
PROGRAM SCHEDULE

2009

**INTERNATIONAL
FIELD DIRECTORS
& TECHNOLOGIES
CONFERENCE**

DELRAY BEACH, FLORIDA

Sunday, May 17, 2009 – Wednesday, May 20, 2009

The Conference Organizers Welcome You

Yasamin Miller, Cornell University
Tim Gabel, RTI International
Grant Benson, University of Michigan
Michael Gerling, USDA/NASS
Joyce Sweeney, Bureau of Labor Statistics
Rita Koontz, Washington State University

Sunday, May 17, 2009

6:00pm-7:30pm * *Small Shop Roundtable* * LOCATION: *Seacrest Ballroom-Salon A,B,C*

Monday, May 18, 2009

8:30am-10:00am

➤ *Keynote Speaker, Lawrence Bobo, Harvard University* * LOCATION: Seacrest Ballroom, Salons D,E,F

10:30am-12:00pm

➤ *The Strength and Value of Being a Small Shop* * LOCATION: Ocean Breeze

➤ *American Community Survey* * LOCATION: Palm Breeze

➤ *Sprechen Sie Survey? Working with Special Populations* * LOCATION: Seacrest Ballroom, Salons B & C

➤ *Lewis Shepherd, Microsoft Institute for Advanced Technology in Governments* * LOCATION: Seacrest Ballroom, Salon D

1:30pm-2:30pm

➤ *Internet, Mail, and Mixed-Mode Surveys, Don Dillman, Washington State University* * LOCATION: Seacrest Ballroom, Salon E

➤ *Cell Phone Advantages and Disadvantages* * LOCATION: Seacrest Ballroom, Salon F

➤ *Scanning/Imaging vs. Data Entry* * LOCATION: Ocean Breeze

3:00pm-4:15pm

➤ *Internet, Mail, and Mixed-Mode Surveys* * LOCATION: Seacrest Ballroom, Salon E

➤ *Serious Learning Games* * LOCATION: Seacrest Ballroom, Salon A,B, & C

➤ *GIS and Digital Mapping (View From Above)* * LOCATION: Seacrest Ballroom, Salon F

4:30pm

Business Meeting * LOCATION: Coral Reef Salon 1 & 2

Tuesday, May 19, 2009

8:30am-9:45am

➤ *Is This Job for You? Interviewer Recruitment and Hiring* * LOCATION: Seacrest Ballroom, Salon B & C

➤ *You Can Run But You Can't Hide: Respondent Locating* * LOCATION: Seacrest Ballroom, Salon F

➤ *Does Size Matter? Prenotification, Incentives, and Demographic Effects on Response Rates* * LOCATION: Seacrest Ballroom, Salon D

➤ *Managing Survey Research Projects* * LOCATION: Palm Breeze

➤ *Call Center Grammar School* * LOCATION: Ocean Breeze

➤ *How The Web Was Won (The Great Web Shootout), Part 1* * LOCATION: Seacrest Ballroom, Salon E

10:15am-11:30am

➤ *Are You Sure You Want to be an Interviewer? Interviewer Training and Certification* * LOCATION: Seacrest Ballroom, Salon D

➤ *Do's and Don'ts of Locating Respondents* * LOCATION: Seacrest Ballroom, Salon B & C

➤ *Bang for the Buck: Use of Incentives* * LOCATION: Ocean Breeze

➤ *Multi-mode: The Way to Go!?* * LOCATION: Palm Breeze

➤ *Training Remote Employees* * LOCATION: Seacrest Ballroom, Salon F

➤ *How The Web Was Won (The Great Web Shootout), Part 2* * LOCATION: Seacrest Ballroom, Salon E

1:30pm-2:45pm

➤ *No, Really, Is This Job For You? Interviewer Retention* * LOCATION: Seacrest Ballroom, Salon E

➤ *Coping with Tough Economic Times* * LOCATION: Palm Breeze

➤ *Get Into My Face(Book): Use of Social Networking Sites* * LOCATION: Seacrest Ballroom, Salon B & C

➤ *Tech Tackles Multi-Mode* * LOCATION: Ocean Breeze

➤ *Emerging Technologies (Now and the Future)* * LOCATION: Seacrest Ballroom, Salon D

3:15pm-4:30pm

➤ *Budgets and Finance: The Core of Our Existence* * LOCATION: Ocean Breeze

➤ *What Are We Delivering to Our Clients? Issues in Data Quality* * LOCATION: Seacrest Ballroom, Salon B & C

➤ *Is It Possible to Maintain High Response Rates?* * LOCATION: Seacrest Ballroom, Salon E

➤ *Total Body Workout: Small Shop Interviewer Skill Enhancement* * LOCATION: Palm Breeze

➤ *Mobile Devices In Action* * LOCATION: Seacrest Ballroom, Salon D

➤ *Telephone Survey and Tracing Technologies* * LOCATION: Seacrest Ballroom, Salon F

4:45pm-6:00pm

Tech Talk * LOCATION: Island Breeze, Room #240

*** Wednesday, May 20, 2009**

8:30am-9:45am

➤ *Halfway There: Paradata Uses* * LOCATION: Coral Reef Salon 1 & 2

➤ *Spitting In Public: Collecting Biomarkers* * LOCATION: Seacrest Ballroom, Salon B

➤ *Does Mixed Mode Help Us Increase Response Rates?* * LOCATION: Seacrest Ballroom, Salon D

➤ *Where Have All the (Great) Interviewers Gone?* * LOCATION: Seacrest Ballroom, Salon C

➤ *Digital Recording of Interviews* * LOCATION: Palm Breeze

➤ *Who's There? Adventures in Sampling* * LOCATION: Seacrest Ballroom, Salon A

10:15am-11:30am

➤ *A Flashback of the Conference* * LOCATION: Seacrest Ballroom, Salon E & F

WELCOME to the 43rd Int'l Field Directors & Technologies Conference

Conference Highlights:

🎵 **The Small Shop Roundtable is on Sunday evening (6-7:30PM), before the opening reception.** If you are from a small or medium size shop you will not want to miss this session. Start networking immediately.

√ **Sunday evening after dinner reception and get acquainted with past and present IFD&TC organizers, (7:30-9:30PM).** Light food, cash bar and 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.

🍴 **Monday evening dinner sign-up.** Don't have a group to go to dinner with on Monday evening? Sign up at the registration desk for a variety of restaurants.

💰 **In order to keep the registration fee as low as possible, we will not have a Special Event this year.** If you want to join others for dinner Monday evening, please sign-up (by 1:00pm on Monday) at the Registration Desk. Tuesday evening is on your own, but please let a conference organizer know if you want to join others.

👤 **At the conference 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 we are here to help. There will be a hospitality suite, random seating at lunches, and 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.

Yasamin, Tim, Grant, Michael, Joyce and Rita

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SUNDAY, MAY 17, 2009

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

Location: Hotel Lobby

SUNDAY, May 17, 2009

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

1A **LOCATION: Seacrest Ballroom-Salon A,B,C**
Small Shop Roundtable
Facilitator: Darren Hearn, Cornell University

Session focus: Are you from a small or medium size shop? You'll not want to miss this informal session where you will meet your colleagues. The goal is to network and share ideas and experiences. It's a great way to network.

7:30-9:30pm Welcome Reception

Location: Pool South



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

Please join us in the Hospitality Suite, the Island Breeze Room, #240 located on the 2nd floor of the hotel. In the evenings after sessions and when events are over for the day, it's a great place to visit with others. Please get a drink and/or a snack and join us there.

NOTE: You may bring any drinks or snacks you like, but the Marriott asked IFD&TC not to stock the room with supplies, so don't forget to bring your drink or snack if you want one.

MONDAY, MAY 18, 2009

7:00-8:30am Registration Continues, Location: Seacrest Ballroom Foyer

7:00-8:30am Continental Breakfast, Location: Coral Reef Salon 1 & 2, & O'Grady's Atrium

8:00am Facilitators Breakfast, Location: Seacrest Ballroom, Salon A

MONDAY, May 18, 2009

Sessions Session 2 (8:30am-10:00am) Monday

2A LOCATION: Seacrest Ballroom, Salons D,E,F

Keynote Speaker, Lawrence Bobo, Harvard University

Facilitator: Bob Lee, University of California, Berkeley

Session focus: We are delighted to have the 2009 Keynote address presented by Professor Lawrence D. Bobo. Dr. Bobo is the W. E. B. Du Bois Professor of the Social Sciences at Harvard University. He has published widely on race and ethnicity, social inequality, and political psychology. His book "Racial Attitudes in America: Trends and Interpretations" was the recipient of the 2005 American Association for Public Opinion Research (AAPOR) Outstanding Book of the Year award, and his most recent book, "Prejudice in Politics: Group Position, Public Opinion, and the Wisconsin Treaty Rights Dispute" (2006) was a C. Wright Mills Book Award finalist.

10:00-10:30am Break, Location: Seacrest Ballroom Foyer

MONDAY, May 18, 2009

Sessions Session 3 (10:30am-12:00pm) Monday

3A LOCATION: Ocean Breeze

Roundtable Discussion

The Strength and Value of Being a Small Shop

Facilitator: Yasamin Miller, Cornell University and Bob Lee, University of California, Berkeley

Session focus: Please join this brainstorming session, with seasoned Directors of Small Shops, to demonstrate your shop's strengths and value to those making decisions about the future as we all face more scrutiny.

3B LOCATION: Palm Breeze

Presentations and Discussion

American Community Survey

Facilitator: Rick Garvey, RAND

Session focus: The American Community Survey is an important and influential data source. From this study, we can learn about address-based sampling, recruiting non-English speaking respondents and more.

Recruiting Survey Respondents with Limited or No English Competency – Lessons Learned from the American Community Survey (ACS): Erica Saleska, RTI International

American Community Survey: Weighted Response Rates by Mode Over Time: Steven P. Hefter, U.S. Census Bureau

The American Community Survey: Initial Disposition of the 2005-2007 Housing Unit Address Samples: Andre Williams, U.S. Census Bureau

MONDAY, May 18, 2009

Sessions Session 3 (10:30am-12:00pm) Monday

3C **LOCATION: Seacrest Ballroom, Salons B & C**

Presentations and Discussion

Sprechen Sie Survey? Working with Special Populations

Facilitator: Eva Leissou, University of Michigan

Session focus: Have you ever had a hard time finding your respondents? Our experts will share their experiences and knowledge about how they have dealt with special populations.

Gaining Access to Incarcerated Respondents on a Longitudinal Study: Lessons Learned:

Elizabeth Gichumbi, RTI International

Conducting Cognitive Interviews with Linguistically Isolated Asian Populations: Virginia Yelei, U.S. Census Bureau

Lessons for Reaching Hard-To-Count Populations from the Census Barriers, Attitudes and Motivator Survey (CBAMS): Timothy Olson, Nancy Bates, U.S. Census Bureau

3D **LOCATION: Seacrest Ballroom, Salon D**

Presentation and Discussion

Lewis Shepherd, Chief Technology Officer, Microsoft Institute for Advanced Technology in Governments

Facilitator: Tim Gabel, RTI International

Session focus: The 2009 Technology Keynote address will be presented by Lewis Shepherd. Mr. Shepherd is the Chief Technology Officer for Microsoft's Institute for Advanced Technology in Governments, based in Washington D.C. The Institute focuses on innovative solutions to major enterprise-wide problems of national, state, and local governments, leveraging Microsoft's \$7 billion annual R&D budget. Mr. Shepherd's career includes work in government at the federal, state, and local levels, and fifteen years in the private sector in Silicon Valley. For four years (2004-2007), Shepherd was Senior Technology Officer at the Defense Intelligence Agency. Mr. Shepherd will speak on the topic of emerging technologies.

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

LOCATION: Coral Reef Salon 1 & 2, & O'Grady's Atrium



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MONDAY, May 18, 2009

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

4A ***LOCATION: Seacrest Ballroom, Salon E***
Training Session
Internet, Mail, and Mixed-Mode Surveys, Don Dillman, Washington State University
Trainer: Don Dillman, Washington State University

Session focus: Don Dillman, the pre-eminent expert in survey methodology will offer us a not-to-be missed training session based on his new book *Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method (2008)*. Come and learn the latest in internet, mail, and mixed-mode surveys from the master himself.

4B ***LOCATION: Seacrest Ballroom, Salon F***
Panel Discussion
Cell Phone Advantages and Disadvantages
Facilitator: Nancy Bates, US Census Bureau

Session focus: Cell phones are not going away, so we better learn all we can about how to deal with them. This panel of experts will discuss the most current research on cell phone surveys.

Panelists:

Nadia Paoli, RTI International
Robin Bebel, University of Virginia
Molly Longstreth, University of Arkansas
Hugh Gladwin, Florida International University

4C ***LOCATION: Ocean Breeze***
Presentations and Discussion
Scanning/Imaging vs. Data Entry
Facilitator: Laural Hill, RAND Corporation

Session focus: While computer-assisted interviewing has become the standard in our field, processing of paper-based forms and questionnaires is still very important for most survey shops. In this session, presenters will discuss their use of scanning technologies in the processing of survey data.

Human Based v. Optical Scanning Modes of Data Entry: Lisa Klein, Chris Huard, University of Wisconsin

Everything You Ever Wanted to Know About Imaging and Automated Data Entry: Louis Boutet, Statistics Canada

Capturing Graphic Images and Text Data in a Large Volume (SAQ) Study – Lessons Learned: Phillip Collins, Battelle Memorial Institute

2:30-3:00pm, Break, Location: Seacrest Ballroom Foyer

MONDAY, May 18, 2009

Sessions Session 5 (3:00pm-4:15pm) Monday

5A **LOCATION: Seacrest Ballroom, Salon E**
Training Session, Continued
Internet, Mail, and Mixed-Mode Surveys
Trainer: Don Dillman, Washington State University

Session focus: Don Dillman, the pre-eminent expert in survey methodology will offer us a not-to-be missed training session based on his new book *Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method (2008)*. Come and learn the latest in internet, mail, and mixed-mode surveys from the master himself.

5B **LOCATION: Seacrest Ballroom, Salon A,B, & C**
Training Session
Serious Learning Games
Trainer: Linda Raudenbush, USDA/NASS

Session focus: Over the last 20 years, there has been an increasing interest in games as an instructional method for adult learners. This session presents games as a valid instructional methodology, and provides some of the theory and techniques that are critical to design and implement effective instructional games.

5C **LOCATION: Seacrest Ballroom, Salon F**
Presentations and Discussion
GIS and Digital Mapping (View From Above)
Facilitator: Terry O'Connor, USDA/NASS

Session focus: Explore the possibilities of using various on-line mapping tools (MapQuest, Google Maps, Microsoft Maps,...). GIS - come see the detail of satellite imagery and how it can determine crops grown as well as what happens to the land when mother nature strikes.

Lessons Learned in Using Online Mapping Tools on Field Studies: David Bergeron, RTI International

Geospatial (GIS) technologies: What we can see from above?: Claire Boryan, USDA/NASS

Location: Coral Reef Salon 1 & 2

4:30pm Business Meeting

Agenda: Update from the Advisory Committee, Nomination of 2010 Organizers, Other TBA



Monday evening dinner sign-up. Don't have a group to go to dinner with on Monday evening? Sign up at the registration desk for a variety of restaurants.
Please sign-up by 1:00pm

TUESDAY, MAY 19, 2009

7:00-8:30am Continental Breakfast, Location: Coral Reef Salon 1 & 2 & O'Grady's Atrium

TUESDAY, May 19, 2009

Sessions **Session 6 (8:30am-9:45am) Tuesday**

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- 6A** ***LOCATION: Seacrest Ballroom, Salon B & C***
Presentations and Discussion
Is This Job for You? Interviewer Recruitment and Hiring
Facilitator: Wayne Hatcher, U.S. Census Bureau
Session focus: Recruiting and retaining high quality interviewing staff is the key to the success of any survey organization. These presenters will share how they find high quality interviewers.
- How to Find High Quality Interviewers in Defined Geographical Areas in a Site Based National Study: Results of Interviewer Recruiting Outreach Techniques: Shara Godiwalla, NORC**
Recruiting, Training and Motivating Highly Skilled Field Teams for Challenging Data Collection Activities: Margaret Hudson, University of Michigan
Guidelines for Creating and Presenting Effective Computer Learning Content: Lawrence Malakhoff, U.S. Census Bureau
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- 6B** ***LOCATION: Seacrest Ballroom, Salon F***
Panel Discussion
You Can Run But You Can't Hide: Respondent Locating
Facilitator: Lekha Venkataraman, NORC
Session focus: As our data collection methods continue to evolve, so must our methods for locating respondents. Join this panel of experts as they discuss methods for locating respondents and evaluating the success of each method.
- Panelists:**
Erin Raasch, NORC
Gretchen Caspary, NORC
Jeff Lyons, RTI International
Stephanie Sullivan, University of Michigan
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- 6C** ***LOCATION: Seacrest Ballroom, Salon D***
Presentations and Discussion
Does Size Matter? Prenotification, Incentives, and Demographic Effects on Response Rates
Facilitator: John Stevenson, University of Wisconsin
Session focus: This session will share the results of recent experiments on the impact of the use of prenotification letters, interviewer demographics, the use of incentives, and follow-up letters on overall response rates.
- Prenotification: Does Size Matter?: Amanda Richardson, University of Nebraska, Lincoln**
Follow-up Letters and Their Potential Impact on Gaining Respondent Cooperation: Mark Clausen, NORC
Mixed-mode Interviewing: the Challenges and Tradeoffs of Using Best-of-Breed Interviewing Systems: Chris Samp, NORC
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TUESDAY, May 19, 2009

Sessions Session 6 (8:30am-9:45am) Tuesday

6D

LOCATION: Palm Breeze

Panel Discussion

Managing Survey Research Projects

Facilitator: John Tarnai, Washington State University

Session focus: Overview to managing projects of all types in your organization. Bring your questions and ideas for this panel of leaders in our field to discuss.

Panelists:

John Kennedy, Indiana University

Yasamin Miller, Cornell University

6E

LOCATION: Ocean Breeze

Roundtable Discussion

Call Center Grammar School

Facilitator: Reveille Isgrig, University of Arkansas, Little Rock

Session focus: Come and learn about what is "good" grammar and what is not when training your interviewing staff. We encourage audience participation.

6F

LOCATION: Seacrest Ballroom, Salon E

Presentations and Discussion

How The Web Was Won (The Great Web Shootout), Part 1

Facilitator: Tim Gabel, RTI International and Michael Gerling, USDA/NASS

Session focus: TECH TUESDAY is here - this is a session by technologists, for technologists!

See the latest in-house and off-the-shelf data collection software used in Web data collection. Just how do the current software packages stack up against the custom - made systems? From data security to the actual programming of the questionnaire to data retrieval, we tackle it all! So much interesting information we had to extend it! General Web survey issues will be discussed during Part 1, and tool-specific information will be covered in Part 2.

.Net Web Survey Tool: Kevin Tharp, Indiana University

Hatteras Web Survey Tool: R. Suresh, Stuart Allen, RTI International

Illume Web Survey Tool: Grant Benson, University of Michigan

EDR Web Survey Tool: Ramonia Davis, USDA/NASS

Survey Monkey Web Survey Tool: Thom Allen, Washington State University

CASES Web - Web Survey Tool: Vince Parker, University of Illinois, Chicago

9:45-10:15am Break, Location Seacrest Ballroom Foyer

TUESDAY, May 19, 2009

Sessions **Session 7 (10:15am-11:30am) Tuesday**

7A ***LOCATION: Seacrest Ballroom, Salon D***
Panel Discussion
Are You Sure You Want to be an Interviewer? Interviewer Training and Certification

Facilitator: Kelleigh Trepainer, Kennesaw State University

Session focus: It takes a unique set of qualifications to become a great interviewer, some of which can be learned and some of which cannot. This panel of experts will discuss the methods they use to assess, train, and certify their interviewing staff.

Panelists:

Jaki Brown, RTI International

Linda Raudenbush, USDA/NASS

Angel Griffin, RTI International

7B ***LOCATION: Seacrest Ballroom, Salon B & C***

Panel Discussion
Do's and Don'ts of Locating Respondents

Facilitator: Nancy Gebler, University of Michigan

Session focus: This session will discuss how best to track difficult populations, difficult to locate or living with chronic illnesses.

Panelists:

Richard Garvey, RAND Corporation

Ashley Frear Cooper, University of Nebraska, Lincoln

Rob Schofield, Penn State University

7C ***LOCATION: Ocean Breeze***

Presentations and Discussion

Bang for the Buck: Use of Incentives

Facilitator: Maria DiGregorio, RTI International

Session focus: Should we be using incentives, and if so, in what context? These experts will discuss what they have learned through experimenting with the use of incentives.

Using Monetary Interviewer Incentives: Is it all About timing?: Jennifer Wallin, RTI International

SIPP 2008 Wave 1 Incentive Analysis: Stephen Clark, U.S. Census Bureau

Incentive Conditioning in the National Survey of College Graduates: Gianna Dusch, U.S. Census Bureau

TUESDAY, May 19, 2009

Sessions Session 7 (10:15am-11:30am) Tuesday

7D

LOCATION: Palm Breeze

Panel Discussion

Multi-mode: The Way to Go!?

Facilitator: Steve Coombs, University of Wisconsin

Session focus: One potential benefit of a multi-mode approach is to increase participation rates. This panel will discuss strategies and considerations for implementation of a mixed-mode design.

Panelists:

Timothy Gilbert, U. S. Census Bureau

Joëlle Poulin, Institut de la statistique du Québec

Lauran McNamara, NORC

Lynda McVarish, Fred Hutchinson Cancer Research Center

7E

LOCATION: Seacrest Ballroom, Salon F

Roundtable Discussion

Training Remote Employees

Facilitator: Janet Baker, Penn State University

Session focus: Do you have field staff that is not located near you? How do you train them? Our expert will discuss what has worked for her. Come and share your ideas and experiences.

7F

LOCATION: Seacrest Ballroom, Salon E

Presentations and Discussion

How The Web Was Won (The Great Web Shootout), Part 2

Facilitator: Tim Gabel, RTI International and Michael Gerling, USDA/NASS

Session focus: The showdown between custom-built and off-the-shelf Web survey tools continues.....

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

LOCATION: Coral Reef Salon 1 & 2, & O'Grady's Atrium



TUESDAY, May 19, 2009

Sessions **Session 8 (1:30pm-2:45pm) Tuesday**

8A *LOCATION: Seacrest Ballroom, Salon E*

Panel Discussion

No, Really, Is This Job For You? Interviewer Retention

Facilitator: Amy Kowalski, RTI International

Session focus: How do we know if someone is a good interviewer? These experts have developed successful strategies to train, manage, and identify successful field interviewers.

Panelists:

Ilona Johnson, RTI International

Kathy LaDronka, University of Michigan

Nicole Tate, RTI International

Dianne Casey, University of Michigan

8B *LOCATION: Palm Breeze*

Roundtable Discussion

Coping with Tough Economic Times

Facilitators: Marion Schultz, Washington State University and Betsy Blunsdon, Deakin University

Session focus: The difficult economic times are impacting all of us. Please come and share your ideas of how to get through this difficult period, or come and learn how others are coping.

8C *LOCATION: Seacrest Ballroom, Salon B & C*

Presentations and Discussion

Get Into My Face(Book): Use of Social Networking Sites

Facilitator: Eric Peele, RTI International

Session focus: Do you have any experience with using social network sites? How did you deal with confidentiality issues or obtaining IRB approval? What best practices have you developed? We look forward to a lively discussion on the use of this growing source for locating and identifying respondents.

Data Security Considerations when using Social Networking Websites for Locating and Contacting Sample Members: Janelle Perkins, RTI International

Title Out of This World: Doing Survey Research in the Virtual World Second Life: Sara Cook, RTI International

TUESDAY, May 19, 2009

Sessions **Session 8 (1:30pm-2:45pm) Tuesday**

8D

LOCATION: Ocean Breeze

Presentations and Discussion

Tech Tackles Multi-Mode

Facilitator: Nancy Dickey, USDA/NASS

Session focus: Experts will discuss the technologies used in a mixed mode environment and how to employ and obtain the best overall response rate.

Improving Online Response Rates in a Mixed-mode Survey: Jeff Pittman, RTI International
Speech Enabled IVR Performance in a Multi-Mode Survey: Chris Corey, RAND Corporation
System Design and Integration: The Flexibility of ABS in a Multi-Mode Survey: Ashley Amaya, NORC

8E

LOCATION: Seacrest Ballroom, Salon D

Presentations and Discussion

Emerging Technologies (Now and the Future)

Facilitator: Bill Connett, University of Michigan

Session focus: Come on in and hear what technological advancements are here and are coming. Two of the topics discussed are Web 2.0 (What is it? What is its impact?) as well as how Windows Server 2008 is being utilized.

Client Collaboration and Instrument Testing Using Windows Server 2008: Eric White, University of Wisconsin

Emerging Technology: Bill Connett, University of Michigan

Advanced Technology and Future Directions for NHANES: Lew Berman, Centers for Disease Control and Prevention

2:45-3:15pm Break, Location Seacrest Ballroom Foyer



TUESDAY, May 19, 2009

Sessions **Session 9 (3:15pm-4:30pm) Tuesday**

9A ***LOCATION: Ocean Breeze***

Panel Discussion

Budgets and Finance: The Core of Our Existence

Facilitator: Rita Koontz, Washington State University

Session focus: Need to build a budget, track costs or hear creative ways to reduce costs, the budgeting session is for you? Our panel of experts will help with all of this and more, so bring your questions and plan to participate.

Panelists:

Rolfe Carlson, University of Michigan

Betsy Blunsdon, Adam Zammit, Deakin University

John Tarnai, Washington State University

9B ***LOCATION: Seacrest Ballroom, Salon B & C***

Presentations and Discussion

What Are We Delivering to Our Clients? Issues in Data Quality

Facilitator: Grant Benson, University of Michigan

Session focus: Error can occur at all steps of the survey process, but the greatest threat to data quality is perhaps at the data collection phase. In this session, presenters share their findings on data collection errors and means for addressing them.

Data Quality Issues in Mixed Mode Self-Administered Surveys: Lisa Klein, University of Wisconsin

Coverage Rates and Coverage Bias When Interviewers Make Frames: Stephanie Eckman, University of Maryland

2007 Classification Error Survey for the United State Census of Agriculture: Nancy Dickey, USDA/NASS

9C ***LOCATION: Seacrest Ballroom, Salon E***

Panel Discussion

Is It Possible to Maintain High Response Rates?

Facilitator: Terry O'Connor, USDA/NASS

Session focus: Achieving "high" response rates is becoming an elusive goal. What can we do about it? Our panel of experts will share their approach to non-response, refusals, and changing the screening questions.

Panelists:

Polly Phipps, Bureau of Labor Statistics

Enyinnaya Adighibe, NORC

Rosa Avila, Centers for Disease Control and Prevention

Norm Bennett, USDA/NASS

Duncan Wrighte, Statistics Canada

Shannon TenBroeck, NORC

TUESDAY, May 19, 2009

Sessions Session 9 (3:15pm-4:30pm) Tuesday

9D

LOCATION: Palm Breeze

Roundtable Discussion

Total Body Workout: Small Shop Interviewer Skill Enhancement

Facilitator: Kim Gillow, University of Arkansas

Session focus: The small shop doesn't have the resources available to it that the larger shops do, so how do we little guys ensure our interviewers are as skilled as their colleagues from the big shop world? There are ways. This round table discussion encourages the small shops to share and learn how best to enhance interviewer skills.

9E

LOCATION: Seacrest Ballroom, Salon D

Presentations and Discussion

Mobile Devices In Action

Facilitator: Cheryl Landman, U.S. Census Bureau

Session focus: You heard about them and now it is time to see the latest PDA's, i-Phone, compact pc, and a custom built mobile device in data collection action. The session will cover the pros and cons of each device as well as what had to be done to make this data collection method viable.

Small Device Survey Demos-iPhone: Tom Schnetlage, University of California, Berkeley

Technological Innovations in Data Collection Using a Mobile Computing Device: Nathan Sikes, RTI International

Ultra Compact PCs: Eric White, University of Wisconsin

Custom-built Mobile Device: Linda Pike, U.S. Census Bureau

9F

LOCATION: Seacrest Ballroom, Salon F

Presentations and Discussion

Telephone Survey and Tracing Technologies

Facilitator: Bill Mockovak, Bureau of Labor Statistics

Session focus: This is a soft-tech session that will cover a variety of issues related to telephone-based interviewing and/or tracing and locating respondents. Both technological and operational topics will be addressed.

Finding Waldo: Tracing Module Design and Use for Systematic Tracking Data Collection &

Tracing Effort Evaluation: Wes Taylor, University of Wisconsin

Internet Usage and Preference of Internet Among Cell-only and Cell-Mostly Households:

Nancy Bates, U.S. Census Bureau

Implementing a Virtual Call Center: Richard Heman-Ackah, RTI International

Tracking 1-2-3-4: Streamlining a Process for Locating Multiple Family Members: Lisa Wood, University of Michigan

TUESDAY, May 19, 2009

Sessions Session 10 (4:45pm-6:00pm) Tuesday

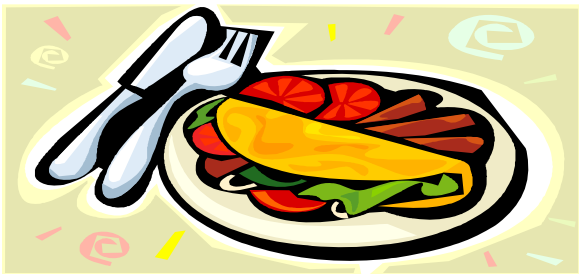
10A **LOCATION: Island Breeze, Room #240 (Hospitality Suite, 2nd Floor)**

Roundtable Discussion

Tech Talk

Facilitator: Tim Gabel, RTI International and Michael Gerling, USDA/NASS

Session focus: Tech Tuesday continues with an all out no holds barred discussion and sharing of ideas and where to find the necessary resources and just a great way to network with your fellow IFDTC members.



Dinner on your own, please let a conference organizer know if you would like to join others.

WEDNESDAY, May 20, 2009

Sessions Session 11 (8:30am-9:45am) Wednesday

11A **LOCATION: Coral Reef Salon 1 & 2**

Presentations and Discussion

Halfway There: Paradata Uses

Facilitator: Nicole Kirgis, University of Michigan

Session focus: We are collecting so much more than respondent answers these days. What do we do with all that additional information? Regardless of the size of your shop, you will be certain to be inspired to find uses for your paradata from these exciting presentations.

Using Paradata to Monitor Data Quality: Christina Rowe, Laurie Jarboe, U.S. Census Bureau

Using the Contact History Instrument To Manage and Organize Field Interviewing Strategies:

Adriana Gonzales, U.S. Census Bureau

Implementing Paradata-Guided Production Interventions on the National Survey of Family Growth: Shonda Kruger-Ndiaye, University of Michigan

Respondent Relationship Management In Multimode Surveys: Robin Bebel, University of Virginia

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WEDNESDAY, May 20, 2009

Session 11 (8:30am-9:45am) Wednesday

11B ***LOCATION: Seacrest Ballroom, Salon B***
Panel Discussion
Spitting In Public: Collecting Biomarkers

Facilitator: Heidi Guyer, University of Michigan

Session focus: This session will discuss the challenges of collecting biomarker samples and how best to train the field staff.

Panelists:

Nancy Gebler, University of Michigan

KerryAnn DiLoreto, University of Wisconsin

Katie Lundeen, NORC

Frank Mierzwa, RTI International

Casey Tischner, RTI International

11C ***LOCATION: Seacrest Ballroom, Salon D***
Panel Discussion
Does Mixed Mode Help Us Increase Response Rates?

Facilitator: Steve Woodland, Office for National Statistics, United Kingdom

Session focus: This second session on multi-mode design and implementation will continue the discussion on how a multi-mode design may be used to increase participation rates as well as exploring potential pitfalls to multi-mode strategies.

Panelists:

Sharnia Lashley, NORC

Bryan Rhodes, RTI International

Lisa Carn, University of Michigan

Lars Kaczmirek, GESIS-Leibniz Institute for the Social Sciences

Sharon Parker, University of Michigan

11D ***LOCATION: Seacrest Ballroom, Salon C***
Roundtable Discussion
Where Have All the (Great) Interviewers Gone?

Facilitator: Catherine Cohan, Penn State University

Session focus: Even in these difficult economic times, with high unemployment levels, it is still difficult to find good interviewers? This round table discussion is an opportunity to share ideas and learn from each other.

WEDNESDAY, May 20, 2009

Session 11 (8:30am-9:45am) Wednesday

11E **LOCATION: Palm Breeze**
Presentations and Discussion
Digital Recording of Interviews

Facilitator: Rita Thissen, RTI International

Session focus: As digital technology continues to advance, computer-audio recorded interviewing (CARI) is being utilized by more and more organizations for use as a quality control technique, and to better understand interactions between interviewers and respondents. In this session, presenters will describe how this important technology is being incorporated in social science survey research.

Accountability for Data Quality Excellence: Barbara Watt, NORC

Digital Recording on the Moving To Opportunity Study: Barbara Ward, University of Michigan

Advancements in Monitoring CAPI Interviewers: Gary Dillon, Statistics Canada

11F **LOCATION: Seacrest Ballroom, Salon A**
Presentations and Discussion
Who's There? Adventures in Sampling

Facilitator: Tom Clark, Bureau of Labor Statistics

Session Focus: This session will explore innovative ways of designing sampling frames, adjusting probabilities of selection, and reconciling frame overlap. Join this important session for a peek at the future direction of survey sampling and its implications.

Effects of Sampling and Screening Strategies in an RDD Survey: Becky Crow, University of Massachusetts, Boston

Identifying and Correcting Frame Duplicates in the Field: Katherine Dekker, NORC

Survey Operations: Phone and Mail Components of an ABS Survey: Lauren McNamara, NORC

Creating an ABS Sampling Frame for REACH U.S: Ned English, NORC

9:45-10:15am Break, Location Seacrest Ballroom Foyer

WEDNESDAY, May 20, 2009

Sessions Session 12 (10:15am-11:30am) Wednesday

12A **LOCATION: Seacrest Ballroom, Salon E & F**
Presentation
A Flashback of the Conference

Facilitator: Michael Gerling, USDA/NASS and Grant Benson, University of Michigan

International Field Directors and Technologies Conference
Financial Report for Calendar Year 2008
Submitted by Bill Mockovak, BLS; Deb Stempowski, Census, Co-treasurers

Balance as of 1/1/2008	\$ 617.35
Balance as of 12/31/2008	\$19,591.35
<u>Revenue</u>	
From 2008 Conference	\$96,408.88
<u>Less: Direct Costs</u>	
Conference expenses	\$82,248.36
<u>Gross Profit (Loss)</u>	
	\$14,160.52
<u>Operating Expenses</u>	
Total expenses*	\$ 1,698.50
Net Profit (Loss) Before Other	
Income & Expenses	\$12,462.02
Interest income	\$ 11.98
Sponsor donation	\$ 6,500.00
<u>Net Profit (Loss)</u>	
	\$18,974.00

*Corporation operating expenses include Director's Insurance (\$1,100), bank service charges, the services of a registered corporate agent, the fee for corporate registration in the State of Virginia, and the cost of income tax preparation by a CPA.

IFD&TC did not have to pay either Federal or Virginia State taxes for the 2008 tax year.

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 April 30, 2009.

See you next year

in Chicago, IL.

May 16-19, 2010

Have a safe trip home.

NOTES:

Floor Plan

Delray Beach Marriott
10 North Ocean Boulevard
Delray Beach, Florida 33483 USA

