Thank Goodness for the Pilot: Field Procedure Lessons from the Study of Iowa High Schools

Jaime Faus
University of Wisconsin Survey Center
University of Wisconsin-Madison

International Field Directors and Technologies Conference
May 18th, 2016
Outline of Topics

- **Challenges in Education Research**
  - Timing of data collection
  - Difficult-to-reach population
  - Educational policies
- **Study of Iowa High Schools Design**
- **Study of Iowa High Schools Challenges & Lessons**
  - Recruitment
    - Principals
    - Parents
  - Data collection
- **Looking ahead**
Outline of Topics

- **Challenges in Education Research**
  - Timing of data collection
  - Difficult-to-reach population
  - Educational policies

- **Study of Iowa High Schools Design**
- **Study of Iowa High Schools Challenges & Lessons**
  - Recruitment
    - Principals
    - Parents
  - Data collection
- Looking ahead
Timing of Data Collection
Difficult-to-reach population
Educational Environment and Policies
Outline of Topics

• Challenges in Education Research
  • Timing of data collection
  • Difficult-to-reach population
  • Educational policies
• **Study of Iowa High Schools Design**
• Study of Iowa High Schools Challenges & Lessons
  • Recruitment
    • Principals
    • Parents
  • Data collection
• Looking ahead
• Pilot study with five schools followed by larger, 50-school study
• Quasi-experimental design
  • Matching schools based on certain criteria
• Involved teacher, parent and student surveys and assignment collection
• UWSC field representatives and principal-elected in-school representatives
Outline of Topics

- Challenges in Education Research
  - Timing of data collection
  - Difficult-to-reach population
  - Educational policies
- Study of Iowa High Schools Design
- Study of Iowa High Schools Challenges & Lessons
  - Recruitment
    - Principals
    - Parents
  - Data collection
- Looking ahead
SIHS Challenges & Lessons: Principal Recruitment
Recruitment Lessons: Principals

• Simplify and condense study specific info
• Focus on requirements and benefits of study
  • Time required
  • Reports that they will receive
• Be aware of timing
• Ally with gatekeepers and key contacts
SIHS Challenges & Lessons: Parent Recruitment
Recruitment Lessons: Parents

• Ensuring paper gets home to parents
  • Emails home
  • Incentive considerations
• Adequate time for reminders and collection
Outline of Topics

• Challenges in Education Research
  • Timing of data collection
  • Difficult-to-reach population
  • Educational policies
• Study of Iowa High Schools Design
• Study of Iowa High Schools Challenges & Lessons
  • Recruitment
    • Principals
    • Parents
  • Data collection
• Looking ahead
SIHS Challenges & Lessons: Data Collection with In-School Reps
SIHS Challenges & Lessons: Data Collection with Teachers
1. Debbi Banerjee
2. Laura Quinn
3. Carin Smith
4. Joey Treadwell
5. Mark Piché
6. Anna Lake
7. Robin Martins
8. Sarah Lang - 11th
9. Eric Allen
10. Lawrence Stevens
11. Julie Gilbergs

(Rest in 9th)

Marie Jones

8th hour Algebra
Please use the table below to enter the full student roster for all 9th and 10th graders in the following classes:

Class 1: Martin Martinson, 2nd Period - Math 101
Class 2: Mary Maryson, 2nd Period - Geometry
Class 3: Tony Bologna, 1st Period - Social Studies
Class 4: Tanya Harding, Day 3 - 5th Period - Political Science

If students are in multiple classes, please include them for EACH class that they are in.

You can copy and paste information into the columns using CTRL +V. You can also copy and paste information that you've already entered into the table - for example, you can select the Teacher Last Name by clicking the grey arrow in the table and then selecting the teacher name. When the box is highlighted in blue, use CTRL+C to copy, and then CTRL+V to paste down the column for as many students as you have entered for that class.

<table>
<thead>
<tr>
<th>Student First Name</th>
<th>Student Last Name</th>
<th>Student State ID #</th>
<th>Grade Level</th>
<th>Teacher Last Name</th>
</tr>
</thead>
</table>
SIHS Challenges & Lessons: Student Movement
Data Collection Lessons

• Build knowledge about the population
  • Get help from insiders
  • Know the language
• Standardize collection
  • Provide example templates
  • Encourage others to enter data/provide electronic form via web
• Have a back-up plan
Outline of Topics

• Challenges in Education Research
  • Timing of data collection
  • Difficult-to-reach population
  • Educational policies

• Study of Iowa High Schools Design

• Study of Iowa High Schools Challenges & Lessons
  • Recruitment
    • Principals
    • Parents
  • Data collection

• Looking ahead
Looking Ahead
Acknowledgements & Credits

• Dr. Eric Camburn
• Steve Coombs
• Brendan Day
• So Hee Hyun
• Chang Hee Lee
• Jacek Kraszewski
• Kyle Krueger
• Stan Lubanski
• Marie Nitschke
• Tara Piché
• Colin Regan
• Augie Salick
• Dr. Peter Steiner

• John Stevenson
• Michael Turek
• Eric White
• Dr. Paula White
• Carol Wintheiser
• Lauren Wojcik
• Dakota Zarak

• Photo Credit Slide 21: <a href="https://www.flickr.com/photos/42737575@N02/5159444816/">Xavierian Hawks</a> via <a href="http://compfight.com">Compfight</a> <a href="https://creativecommons.org/licenses/by-nc-sa/2.0/">cc</a>
Thank You!

For copies of this presentation or more information, contact:

Jaime Faus
jfaus@ssc.wisc.edu

Please visit us at:
www.uwsc.wisc.edu