these tools and the new roles of the "business analyst" to help manage these processes, problems and solutions.

**Statistics Canada's Electronic Collection Business Requirements Methodology and Processes:** Marc-André Dubois, Statistics Canada

**Managing Technical Projects: How Does a Business Analyst Effectively Manage Survey Manager's Requirements and Project**

**Technical Staff to Produce Quality Processing Systems?:** Anthony Figlioli, U.S. Census Bureau

**Software Development Methodology at RTI International:** Karen Davis, RTI International

**Transforming Requirements Gathering at NORC:** Jeff Biala, NORC

8F

*LOCATION: Catalina Bungalow*

**Efficiently Reaching Respondents in Large CATI Projects (Soft Tech)**

**Facilitator:** Rick Myles, York University

**Session focus:** Before an interview can even be attempted, respondents must be contacted. This initial contact is increasingly difficult task. Learn what three organizations are doing to meet this challenge.

**Controlling the Contact in an RDD Study:** Grant Benson, University of Michigan

**Hello...Hello...Anyone Out There?:** Tim Gilbert, U.S. Census Bureau

**Using Prepackaged Software to Schedule Field Interviewer Appointments:** Betsy Payn, Battelle

**6:30pm: "BRING YOUR ENVELOPE"** and meet in Lobby to walk to Pacific Park at the Santa Monica Pier for a barbecue, cash bar and unlimited rides, mini golf, cotton candy and popcorn. If you need transportation please check with the hotel for options or let an organizers know so we may assist you. Event begins at 7:00pm. *This is included in your registration fee, so don't miss it, but be sure to bring your envelope as you cannot get into the park without the bracelet and/or ticket.*

*Everyone is invited to the Hospitality Suite for informal fun and conversation. Open in the evenings after sessions and events are over for the day.*

<http://www.sesrc.wsu.edu/ifdte/>



**7:00-8:30am Continental Breakfast, Location: Wedgewood Ballroom**

**WEDNESDAY, May 23, 2007**

Sessions	Session 9 (8:30am-9:45am) Wednesday
9A	<p><i>LOCATION: Catalina Bungalow</i></p> <p><b>Collecting More Than Questionnaire Data: Biomeasures and the Survey Researcher</b></p> <p><b>Facilitator:</b> Missy Koppelman, NORC</p> <p><b>Session focus:</b> Just when you thought you understood all the best practices for collecting questionnaire data, our clients are asking for more. Come learn about the successes and challenges of using a mobile clinic, learn how to improve response rates when getting respondents to mail back cheek cell samples, and learn about multiple methods for collecting saliva samples.</p> <p><b>Going Mobile: Impact Of A Mobile Clinic On Field Research:</b> Candace Kwong, Battelle</p> <p><b>DNA Collection via Saliva Donations with a Large, Longitudinal Sample: A Comparison of Different Treatments and their Outcomes:</b> Kerryann Oliver, University of Wisconsin</p> <p><b>Strategies for Mailed Cheek Cell (DNA) Collection in Large Studies, Practical Tips for Improving Response Rates:</b> Alison Woomert, Battelle</p>
9B	<p><i>LOCATION: Oceans I &amp; II</i></p> <p><b>Tracing/Locating: The Next Frontier</b></p> <p><b>Facilitator:</b> Maureen Greene, BLS</p> <p><b>Session focus:</b> How do we locate respondents in the age of cell phones? Can we use social networks to find our survey respondents? What is the best way to locate lawyers or victims of Hurricane Katrina? Come to this session and learn innovative approaches to finding your survey respondent.</p> <p><b>Locating Respondents in the Age of Cell Phones:</b> Andy Zuckerberg, U.S. Census Bureau</p> <p><b>Get Out of My Face(book), Using Social Networking Sites to Locate, Track, and Prompt Survey Respondents:</b> Elizabeth Murphy, Emily Weaver, NORC</p> <p><b>Tracking Methodologies for Special Populations:</b> Bonnie Andree, Eva Leissou, University of Michigan</p>

WEDNESDAY, May 23, 2007

Sessions	Session 9 (8:30am-9:45am) Wednesday
9C	<p><i>LOCATION: Wilshire IV</i></p> <p><b>Marketing Your Company and Your Project, Roundtable Discussion</b></p> <p><b>Facilitator: Kathleen Tiefenwerth, Battelle; Bob Lee, UC Berkeley</b></p> <p><b>Session focus: This roundtable discussion will provide a forum for you to discuss successful marketing strategies for survey research organizations. Research money is finite and competition for research dollars is stiff. Come talk about how to survive and thrive in a challenging marketplace. We will also discuss how to use some of the same strategies for creating a brand or marketing campaign for your project. Join us for this exciting and unique session.</b></p>
9D	<p><i>LOCATION: Wilshire I</i></p> <p><b>Using Digital Video in Data Collection (Field &amp; Soft Tech)</b></p> <p><b>Facilitator: Kelleigh Trepanier, Kennesaw State University</b></p> <p><b>Session focus: This session will focus on the use of digital video technology in survey research. The camera is a great tool for help in cognitive testing, behavioral coding, focus groups and usability testing. We'll cover equipment, editing techniques, hardware, software and some of the costs you'll run into using this great technology.</b></p> <p><b>Use of Digital Video in Cognitive Interviews and Form Design: Thom Allen, Washington State University</b></p>
9E	<p><i>LOCATION: Wilshire III</i></p> <p><b>Emerging Technology (Soft Tech)</b></p> <p><b>Facilitator: Tim Gabel, RTI International</b></p> <p><b>Session focus: Want to hear a futuristic discussion of what advances in technology are on the horizon? Come and hear Bill Connett a veteran speaker whose predictions are often right on target.</b></p> <p><b>What's New for the Future in Technology?: Bill Connett, University of Michigan</b></p>

**9:45-10:15am Break**

<http://www.sesrc.wsu.edu/ifdtdc/>

WEDNESDAY, May 23, 2007

<b>Sessions</b>	<b>Session 10 (10:15am-11:30am) Wednesday</b>
<b>10A</b>	<b>LOCATION: Starlight Ballroom</b> <b>Wrap-up Session</b> <b>Facilitator: John Stevenson, University of Wisconsin</b> <b>Session focus: Hear John's inimitable take on IFD&amp;TC past, present and future!</b>

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*Have a safe trip home.  
Hope to see you next year.  
Hotel Monteleone  
May 18-21, 2008  
New Orleans, LA !!*