

School district scientific random sample surveys



Specialized solutions

Baker Tilly offers its clients the opportunity to gather community feedback through the use of our scientific, random-sample survey tool. Our methodology — making sure that the sample interviewed closely mirrors the demographics of the community as a whole — has consistently produced reliable results.

Surveys can be designed to:

- Measure customer satisfaction
- Evaluate why students enter or leave a district under open enrollment
- Gather feedback on a strategic or comprehensive plan
- Guide budget planning
- Determine the feasibility of a referendum when an election is required to raise operational money or to issue debt

The results of these surveys provide valuable information to inform and improve the decision-making process.

Planning and strategy

- Capital improvement planning
- Facility studies
- Organizational improvement studies
- Scientific, random sample and online surveys
- Strategic planning

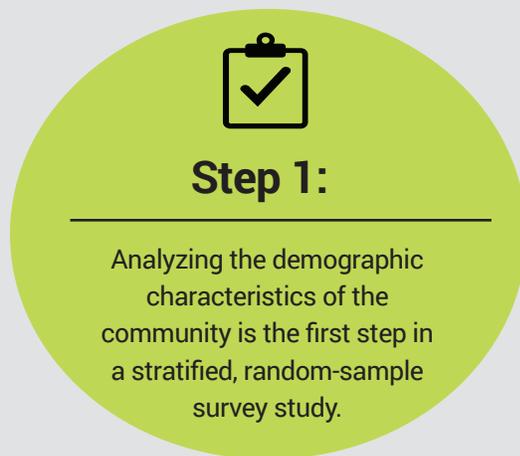
Funding and implementation

- Bond issuance (new and refundings)
- Cash flow borrowing
- Continuing disclosure and arbitrage compliance
- Investment services
- Referendum services
- Public finance and school district funding options

Managing and performance

- Executive search
- Human resources consultation
- Job descriptions, comparable worth and pay equity
- New superintendent and business manager coaching
- Performance evaluation systems

The process



Demographic characteristics typically include looking at the following:

- Income and education level
- Age
- Gender
- Parent and marital status
- Where people live within the community
- Frequency of voting
- Ethnicity

These characteristics give call centers targets to aim for when phone interviews begin. Depending on the size of the jurisdiction, the sample size typically ranges from 200 - 600 interviews resulting in margins of error of about +/- 4.0% to 7.0%.

Baker Tilly's professionals work with you to develop a focused survey, designed to gather the required feedback without burdening residents with drawn-out phone interviews. Land lines and cell phones are both used to complete interviews, which are conducted by a professional call center. We also provide the option to do an online survey either as a stand-alone project or to supplement a random-sample phone survey when engaging a broader audience is important.

The end product

Following completion of data gathering and analysis, we provide the following reports to the jurisdiction:

- A summary of key findings and recommendations designed to be presented to senior management and elected officials
- A detailed report analyzing the responses to each question, including results from specific demographic groups (e.g., opinions of men versus women or younger versus older residents)
- Narrative and graphical reports summarizing responses to open-ended questions
- Option to benchmark some questions to PDK Poll of Public's Attitudes Towards the Public Schools

The cost

The cost of a random-sample survey depends on the length of the questionnaire, number of calls made, the level of demographic detail, required language translation services and travel expenses for report presentation. Baker Tilly prepares quotes for our scientific, random sample surveys after discussing these variables and learning your community's needs.

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