

Date: 10/13//2006  
Contract No.: ED-06-CO-0017

**Establishing a Baseline for REL Southwest Performance and Identifying Customer Needs:  
Survey v.1.1.1 and 1.1.2**

**<PHONE SURVEY SCRIPT FOR PARENTS>**

**<Introduction script for phone survey>**

Good Morning/Afternoon. My name is \_\_\_\_\_. I am calling on behalf of Edvance Research, Inc. and would like to speak to <read name on list>.

(If respondent is available, continue with script. Otherwise call back later.)

We would like to obtain your feedback with regards to education issues in your state. Information collected through this survey will be used to assist the United States Department of Education in learning more about your education research needs. This survey has been developed by Edvance Research, Inc., a national research organization.

<Note: Only specific titles specified in proposal will be offered the \$10 gift card as incentive>  
It should not take you more than 15 minutes to complete this survey. We will also provide you with an \$10 electronic gift card that can be redeemed online or in a store, for your participation in this survey. The gift card will be sent to the email address you provide at the end of this survey.

Responses to this data collection will be used only for statistical purposes. We will not provide information that identifies you or your district to anyone outside the study team, except as required by law.

QA. Would you like to participate in this survey?

1. Yes <Continue with script>
2. No <Thank for time and terminate>

QB. Are you **currently** employed in Pre-K/Kindergarten, Elementary, Secondary or Higher Education in your state? (Select only one)

1. Yes, I am a professional educator employed in Pre-K, elementary, secondary or higher education.
2. No, I am not a professional educator, but I do have a child (or children) currently obtaining Pre-K, elementary, secondary, or higher education. **<SKIP TO "SURVEY FOR PARENTS">**
3. No, I am a business/community leader and not a professional educator. **<SKIP TO "SURVEY FOR BUSINESS LEADERS">**
4. Don't know **<Terminate and SKIP TO CLOSING STATEMENT>**

Q1. Specify your industry of primary employment: (Select all that apply)

1. Education
2. Government and Policy
3. Healthcare
4. Financial Services
5. Legal
6. Retail/Wholesale
7. Engineering
8. Construction
9. Manufacturing
10. Hospitality/Tourism
11. Energy/Utilities

12. Biotechnology and Pharmaceutical
13. Non-Profit
14. Real Estate
15. Military
16. Other (specify)

Q2. At which level(s) of education is your child (or children) currently involved? (Read list. Select all that apply).

1. Elementary/Secondary Education
  - a. Pre-K/Kindergarten
  - b. Elementary
  - c. Middle/Junior
  - d. High
2. Higher Education
  - a. Two Year College
  - b. Four Year College
  - c. Graduate School
3. Other/Don't know <Terminate and SKIP TO CLOSING STATEMENT>

Q3. In which state does your child (or children) attend school? <Participants who do not select at least one of the 5 REL SOUTHWEST states should be terminated from the survey process>

1. Arkansas
2. Louisiana
3. New Mexico
4. Oklahoma
5. Texas
6. Other <Terminate and SKIP TO CLOSING STATEMENT>

Q4. Specify your sex:

1. Male
2. Female

Q5. Specify your race/ethnicity: (Select all that apply)

1. American Indian or Alaska Native
2. Asian
3. Black or African American
4. Hispanic or Latino
5. Native Hawaiian or Other Pacific Islander
6. White

Q6. Specify your level of education: (Read list. Select only one.)

1. High school or less
2. More than high school

Q7. How would you best describe the school/school district that your child (or children) attends (or attend)? (Read list. Select only one.)

1. Rural
2. Suburban
3. Urban
4. Don't know

Q8. Prior to this survey, how aware are you of the Regional Educational Laboratories, also referred to as the REL Network? (Read scale. Select only one.)

1. Very aware
2. Somewhat aware

3. Neither aware nor unaware
4. Somewhat unaware
5. Very unaware

Q9. How aware are you of SEDL (also referred to as the Southwest Educational Development Laboratory)? (Read scale. Select only one.)

1. Very aware
2. Somewhat aware
3. Neither aware nor unaware
4. Somewhat unaware
5. Very unaware

Q10. How aware are you of REL Southwest or SWREL (also referred to as the Southwestern Regional Educational Laboratory)? (Read scale. Select only one.)

1. Very aware
2. Somewhat aware
3. Neither aware nor unaware
4. Somewhat unaware
5. Very unaware

Q11. Do you use/refer to educational research?

1. Yes <SKIP TO Q13>
2. No

Q12. Specify your reasons for not using/referring to educational research: (Read list. Select all that apply.)

1. I have trouble finding research.
2. Research available is not relevant.
3. I doubt the quality of research that is available.
4. Research available is difficult to understand.
5. Available research is relevant but I don't know how to apply it practically.
6. Other (Specify)

<SKIP TO Q20>

Q13. What type of educational research do you use currently (or have used in the past)? (Read list. Select all that apply.)

1. Programs (e.g., Reading Recovery, Accelerated Schools, etc.)
2. Products (e.g., A particular math textbook or a reading curriculum)
3. Practices (e.g., Phonics, Whole Language, etc.)
4. Policies (e.g., No Child Left Behind Act (NCLB), Response to Intervention (RTI))
5. Testing/Assessment
6. Social issues affecting education (e.g., Teenage pregnancy, child obesity, etc.)
7. Other (Specify)

Q14. Why do you use/refer to educational research? (Read list. Select all that apply.)

1. To understand what my child (or children) is (are) learning at school
2. To stay informed of education issues that I am interested in
3. To make decisions
4. To ensure that educational products/curriculum that are implemented (or are being implemented) in my child's (children's) institution(s) are research based
5. Other (Specify)

Q15. Complete the following by selecting one of the following choices. "When I come across any educational research, I generally ... (Read list. Ask respondent to select only one.)

1. assume it to be of the highest quality."

2. do not make any assumptions until I have reviewed it.”

Q16. Generally, after reviewing a research report on education, how comfortable do you feel in deciding on its quality? (Read scale. Ask respondent to select only one.)

1. Very comfortable
2. Somewhat comfortable
3. Neither comfortable nor uncomfortable
4. Somewhat uncomfortable
5. Very uncomfortable

Q17. Overall, how satisfied are you with the **quality of education research** that is currently available on topics that are important to you? (Read scale. Ask respondent to select only one.)

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied nor dissatisfied
4. Somewhat dissatisfied (specify desired improvements)
5. Very dissatisfied (specify desired improvements)
6. Don't know

Q18. Overall, how satisfied are you with the **relevancy of education research** that is available currently? (Read scale. Ask respondent to select only one.)

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied nor dissatisfied
4. Somewhat dissatisfied (specify desired improvements)
5. Very dissatisfied (specify desired improvements)
6. Don't know

Q19. How do you become aware of educational research? (Read list. Select all that apply.)

1. Internet
2. Parents
3. Teacher(s)
4. Colleague(s)
5. Direct mail/Email
6. Professional organization(s)
7. District resource(s)
8. School/district administrator(s)
9. Library
10. Academic publications/journals
11. Newspapers/Conferences
12. Education publisher(s)
13. US Department of Education website/Institute of Education Sciences (IES) website
14. National Center for Educational Statistics (NCES) publications
15. State Department of Education website
16. Regional Educational Laboratory website/publications
17. What Works Clearinghouse (WWC)
18. Local education agency (LEA)
19. Comprehensive Assistance Centers
20. Other (Specify)

Q20. I will now read a list of some education issues/research topics. Please evaluate the importance of each topic as it relates to improved academic performance and assign an importance rating to each topic using a scale of Very Important-Very Unimportant (Read entire scale if needed.)

<After respondent has assigned an importance rating to each topic, read all the topics, if needed, and ask respondent to assign a rank of "1" to the one item that he/she find to be the most important.>

Assign Rank of "1" to only one item which is most important for you	Education Issues / Research Topics	Very imp.	Some what imp.	Neither imp. nor unimp.	Some what unimp.	Very unimp.
	Assessment and Standards (e.g., diagnostic, formative, state and NAEP standards)					
	Early Childhood/Early Intervention & Prevention					
	Education Infrastructure (e.g., leadership, cost-studies, teacher retention, organization development, & service coordination)					
	Education Research (e.g., evaluating effectiveness of programs)					
	English Language Learners (ELL), English as a Second Language (ESL), Bilingual Education					
	Equity & Diversity (e.g., urban, rural, & special populations)					
	Family & Community (e.g., parent involvement, substance abuse prevention in schools, obesity, after school programs, mentoring, worker training, & volunteer leadership)					
	K-12 School & District Reform					
	Mathematics					
	Policy & Legislation (e.g., NCLB, IDEA)					
	Post-Secondary (e.g., P-16, college readiness, & teacher preparation)					
	Professional Development					
	Reading & Writing					
	Response to Intervention (RTI)					
	Safety (e.g., bullying, school violence)					
	School Legal Issues (e.g., student rights, liability, harassment)					
	Science					
	Special Education & Disabilities					

	Technology in Learning (e.g., use in professional development, instruction, & infrastructure)					
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Q21. Please specify any other education issues/research topics that relate to improved academic performance and are important for you: \_\_\_\_\_

Q22. You are almost at the end of this survey. If there are any other comments that you would like us to receive (regarding the education research needs of your region), please enter them in the space provided below. \_\_\_\_\_

Q23. Would you like to receive educational research/research notifications through email?  
 1. Yes (If "Yes" is selected, ask respondent to provide his/her professional email)  
 2. No

Q24. Please provide the following education-related information (optional):

- Your Name:
- Name of your child's/children's educational institution or school district:
- State:

**<Closing Statement>**

Thank you for your time. Your responses will aid in the development and implementation of research that will be used to make evidence-based decisions and to positively impact student performance in your state.

<Only those respondents being offered a \$10 gift card will be asked the following statement>  
 Please enter the email address where you would like us to send your \$10 gift card for completing the survey. The email address you provide will be used **only** to send your gift card \_\_\_\_\_

