

INFORMATION & ASSISTANCE SATISFACTION SURVEY DATA COLLECTION SUMMARY POMP 4 – Version: March 13, 2003

- Only persons who call the I&A service between March 17 and April 25, 2003 will be surveyed.
- For those agencies that do not record personal information on all calls, the I&A service should ask for and record the names and phone numbers for a group of callers during the data collection period. We recommend collecting contact information for ALL CALLERS (*except those only wanting a phone number*) during randomly selected time blocks. The week is divided into 10 time blocks. These are presented in Table 1.

Table 1: Sampling Time Blocks

MONDAY AM Includes weekend voicemail	TUESDAY AM Includes previous night's voicemail	WEDNESDAY AM Includes previous night's voicemail	THURSDAY AM Includes previous night's voicemail	FRIDAY AM Includes previous night's voicemail
MONDAY PM	TUESDAY PM	WEDNESDAY PM	THURSDAY PM	FRIDAY PM Includes weekend calls

- The number of time blocks used to collect caller contact information will depend on the volume of calls expected and the willingness of callers to leave their phone numbers. At a minimum, we recommend collecting information for two time blocks per week. The number of persons for whom you collect contact information should be greater than the weekly sample size requirement of 50 persons, with twice that number recommended (100).
- For agencies with less than 80 calls a week, we recommend that all callers be asked for contact information.
- We are recommending the use of sampling time blocks to minimize any I&A operator biases.
- Agencies with multiple I&A operators should have all operators collect names and phone numbers during the selected time blocks.
- For convenience, time blocks have been randomly selected for you during the data collection period and presented in Table 2. Depending on the volume of callers, more time blocks may have to be included for recording I&A caller information.

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Table 2. Random Time Blocks Selected for Collecting Contact Information

	High Volume (50 calls per block)	Low Volume (25 calls per block)	Very Low Volume (100 or less calls per week)
Week 1	Wednesday PM, Thursday PM	Wednesday PM, Thursday AM, Thursday PM, Friday PM	All time periods
Week 2	Thursday AM, Friday AM	Monday PM, Tuesday AM, Thursday AM, Friday AM	All time periods
Week 3	Monday AM , Wednesday AM	Monday AM , Wednesday AM, Wednesday PM, Friday AM	All time periods
Week 4	Tuesday AM, Wednesday PM	Monday AM, Tuesday AM, Wednesday AM, Wednesday PM	All time periods
Week 5	Tuesday PM, Friday PM	Tuesday PM, Thursday AM, Thursday PM, Friday PM	All time periods
Week 6	Tuesday AM, Friday AM	Tuesday AM, Wednesday PM, Thursday AM, Friday AM	All time periods

- From each week's list of I&A callers, a sample of 50 callers should be randomly selected. These persons will be contacted and administered the questionnaire.
- The sample should be drawn at the beginning of each week from the list of last week's callers (see Table 3). The persons included in the sample will be contacted within two weeks of when the sample is drawn, which means that the follow-up call may be 3 to 18 days after the original contact call. For example, the first sample will be drawn on March 24 from the list of callers during March 17 through March 21. The questionnaire will be administered to the first sample during March 24 through April 4.

Table 3. Data Collection Schedule

Sample Number	Date to Draw Sample	Period of Coverage	Period for Follow-up Call
1	March 24, 2003	March 17-March 21	March 24-April 4
2	March 31, 2003	March 24-March 28	March 21-April 11
3	April 7, 2003	March 31-April 4	April 17-April 18
4	April 14, 2003	April 7-April 11	April 14-April 25
5	April 21, 2003	April 14-April 18	April 21-May 2
6	April 28, 2003	April 21-April 25	April 28-May 9

- A sample size of 300 has been tentatively agreed upon from which a list of 50 callers will be drawn every week from the previous week's callers, during the 6-week period. The sample size estimate assumes that there will be some refusals or no contacts, so it does not represent the number of completed surveys.

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- The weekly list of 50 callers should be randomly selected from the previous week's call list by using the sampling rate method or a computerized sampling method. The sampling rate method will most likely be the easiest to implement. This method determines a sampling rate for selecting callers from a list such that every n^{th} caller on the list is selected. The sampling rate is easily calculated by dividing the number of callers on your list by 50. For example, if the list has 100 names, the sampling rate would be $100/50$ or every 2^{nd} caller on the list. It is a good practice to not pick the first name on the list as a starting point; instead, randomly pick a number between 1 and the sampling rate to start. For example, 2 may be randomly picked as the starting point and the next recorded picked would be $2+2$ or 4 and the next $4+2$ or 6.
- Each person in the sample should be given a unique client ID number, which should be recorded on the questionnaire and logbook. It is suggested that the first part of the ID reflect the sample week (i.e., week 1 through 6) and the second part a sequence number (i.e., 1 through 50). For example, the ID may be WK1_13 for the 13 person in the first week's sample.
- The logbook will have several columns for analysis purposes. Two columns, Gender and Age, will help properly weight the data for analysis. The Result Code column on the far right side of the logbook will assist in the analysis. The definitions of the result codes are at the bottom of the logbook sheet.
- If the initial call is left on the voice mail system, it should be recorded under the column, Initial Call Operator or Voice mail, as "voicemail." If the voice mail call was returned, write in the operator who made that call under the column Call Back Operator.
- Questionnaires should be administered by phone. For persons who are difficult to reach, at least five (5) attempts to contact that person should be made, before excluding them from further calls.
- To ensure objectivity, the persons administering the questionnaire should not be the same individuals who handle the I&A calls from consumers.
- The amount of time it takes to administer the I&A Satisfaction Survey is approximately 15 minutes.
- Instructions and scripts for administering the questionnaire are provided.

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ADMINISTERING THE QUESTIONNAIRE

Read the questions exactly as written. If the client asks for clarification on a question, please tell them that they should answer the question in terms of what it means to them. Do NOT try to explain what the question means to you. Use the interviewer checklist as a guide for remembering key instructions.

If the client does not know the answer a question, write don't know (DK) to the right of the question.

If the client refuses to answer a question, write refused (RF) to the right of the question.