

ST. CLOUD STATE UNIVERSITY SURVEY

ANNUAL SPRING SURVEY OF SCSU STUDENTS MARCH 2012

RESULTS FOR SCSU STUDENT DIRECTORS QUESTIONS



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I. INTRODUCTION TO THE REPORT AND METHODS

The SCSU Survey is an ongoing survey research extension of St. Cloud State University. The SCSU Survey performs its research primarily in the form of telephone interviews.

Dr. Stephen Frank began the survey in 1980 conducting several omnibus surveys a year of central Minnesota adults in conjunction with his Political Science classes. Presently, the omnibus surveys continue, but have shifted to a primary statewide focus. These statewide surveys are conducted once a year in the fall and focus on statewide issues such as election races, current events, and other important issues that are present in the state of Minnesota.

The primary mission of the SCSU Survey is to serve the academic community and public and nonprofit sector community through its commitment to high quality survey research and to provide education and experiential opportunities to researchers and students. We strive to assure that all SCSU students and faculty directors contribute to the research process, as all are essential in making a research project successful. This success is measured by our ability to obtain high quality survey data that is timely, accurate, and reliable, while maintaining an environment that promotes the professional and personal growth of each staff member. The survey procedures used by the SCSU Survey adhere to the highest quality academic standards. The SCSU Survey maintains the highest ethical standards in its procedures and methods. Both faculty and student directors demonstrate integrity and respect for dignity in all interactions with colleagues, clients, researchers, and survey participants.

II. SURVEY PERSONNEL

The Survey's faculty directors are Dr. Steve Frank (SCSU Professor of Political Science), Dr. Steven Wagner (SCSU Professor of Political Science), Dr. David Robinson (SCSU Professor of Statistics), Dr. Michelle Kukoleca Hammes (SCSU Associate Professor of Political Science and Dr. Sandrine Zerbib (SCSU Associate Professor of Sociology) and Dr. John Kulas (SCSU Associate Professor of Industrial and Organizational Psychology). The faculty directors are members of the Midwest Association of Public Opinion Research (M.A.P.O.R.) and the American Association of Public Opinion Research (A.A.P.O.R.). The directors subscribe to the code of ethics of A.A.P.O.R.

A. Stephen I. Frank

Dr. Frank holds a Doctor of Philosophy in Political Science from Washington State University. Dr. Frank teaches courses in American Politics, Public Opinion and Research Methods at St. Cloud State University. Dr. Frank started the SCSU Survey in 1980, and since has played a major role in the development, administration and analysis of over 150 telephone surveys for local and state governments, school districts and a variety of nonprofit agencies. Dr. Frank has completed extensive postgraduate work in survey research at the University of Michigan. Dr. Frank coauthored with Dr. Wagner and published by Harcourt College, *"We Shocked the World!" A Case Study of Jesse Ventura's Election as Governor of Minnesota*. Revised Edition. He also published two academic book chapters: one appears in the current edition of *Perspectives on Minnesota Government and Politics* and the other, co-authored with Dr. Wagner, is contained in *Campaigns and Elections*, edited by Robert Watson and Colton Campbell. Dr. Frank is past chairperson of the SCSU Department of Political Science and served as President of the Minnesota Political Science Association. At its 2010

Annual meeting, the Minnesota Political Science Association named Dr. Frank as its first Distinguished Professor of Political Science.

B. Steven C. Wagner

Dr. Wagner holds a Doctor of Philosophy in Political Science and a Master of Public Administration from Northern Illinois University. Dr. Wagner earned his Bachelor of Science in Political Science from Illinois State University. Dr. Wagner teaches courses in American Politics and Public and Nonprofit Management at St. Cloud State University. Dr. Wagner joined the SCSU Survey in 1997. Before coming to SCSU, Dr. Wagner taught in Kansas where he engaged in community-based survey research and before that was staff researcher for the U.S. General Accounting Office. Dr. Wagner has written many papers on taxation, and state politics and has published articles on voting behavior, federal funding of local services and organizational decision making. Dr. Wagner, with Dr. Frank, recently published two texts on Jesse Ventura's election as Minnesota's Governor and a book chapter on the campaign. Dr. Wagner is immediate past chairperson of the SCSU Department of Political Science as its chairperson.

C. Michelle Kukoleca Hammes

Dr. Kukoleca Hammes holds a Doctor of Philosophy in Political Science and a Masters in Political Science from the State University of New York at Binghamton. Dr. Kukoleca Hammes earned her Bachelor of Arts in Political Science from Niagara University. Kr. Kukoleca Hammes' is a comparativist with an area focus on North America and Western Europe. Her substantive focus is representative governmental institutions. She teaches courses in American Government, Introduction to Ideas and Institutions, Western European Politics, and a Capstone in Political Science at St. Cloud State University. Dr. Kukoleca Hammes, since joining the survey team, is using her extensive graduate school training in political methodology to aid in questionnaire construction and results analysis. She recently published a book chapter on Minnesota public participation in the Fifth Edition of *Perspectives on Minnesota Government and Politics*.

D. David H. Robinson

Dr. Robinson holds a Doctor of Philosophy in Statistics and a Masters in Statistics from the University of Iowa. Dr. Robinson earned his Bachelor of Science in Mathematics from Henderson State University. At St. Cloud State University, Dr. Robinson teaches courses in survey planning and contingency tables, statistical methods for the social sciences, probability and computer simulation, and other statistical applications. Since coming to SCSU in 1985 and before that time, Dr. Robinson has served as statistical consultant for numerous statistical analyses of survey results. He has coauthored a book on computer simulation and analysis, and has published articles in the areas of nonparametric statistics, multivariate statistics, analysis of baseball statistics, and statistical analysis of computer network performance. Dr. Robinson recently served as chairperson for the SCSU Department of Statistics and Computer Networking.

E. Sandrine Zerbib

Dr. Zerbib holds a Doctor of Philosophy in Sociology from the University of California Irvine and a Masters in Sociology from both California State University-Fullerton and University of Paris 10-Nanterre (France). Dr. Zerbib's ongoing research focuses on issues of immigration, sexuality and citizenship. Dr. Zerbib's current research analyzes the effect of domestic partnership laws on gay bi-

national couples leaving in France. She is also currently collaborating with Dr. Finan on research with immigrant women farmers or gardeners with a particular focus on gender relations and food systems. She teaches courses in Research Methods, Sociology of Gender, Immigration and Citizenship, and Advanced Research Methods. Her past research on belly dance and body images can be found in sources such as the *Journal of Gender Studies* and *Research in Social Movements, Conflicts and Change* series.

F. John Kulas

John Kulas is Associate Professor of Industrial and Organizational Psychology at Saint Cloud State University. His applied background includes current and past appointments as a test publisher, an internal HR practitioner, and an external organizational consultant (focusing primarily on topics of personnel selection and performance assessment). He has authored over 20 conference and journal articles, dealing with issues of measurement in organizational settings. His works can be found in sources such as the *Journal of Psychology*, *Organizational Research Methods*, *Journal of Applied Measurement*, *Journal of Business and Psychology*, *Social Justice Research*, and *Journal of Research in Personality*. He has received research awards from the Society for Industrial and Organizational Psychology and the American Psychological Society.

III. CALL CENTER SUPERVISORS AND INTERVIEWERS

Lead Student Directors

Mr. D. Zachary Kellar

3rd year student, Statistics and Mathematical Economics Majors, Callender, IA

Mr. Ricardo Martinez-Schuldt

4th Year Student, Sociology Major, Clearwater, MN

Assistant Lead Directors

Ms. Katie Lahr

3rd Year Student, Political Science Major, St. Cloud, MN

Survey Lab Student Directors

Mr. Sonny M. Sherman

4th Year Student, Sociology Major, Creative Writing Minor, Ely, MN

Ms. Amanda Kannas

4rd Year Student, Political Science Major, International Relations Minor, Luverne, MN.

Ms. Leah Dhein

4th Year Student, Sociology Major, Human Relations Minor, St. Cloud, MN.

Ms. Karen Elizabeth Stay

9th Year Student, Anthropology, Sociology and Community Health Majors, Cold Spring, MN.

Ms. Lauren Benney

4th Year Student, Political Science Major, International Relations Minor, Osseo, MN

Mr. Andrew Godziek

5th year student, International Relations and Economics Majors, Political Science Minor, Maple Grove, MN.

Mr. Bikal Kafle

3rd Year Student, Sociology Major, Kathmandu, Nepal.

Ms. Liz Dirks

3rd Year Student, Sociology Major, Rogers, MN

Student Technical Consultant

Zachary J. Przybilla

4th Year Student, Economics Major, Information Systems Minor, Sartell, MN.

Student Callers

The survey employs highly trained paid callers who undergo intensive training prior to calling. Student directors conducted both general training sessions and one-on-one training sessions as well as monitoring all calling shifts. Faculty directors monitor all training and calling. The callers came from the classes of Drs. Frank and Zerbib.

IV. Methodology

Introduction

The March 2012 St. Cloud State University Survey findings are based on telephone interviews with a representative sample of **510** currently enrolled SCSU students. The sample included both landline phones and cell phones. Interviews were conducted from March 12 to March 15, 2012 at St. Cloud State University Survey Lab. The sample was obtained from the Center for Information Systems.

Sample Design

The sample was designed to represent all currently enrolled SCSU students with a phone number (landline or cell phone). The phone numbers were drawn systematically from a stratified database of all SCSU students: (a) 500 dorm residents were chosen from a population of 2,331 SCSU dorm residents with available phone numbers; (b) 1,500 off-campus residents were chosen from a population of **12,517** SCSU off-campus residents with available phone numbers.

Contact Procedures

Before calling began, the original sample was comprised of 2000 students, including 500 dorm residents and 1,500 off-campus residents. From this sample, 15 students were screened out for being born after 1993, and thus less than 18 years old and as such fell outside our Institutional Research Board approval. Of the remaining 1,985 students, 510 respondents completed the survey.

Several steps were taken to ensure that the telephone sample of students was representative of the larger SCSU student population. Phone numbers with no initial contact were called up to 7 times over different days and times to increase the possibility of contact. In addition, appointments were made as necessary to interview the designated respondent at his/her convenience. Calling was completed between 4:30 pm to 9:30 pm to maximize contacts and ensure equal opportunities to respond among various respondent demographic groups. Attempts to convert initial refusals commenced almost immediately and continued throughout the survey. The final few nights of interviewing were almost exclusively devoted to contacting hard to reach respondents.

Technology

The SCSU Survey operates a Computer Assisted Telephone Interviewing (CATI) Lab on the St. Cloud State University campus. The CATI Lab is equipped with 19 interviewer stations; each includes a computer, a phone, and a headset. In addition to the interviewer stations, there is the Supervisor Station, which is used to monitor the survey while it is in progress. The SCSU Survey has its own server designated solely for the use of the SCSU Survey.

The SCSU Survey is licensed to use Sawtooth Software's Sensus 5.0, a state-of-the-art windows-based computer-assisted interviewing package. This program allows us to develop virtually any type of questionnaire while at the same time programming edit and consistency checks and other quality control measures to ensure the most valid data. The instrument was pre-tested prior to interviewing to make certain that all equipment and programming was in working order and to verify that the questionnaire was clear.

All interview stations are networked for complete, ongoing sample management. Sawtooth Software's Sensus allows immediate data updating, ensuring maximum data integrity and allowing clients to get progress reports anytime. The Survey directors are able to review data for quality and consistency. Question answers are entered directly into the computer, thus keypunching is eliminated, which decreases human error and facilitates immediate data analysis. The calling system is programmed to store call record keeping automatically, allowing interviewers and supervisors to focus on the interviewing task. Callbacks are programmed through the computer network and made on a schedule.

Sample Error

The margin of sampling error for the complete set of weighted data is ± 4.4 percent at the 95 percent confidence level. In all sample surveys there are other possible sources of error for which precise estimates cannot be calculated. These include interviewer and coder error, respondent misinterpretation, and analysis errors. When analysis is made of sub-samples such as respondent gender, the sample error may be larger.

Sample Weighting

Weighting is generally used in survey analysis to compensate for patterns of non-response that might bias results. The interviewed sample of all students was weighted to match parameters for gender. The sample population for gender was only about two percent different from the population, but we still weighted for gender. All statistics reported are weighted.

The total survey data set consisted of 36 asked variables and six imported variables from the student data base (gender, year born, ethnicity, class standing, dorm or not). There was one open end question and two multiple response questions. Of the 36 questions, there were five asked for the

Computer Technology Fee Committee, two for the SCSU Volunteer Center and three for the Miller Center. The four Feeling Thermometer questions – capitalism, socialism, communism, Occupy Wall Street were rotated so each was equally asked the first question in the sequence. The complete questionnaire is viewable by going to the SCSU Survey web site and following the links to the spring SCSU student 2012 contract survey. <http://www.stcloudstate.edu/scsusurvey>.

Sample Disposition	
1985	Total Numbers Dialed
510	Completed Interviews
5	Partial
	Non-Contacts
206	Refusals and Never Calls
38	Callbacks and Gatekeepers
11	Hearing or Language Barrier
558	Answering Machine
18	Ill, Hospital, Out of Town
831	Total Non-Contacts
	Unknown Eligibility
293	No Answer
36	Busy or Call Blocking
13	Immediate Hang Up
28	Unknown Eligibility
370	Total Unknown Eligibility
	Not Eligible
9	Business or Government
4	Computer or Fax
208	Non-Working or Wrong Number
68	No Longer in School
289	Total Not Eligible
33%	AAPOR Response Rate #3
72%	AAPOR Cooperation Rate #3

V. Demographics

Gender		
From SCSU Data Base		
Program	Frequency	Percent
Male	242	47
Female	268	53
TOTAL	510	100%

Residency		
From SCSU Data Base		
Program	Frequency	Percent
Off Campus	393	77
On Campus	117	23
TOTAL	510	100%

Ethnic Classification		
From SCSU Data Base		
Program	Frequency	Percent
Black	38	8
Asian	44	9
White	402	82
Hispanic	6	1
American Indian	4	1
TOTAL	494	100%

Class Standing		
From SCSU Data Base		
Program	Frequency	Percent
Freshman	93	18
Sophomore	86	17
Junior	103	20
Senior	115	23
Previous Degree	15	3
Special	41	8
Graduate Student	57	11
TOTAL	510	100%

International Students		
From SCSU Data Base		
Program	Frequency	Percent
No	489	96
Yes, International	21	4
TOTAL	510	100%