

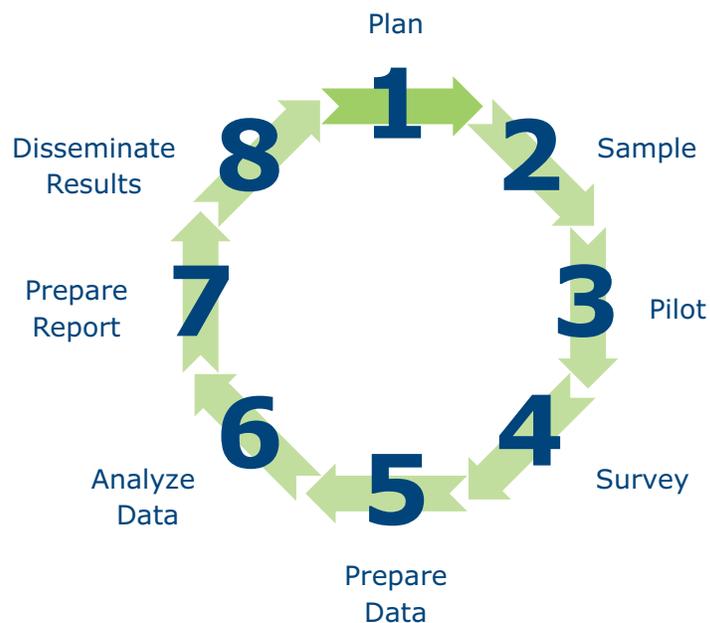
5. Develop the Work Plan and Budget

The survey planning process involves developing a schedule and budget to ensure that the survey is completed on time and within the allocated resources. Prior to conducting a survey, identify specific dates for the period of performance for each task. This will ensure that the survey is completed within the allowed timeframe. Tables A and B contain samples of schedules for a telephone and mail survey, respectively.

Most agencies that conduct surveys of clients have a specific budget allocation for sampling, data collection, data entry, analysis, and report preparation. There is always a tradeoff between the desired procedures and the available funds. Prior to finalizing the design of a survey, develop a budget with a line item for each task. Ensure that costs are realistic. For instance, if an agency is conducting a telephone survey, make sure that the interviewer hours include enough time to contact service recipients more than once in case the sampled person is not at home on the first or second try. That will ensure that the agency is able to implement the survey design and procedures within the allocated funds. Tables C and D contain samples of spreadsheets for estimating costs for each line item. Tables E and F contain samples of budget sheets for conducting telephone and mail surveys, respectively.

Clear Steps at the Survey Planning Stage

Survey Planning Process:



Clear Steps to a Successful Telephone Survey

Telephone Survey Work Plan:

1. Plan
 - Determine purpose of the survey
 - Select appropriate survey instrument
 - Determine the methodology
 - Design data collection procedures
 - Develop cost estimate
 - Determine staff needs
2. Sample
 - Identify population
 - Specify sample selection criteria
 - Identify sampling procedure
 - Identify source of information for sampling
 - Draw sample
3. Pilot
 - Test procedures and revise according to the results of testing
4. Survey
 - Notify selected agencies (if sample is drawn from another agency)
 - Prepare materials: client pre-notification letter
 - Prepare call sheets
 - Select interviewers
 - Train interviewers
 - Conduct telephone survey
5. Prepare Data
 - Enter data
 - Check for accuracy of data entry
 - Review database for outliers and anomalies in the data
 - Code responses to open-ended questions
6. Analyze Data
 - Run descriptive statistics
 - Analyze responses to open-ended questions
7. Prepare Report
 - Prepare draft report
 - Submit report to reviewers
 - Revise report
8. Disseminate Results
 - Develop plan for sharing results
 - Disseminate report

Clear Steps to a Successful Mail Survey

Mail Survey Work Plan:

1. Plan

- Determine purpose of the survey
- Select appropriate survey instrument
- Determine the methodology
- Design data collection procedures
- Develop cost estimate
- Determine staff needs

2. Sample

- Identify population
- Specify sample selection criteria
- Identify sampling procedure
- Identify source of information for sampling
- Draw sample

3. Pilot

- Test procedures and revise according to the results of testing

4. Survey

- Notify selected agencies (if sample is drawn from another agency)
- Prepare materials: cover letter, copies of survey instruments, envelopes for mailing and returning survey instruments

- Mail survey materials
- Enter data into an electronic data entry utility as completed instruments are returned
- Contact nonrespondents at designated time periods

5. Prepare Data

- Enter remaining data
- Check for accuracy of data entry
- Review database for outliers and anomalies in the data
- Code responses to open-ended questions

6. Analyze Data

- Run descriptive statistics
- Analyze responses to open-ended questions

7. Prepare Report

- Prepare draft report
- Submit report to reviewers
- Revise report

8. Disseminate Results

- Develop plan for sharing results
- Disseminate report

A. Schedule for a Telephone Survey

Step	Key Tasks	Lead	Time Frame in Weeks											
			1	2	3	4	5	6	7	8	9	10	11	12
Plan	Determine purpose of the survey													
	Select appropriate survey instrument													
	Determine the methodology													
	Design data collection procedures													
	Develop cost estimate													
	Determine staff needs													
Sample	Identify population													
	Specify sample selection criteria													
	Identify sampling procedure													
	Identify source of information for sampling													
	Draw sample													
Pilot	Test procedures and revise according to the results of testing													
Survey	Notify selected agencies (if sample is drawn from another agency)													
	Prepare materials: client prenotification letter													
	Prepare call sheets													
	Select interviewers													
	Train interviewers													
	Conduct telephone survey													
Prepare Data	Enter data													
	Check for accuracy of data entry													
	Review database for outliers and anomalies in the data													
	Code responses to open-ended questions													
Analyze Data	Run descriptive statistics													
	Analyze responses to open-ended questions													
Prepare and Disseminate Report	Prepare draft report													
	Submit report to reviewers													
	Revise report													
Disseminate	Develop plan for sharing results													
	Disseminate report													



B. Schedule for a Mail Survey

Step	Key Tasks	Lead	Time Frame in Weeks													
			1	2	3	4	5	6	7	8	9	10	11	12		
Plan	Determine purpose of the survey															
	Select appropriate survey instrument															
	Determine the methodology															
	Design data collection procedures															
	Develop cost estimate															
	Determine staff needs															
Sample	Identify population															
	Specify sample selection criteria															
	Identify sampling procedure															
	Identify source of information for sampling															
	Draw sample															
Pilot	Test procedures and revise according to the results of testing															
Survey	Notify selected agencies (if sample is drawn from another agency)															
	Prepare materials: cover letter, copies of survey instruments, envelopes for mailing and returning survey instruments															
	Mail survey															
	Enter data into an electronic data entry utility as survey instruments are returned															
	Contact nonrespondents at designated time periods															
Prepare Data	Enter remaining data															
	Check for accuracy of data entry															
	Review database for outliers and anomalies in the data															
	Code responses to open-ended questions															
Analyze Data	Run descriptive statistics															
	Analyze responses to open-ended questions															
Prepare and Disseminate Report	Prepare draft report															
	Submit report to reviewers															
	Revise report															
Disseminate	Develop plan for sharing results															
	Disseminate report															



C. Cost Estimates for Collecting Data by Telephone

TELEPHONE SURVEY - COST ESTIMATES				
Step	Item/Activity	Sub-Components	Estimating the Cost	Notes
Plan	Staff time		___ days @ \$___ per day	Staff involvement will vary depending on size of agency.
Sample	Staff time		___ days @ \$___ per day	If data is in a centralized database, allot time for preparing the code for data extraction. If data needs to be obtained from local providers, allot time for that type of activity and for creating a combined database.
Mailouts		Paper	___ packages @ \$___ per ream	While it is not absolutely necessary to send a pre-survey letter, it does improve the response rate and create trust.
		Printer cartridge/toner	___ packages @ \$___ per package	If not a part of agency overhead.
		Address Labels	___ packages @ \$___ per package	Labels are unnecessary if you are using window envelopes and properly fold the letter.
		Envelopes	___ packages @ \$___ per package	Be sure they accommodate all materials being enclosed.
		Mail out preparation	___ hours @ ___ per hour	Include folding, stuffing, stamping, labeling and mailing activities.
		Postage	___ Surveys @ \$___ per package	You will need to send out about four times the number of completed surveys you need for your analysis.
Pilot Test	Staff time		___ hours (or days) @ \$___ per hour (or days)	Include time for preparation, mailout, and analysis.
	Materials	Use mailout budget items above	See Above (Mailout) Items	Limited materials for small survey mailout.
Revise	Staff time		___ hours @ ___ per hour	Update plan based on pilot test.
Survey	Notify service recipients	Staff time for mailout	___ hours @ ___ per hour	
	Notify clients - materials	Use mailout budget items above	See Above (Mailout) Items	Include all items in (Mailouts) section above.
	Call sheet preparation	Staff time	___ days @ \$___ per day	Lists of clients for interviewers to call.
	Survey calls	Interviewer training	___ Calls per hour X ___	Training time will depend on the experience of the interviewers. Even experienced interviewers need training for specific surveys.
	Survey calls	Interviewer call time	___ Calls per hour X ___	During the Pilot, you can determine the length of the call. Estimates are also provided on the Toolkit you choose. Be sure to build in time for calls that are attempted but not completed.
Prepare Data	Data entry		___ hours @ ___ per hour	Separate data entry is needed only if you do not have data entry being completed while the call is made.
	Data cleaning		___ hours @ ___ per hour	Proof read and check for accurate coding.
	Merge files, verify data		___ hours @ ___ per hour	Merge if data are in multiple files. Verify that all data are correct.

C. Cost Estimates for Collecting Data by Telephone (continued)

TELEPHONE SURVEY - COST ESTIMATES				
Step	Item/Activity	Sub-Components	Estimating the Cost	Notes
Analyze Data	Staff time			The cost of the analysis will depend upon what level of detail is needed for the report. Allow 2 – 4 weeks for a brief analysis and up to 1-2 months for a very detailed report.
	Materials	Purchase data analysis software		Access, Excel, SPSS, or SAS
Report	Preparing the report	Staff time	___ hours @ ___ per hour	Once the analysis is complete, the report can be prepared in approximately 2 weeks.
	Reviewing the report	Staff time	___ hours @ ___ per hour	Include staff time for editing.
	Printing the report	Staff time		___ hours @ ___ per hour
Materials				The cost of in-house printing varies greatly from a commercial printer.
Disseminate	OPTIONS			Costs will vary dramatically depending upon how the information is shared.
	Website			
	Email			
	Interoffice			
	Postal Service	Postage	___ Reports @ \$___ per package	
	Group meetings			
	Conferences			
Additional Costs				

D. Cost Estimates for Collecting Data by Mail

MAIL SURVEYS - COST ESTIMATES				
Step	Item/Activity	Sub-Components	Estimating the Cost	Notes
Plan	Staff time		___ days @ \$___ per day	The survey plan includes selecting service, determining method to survey, and evaluating resources. Staff involvement will vary depending on size of agency.
Sample	Staff time		___ days @ \$___ per day	If client information is in a centralized database, allot time for selecting sample. If client information must be obtained from local providers, include time for obtaining information and creating a combined database.
Mailouts		Paper	___ packages @ \$___ per ream	
		Printer cartridge/toner	___ packages @ \$___ per package	If not a part of agency overhead.
		Address labels	___ packages @ \$___ per package	Labels are not needed if you are using window envelopes and properly fold the letter.
		Envelopes	___ packages @ \$___ per package	Be sure they accommodate all materials being enclosed. Remember return envelopes for mail surveys.
	Survey	Scan forms	___ packages @ \$___ per package	This option is only for those who are considering using scannable forms as a means to enter the data rather than manual data entry.
	Follow-up	Mail out preparation	___ hours @ ___ per hour	Include folding, stuffing, stamping, labeling, and mailing activities.
Postage		___ Surveys @ \$___ per package	An agency will need to send out about four times the number of surveys needed for its analysis. Remember to include postage paid return envelopes for mail surveys.	
Pilot	Staff time		___ hours (or days) @ \$___ per hour (or days)	Include time for preparation, mail out, and analysis.
	Materials	Use mail out budget items above	See above (mail out) items	Limited materials for small survey mail out.
Revise	Staff time		___ hours @ ___ per hour	Update plan based on Pilot.
Survey	Survey - staff	Staff time for mail out	___ hours @ ___ per hour	
	Survey - materials	Use mail out budget items above	See above (mail out) items	Include all items in (mail outs) section above.
	Follow-up/staff	Staff time for mail out	___ hours @ ___ per hour	This step is unnecessary if response rate from the initial survey is sufficient.
	Follow-up/materials	Use mail out budget items above	See above (mail out) items	Include all items in (mail outs) section above.
	Follow-up telephone calls	Interviewer Call time	___ Calls per hour X ___	In many cases, a followup phone call after a mailing can increase the response rate of a survey.

D. Cost Estimates for Collecting Data by Mail (continued)

MAIL SURVEYS - COST ESTIMATES				
Step	Item/Activity	Sub-Components	Estimating the Cost	Notes
Prepare Data	Data entry		___ hours @ ___ per hour	Enter data into spreadsheet or statistical software. If using scanning software, the cost is for managing the scanning process.
	Data cleaning		___ hours @ ___ per hour	Proofread and check for accurate coding.
	Merge files, verify data		___ hours @ ___ per hour	Merge data if entered into multiple spreadsheets or databases. Verify that all data are correct.
Analyze Data	Staff time		___ hours @ ___ per hour	The cost of the analysis will depend upon what level of detail is needed for the report. Allow 2–4 weeks for a brief analysis and up to 1–2 months for a very detailed report.
	Materials	Purchase data analysis software?	Item cost	Access, Excel, SPSS, or SAS
Prepare Report	Preparing the report	Staff time	___ hours @ ___ per hour	Once the analysis is complete, the report can be prepared in approximately 2 weeks.
	Reviewing the report	Staff time	___ hours @ ___ per hour	An agency may want to include the staff time for editorial or content review.
		Staff time	___ hours @ ___ per hour	
	Printing the report	Materials		If preparing a formal, printed report, and the agency does not have in-house capacity, request a bid from a professional printer. In-house printing will be sufficient for most reports, especially if a color printer is available.
Disseminate	Web site			Costs will vary depending upon how the information is shared.
	Email			
	Interoffice			
	Postal service	Postage	___ Reports @ \$___ per package	
	Group meetings			
	Conferences			
Additional Costs				

E. Develop a Budget for Collecting Data by Telephone

TELEPHONE SURVEY - COST ESTIMATES					
Step	Item/Activity	Sub-Components	Insert Number or Count Here	Cost per Unit or Hour	Total (Formula Cells -- Do not Overwrite)
Plan	Staff time				\$0.00
Sample	Staff time				\$0.00
	Outsourced sampling				\$0.00
Pilot	Staff time				\$0.00
	Notifications, pilot test and survey	Paper			\$0.00
		Printer cartridge/toner			\$0.00
		Address Labels			\$0.00
		Envelopes			\$0.00
		Mail out preparation			\$0.00
	Postage			\$0.00	
Revise	Staff time				\$0.00
Survey	Notify clients - staff	Staff time for mailout			\$0.00
	Notifications - mail out	Paper			\$0.00
		Printer cartridge/toner			\$0.00
		Address Labels			\$0.00
		Envelopes			\$0.00
		Mail out preparation			\$0.00
		Postage			\$0.00
	Call sheet Preparation	Staff time			\$0.00
	Survey calls	Interviewer training			\$0.00
Survey calls	Interviewer call time			\$0.00	
	Cost for telephone charges			\$0.00	
Prepare Data	Data entry				\$0.00
	Data cleaning				\$0.00
	Merge files, verify data				\$0.00
Analyze Data	Staff time				\$0.00
	Materials	Purchase data analysis software			\$0.00
Report	Preparing the report	Staff time			\$0.00
	Reviewing the report	Staff time			\$0.00
	Printing the report	Staff time			\$0.00
Materials				\$0.00	
Disseminate	Website				\$0.00
	Email				\$0.00
	Interoffice				\$0.00
	Postal service	Postage			\$0.00
	Group meetings				\$0.00
	Conferences				\$0.00
Additional Costs					\$0.00
Grand Total					\$0.00

F. Develop a Budget for Collecting Data by Mail

MAIL SURVEYS - COST ESTIMATES					
Step	Item/Activity	Sub-Components	Insert Number or Count Here	Cost per Unit or Hour	Total (Formula Cells -- Do not Overwrite)
Plan	Staff time				\$0.00
Sample	Staff time				\$0.00
Pilot	Staff time				\$0.00
	Mail pilot test	Paper			\$0.00
		Printer cartridge/toner			\$0.00
		Address Labels			\$0.00
		Envelopes			\$0.00
		Mail out preparation			\$0.00
	Postage			\$0.00	
Revise	Staff time				\$0.00
Survey	Survey - staff	Staff time for mailout			\$0.00
	Full Survey - Materials for mail out	Paper			\$0.00
		Printer cartridge/toner			\$0.00
		Address Labels			\$0.00
		Envelopes			\$0.00
		Mail out preparation			\$0.00
		Postage			\$0.00
	Follow-up - staff	Staff time for mailout			\$0.00
	Follow-up - materials for Mail Out (Optional)	Paper			\$0.00
		Printer cartridge/toner			\$0.00
		Address Labels			\$0.00
		Envelopes			\$0.00
		Mail out preparation			\$0.00
		Postage			\$0.00
Prepare Data	Data entry				\$0.00
	Data cleaning				\$0.00
	Merge files, verify data				\$0.00
Analyze Data	Staff time				\$0.00
	Materials	Purchase data analysis software			\$0.00
Report	Preparing the report	Staff time			\$0.00
	Reviewing the report	Staff time			\$0.00
	Printing the report	Staff time			\$0.00
		Materials			\$0.00
Disseminate	Website				\$0.00
	Email				\$0.00
	Interoffice				\$0.00
	Postal Service	Postage			\$0.00
	Group meetings				\$0.00
	Conferences				\$0.00
Additional Costs					\$0.00
Grand Total					\$0.00

