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 BUSINESS LEADERS>

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

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12. Military
13. Non-Profit
14. Real Estate
15. Retail/Wholesale
16. Other (specify)

Q2. At which level(s) of education are you, in conjunction with your business, currently involved? (Read list. Ask respondent to select only one.)
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. Select your primary state of employment: **<Participants who do not select at least one of the 5 REL SOUTHWEST states will 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. How would you best describe the geographic location of your business? (Read list. Select all that apply)
1. Rural
2. Suburban
3. Urban
4. Don't know

Q7. Prior to this survey, how aware were you of the Regional Educational Laboratories, also referred to as the REL Network? (Read scale. Select all that apply)
1. Very aware
2. Somewhat aware
3. Neither aware nor unaware
4. Somewhat unaware
5. Very unaware

Q8. How aware are you of SEDL (also referred to as the Southwest Educational Development Laboratory)? (Read scale. Select all that apply)
1. Very aware
2. Somewhat aware
3. Neither aware nor unaware
4. Somewhat unaware
5. Very unaware

Q9. How aware are you of REL Southwest or SWREL (also referred to as the Southwestern Regional Educational Laboratory)? (Read scale. Select all that apply)
1. Very aware
2. Somewhat aware
3. Neither aware nor unaware
4. Somewhat unaware
5. Very unaware

Q10. Do you use/refer to educational research?
1. Yes **<SKIP TO Q12>**
2. No

Q11. 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 to my job.
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 to my job.
6. Other (Specify)

<SKIP TO Q19>

Q12. 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))
5. Testing/Assessment
6. Social issues affecting education (e.g., Teenage pregnancy, child obesity, etc.)
7. Other (Specify)

Q13. Why do you use/refer to educational research? (Read list. Select all that apply.)
1. To better perform my job functions
2. To stay informed of education issues in which I am interested
3. To make decisions
4. To ensure that educational products/curriculum that are implemented (or are being implemented) are research based
5. Other (Specify)

Q14. Complete the following by selecting one of the following choices. "When I come across any educational research, I generally …(Read list. Select only one.)
1. assume it to be of the highest quality."
2. do not make any assumptions until I have reviewed it."

Q15. Generally, after reviewing a research report on education, how comfortable do you feel in deciding on its quality? (Read scale. Select all that apply)

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

Q16. Overall, how satisfied are you with the **quality of education research** that is currently available on topics that are important to you? (Read scale. Select all that apply)
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

Q17. How satisfied are you with the **relevancy/applicability of education research** that is currently available? (Read scale. Select all that apply)
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. How do you become aware of educational research? (Read list. Select all that apply.)
1. Internet
2. Colleague(s)
3. Friends who are educators
4. Direct mail/Email
5. Professional organization(s)
6. Research provided by educational institution/school district of involvement
7. Library
8. Academic publications/journals
9. Newspapers
10. Conferences
11. Education publisher(s)
12. US Department of Education website/Institute of Education Sciences (IES) website
13. National Center for Educational Statistics (NCES) publications
14. State Department of Education website
15. Regional Educational Laboratory website/publications
16. What Works Clearinghouse (WWC)
17. Local education agency (LEA)
18. Comprehensive Assistance Centers
19. Other (Specify)

Q19. 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					
	Legal Issues for Teachers/Administrators/Students (e.g., liability, teacher/student rights, harassment)					
	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)					
	Science					
	Special Education & Disabilities					
	Teacher Incentive Pay					
	Technology in Learning (e.g., use in professional development, instruction, & infrastructure)					

Q20. Please specify any other education issues/research topics that relate to improved academic performance and are important for you: _____

Q21. 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. _____

Q22. 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

Q23. Please provide your professional contact information (*optional*). (Note: Please provide your professional information.):
- Name:
- Name of employer:
- State:
- Zip:
- Phone:

<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_____