FY 2013 Research Projects

Drexel University: Recent Alumni Survey (April – July 2013). This telephone survey was designed to understand more about the post-college experiences of recent graduates; specifically, key measures of employment, post-graduate education, and satisfaction with how Drexel prepares students for life after college. Survey results are being used to create and refine programs for current students, help ensure that Drexel provides the best possible support to its most recent alumni, and provide guidance for conducting future alumni surveys.

Elizabethtown College, School of Continuing and Professional Studies: Masters in Strategic Leadership Market Evaluation (July – September 2013). This research assessed demand for a Master’s of Strategic Leadership program among students and employers. The study was conducted in four parts, and included: 1) an analysis of labor and industry statistics to provide information about the local labor market; 2) an online survey of Elizabethtown College students and alumni to gauge interest in such a program; 3) an online survey of area employers to measure perceived need; and 4) in-depth interviews with employers to provide additional context about employer needs. Results are being used to guide the development of the new Master’s Degree program, including areas of specialization within the program.

Franklin & Marshall College: All Projects (July 2012 – June 2013). During FY13, the Center conducted many different research projects for various departments and groups at F&M, including the Board of Trustees, the Ware Institute, the Faculty Center Advisory Board, the Curriculum Subcommittee, the Office of the Provost, and the Department of Biology. In addition, we carried out five F&M College Polls. Among the most important research were evaluations for the Howard Hughes Medical Institute Bioinformatics grant programs, and a partnership with Professor Kirk Miller on genetic research among the Amish of Lancaster County, also funded by HHMI. Read descriptions of all FY13 research projects for F&M.

Fulton Theatre: Youtheatre Evaluation (July 2012). Youtheatre is designed to help participants develop their appreciation for and knowledge of theater and build performance skills, while also fostering their personal and social development. The program serves as a catalyst for positive change in the lives of its participants, who are at-risk, disabled, and disadvantaged teenagers. Members create and present an original work based on an issue that is significant to them. The Center evaluates the program in two ways. First, each participant completes a self-assessment form that measures theatrical knowledge, self-esteem, social skills, and social anxiety. Second, an expert judge assesses each participant’s performance skills. These assessments are given at both the beginning and end of the program. Results are used to demonstrate the success of the program to grant funders, and to make program changes as necessary.

Fulton Theatre: Building Bridges Program Assessment (January – May 2013). Building Bridges teaches literacy skills to preschoolers through creative dramatics. Since 2009, the Center has conducted an annual program assessment to evaluate its impact, track successes, and note areas for improvement. Each year we measure the children’s literacy, dramatic, and social and emotional skills at both the beginning and the end of the program. Because of the young age of the children, classroom teachers and teaching artists complete evaluations in addition to worksheets completed by the children. Assessments are also administered to a comparison group of non-participating students. Results indicate that program participation contributes to gains in students’ literacy, creative arts, and social and emotional skills beyond what would normally be expected as a result of growing older. Evaluation results are used to demonstrate the program’s success to grant funders, and to make needed changes to the curriculum.
**Holleran Consulting and the Greater Waterbury Health Partnership: Community Health Needs Assessment (April – June, 2013).** This telephone survey was designed to identify community health needs in the greater Waterbury, Connecticut area. The Center administered a version of the Behavior Risk Factor Surveillance System survey designed by the U.S. Centers for Disease Control to 1100 adults living in or near Waterbury. Questions focused on the health status and health behaviors of residents, asking about nutrition, exercise, chronic illness, smoking, access to doctors and healthcare facilities, insurance coverage, mental health, and other health-related issues. The Greater Waterbury Health Improvement Partnership is using the results to help develop effective plans to improve community health.

**LancasterARTS and the Lancaster County Community Foundation: Arts and Culture Opportunity and Impact Surveys (July – August, 2012).** These annual telephone surveys seek to assess Lancaster County residents’ engagement with the arts by asking what arts activities they participate in and attend, whether they encourage people from outside the county to visit Lancaster arts and cultural sites, and whether they believe Lancaster County is culturally distinctive. The surveys build on an extensive study, completed in 2009 with F&M’s Local Economy Center, of the cultural and economic impact of the arts in Lancaster County. Survey results are being used to develop programs that will benefit Lancaster’s arts community as a whole, and also to demonstrate to community residents and leaders that the arts have economic value, help the community in numerous ways, and are worthy of support.

**Lancaster General Health: Human Appearance Center Study (July 2012).** This research was designed to assess Lancaster County residents’ reactions to and interest in a facility that would provide treatment for appearance-related disorders, along with services designed to improve quality of life for patients. For the study, we conducted both in-depth interviews and a telephone survey of area health-care decision makers, asking their opinions about the human appearance center concept, likelihood of use, interest in cosmetic and other procedures, and barriers to using such a center.

**Lancaster General Health: Community Transformation Grant Research (July 2012 – June 2013).** The Center is LG Health’s research and evaluation partner for this prestigious five-year grant from the U.S. Centers for Disease Control. Since 2011, we have been directing two major components of the program: data collection and analysis and program evaluation. During FY13, we conducted a Health Policy Scan to identify structural impediments to healthy living within the community and reveal opportunities to address these issues. This online survey of 110 local organizations—governments, healthcare providers, school districts, and businesses or nonprofits with 125 or more employees—focused on assessing their policies related to smoking, exercise, diet, health benefits, and related topics. The Center’s director, Berwood Yost, presented the survey results at the Lancaster Health Summit in May 2013. Read a case study of this research.

**Lancaster General Health: Brand Image Assessment (January – May 2013).** This extensive study used three consumer focus groups, a consumer telephone survey, an online LG Health employee survey, and an online survey of both Lancaster County and Pennsylvania physicians to identify 1) current perceptions of LG Health as a hospital/health system and community partner; 2) key drivers in consumer selection of a hospital/health system; and 3) LG Health’s current brand identity. The Center’s analysis compared the 2013 data with data collected for similar research in 2008. Results are helping LG Health develop programs and outreach to better serve consumers, physicians, and employees.

**Lancaster General Health: Trend Study (August 2012 – June 2013).** This study, first conducted in 2011, measures Lancaster County residents’ awareness and images of local hospitals, facilities and health systems; perceptions of the quality of care provided by local hospitals and facilities; and consumers’ hospital preferences and actual use. Interviewing took place monthly from August 2012 through June 2013. LG Health is using the information to help improve its position in relation to other area health care systems.
**Lancaster General Health: Sleep and the Common Cold Study (January – May 2013).** This research, also conducted in 2009 and 2010, assesses the relationship between the amount of sleep during the first two days of a cold and symptom severity at one week. F&M students are selected at random to participate. Interested students fill out an enrollment questionnaire and are told to call the Cold Hotline within 24 hours of onset to report any cold symptoms. Those identified as suffering from an upper respiratory infection complete a Sleep Survey and Cold Symptom Daily Diary, using an online-based interface, every day for seven days. The diaries capture information about sleep duration, use of cold medicines, exercise, and cold symptoms. Our analysis to date has found that the amount of sleep on days one and two of a cold correlate with a change in symptoms. One week after a cold’s onset, there is a seven percent reduction in symptoms for each hour’s sleep on day one and two. Our conclusions are that getting more sleep the first two days of a cold lessens symptom severity within a week.

**Main Line Health: Consumer Insight Tracking Surveys (November 2012 – March 2013).** This annual research, begun in 2007, is designed to help Main Line Health gauge the competitive position of its hospitals and health centers. The surveys capture information about consumer awareness, hospital reputation, and patient preference. Data is analyzed geographically, by five different market areas, and demographically. Each year, approximately 2,500 healthcare consumers who live in the greater Philadelphia metropolitan area are interviewed. Over time, multiple surveys have allowed the Center to track Main Line Health’s position relative to competitors on such measures as facility usage, consumer loyalty, and quality perception. Read an in-depth case study of this research.

**North Museum: Franklin & Marshall College Faculty Survey (June – July 2013).** This online survey was part of the North Museum’s effort to gather information and ideas to inform the Museum’s future renovation, exhibit, and program plans. The Center surveyed F&M faculty about their awareness of what the North Museum does today, and possible future connections between F&M faculty members and the Museum. In our reporting, in addition to providing a list of each question and the percentage of responses for each response category, we provided analyses of correlations between questions and differences between groups based on faculty status.

**The Pennsylvania Insurance Fraud Prevention Authority and PPO&S: Consumer Knowledge of Insurance Fraud Surveys (January – February 2013).** Since 2008, the Center has been conducting advertising effectiveness research for IFPA’s ongoing insurance fraud awareness and prevention campaign, originally launched in 2009. In designing the campaign, IFPA relied heavily on baseline research conducted by the Center in 2008. Follow-up research to measure the campaign’s effectiveness was conducted in both 2010 and 2013. For each survey, 1000 adult Pennsylvanians have been interviewed. Results have been used by IFPA to design new elements for the campaign and to demonstrate the success of the campaign to stakeholders, including the Pennsylvania Legislature. Read a case study detailing the Center’s ongoing work with the PA Insurance Fraud Prevention Authority.

**School District of Lancaster: Survey Research and Grant Program Evaluations (July 2012 – June 2013).** As the evaluator of record for the district, the Center conducts in-depth evaluations of the SDoL’s many federal, state, and local grant funded programs each year. In FY13, these included Title I, 21st Century Community Learning Centers, the Workforce Investment Board, Gaining Early Awareness and Readiness for Undergraduate Programs, Early Reading First, and Readiness and Emergency Management Services. The evaluation tools used by the Center are varied and extensive. Since 2006, we have worked closely with the district to develop customized data collection methods, and each year we gather data on student demographics, test scores, grades, disciplinary actions, and other information as necessary for a particular evaluation. In addition, we conduct annual parent, teacher, and student surveys, along with pre- and post-tests of student learning and growth. Depending on the program being evaluated, classroom visits may be
part of the evaluation process. Reports are made to the superintendent, the school board, and program directors, and are incorporated into the districts required reports to grantors. Read more about the Center’s partnership with the School District of Lancaster.

**Schuylkill Health: Employee Satisfaction Survey (October 2012).** This online survey was designed to assess overall work satisfaction among employees of Schuylkill Health, particularly their engagement with the organization, opinions about their work environment, and feelings about the quality of their work life. The Center’s analysis described responses to individual survey items as well as noting differences among employees of Schuylkill’s major work locations. Results are being used to guide decision-making about workplace programs and policies, benefits, work flexibility, and communications procedures.

**The Pennsylvania Institute of CPAs: Member Survey (September – October 2012).** This online survey was created to identify the economic, business, and political trends affecting the economies of New Jersey and Pennsylvania according to the certified public accountants living in each state. Questions were designed to assess perceptions of the business climate within each state, along with the fiscal health of the U.S. Government. Survey respondents were primarily CPAs in public accounting, all members of either the New Jersey Society of Certified Public Accountants or the Pennsylvania Institute of Certified Public Accountants. Results of the poll were distributed to the press to demonstrate CPAs as business thought leaders, and to members to share with their clients and colleagues.

**Wellspan Health: Monthly Outpatient Satisfaction Surveys (July 2012 – June 2013).** These monthly surveys, begun in 2008, measure patient satisfaction with Wellspan’s outpatient facilities, including laboratories, imaging facilities, and specialty clinics. The Center designed the surveys to track consumer perception over time and provide Wellspan with the information it needs to improve patient care and satisfaction. Each month, we interview 400 – 500 patients who recently visited one of Wellspan’s facilities about their experiences during their visit. Results are reported to Wellspan’s senior management on a monthly, quarterly, and yearly basis. The Center uses its most experienced interviewers for these surveys, all of whom have had additional training specific to the requirements of these highly personal interviews. Read a case study of this research.

**Wellspan Health: Employee Satisfaction Survey (October 2012).** This annual survey, first conducted in 2000, is designed to provide Wellspan with information about employee perceptions and satisfaction. The surveys track changing employee opinions over time, and the wealth of data gathered allows for detailed and in-depth analyses. Over the years, survey results have been used by Wellspan management to address concerns and make changes in many different policy areas, from Human Resources concerns—such as employee morale, compensation, and workload—to patient care and satisfaction, to marketing issues. Survey questions assess general employee satisfaction, as well as satisfaction with supervisors and work groups, workload and workspace, management, and the organization as a whole. Read a case study of the Wellspan Employee Satisfaction Research.

**Wellspan Health: Home Infusion Patient Satisfaction Surveys (July 2012 – June 2013).** These monthly telephone surveys measure patient satisfaction with Wellspan’s home infusion services. Interviews are conducted with patients currently receiving home nursing care who need intravenous medication. The surveys track patient satisfaction with medication delivery procedures, customer service, and nursing care, in order to provide Wellspan with the information it needs to improve home infusion patient care and satisfaction. Each month, we interview up to 25 patients and report results electronically to Wellspan’s senior management. The Center uses its most experienced interviewers for these surveys, all of whom have had additional training specific to the requirements of these healthcare-related interviews.
**Wellspan Health: Brand Image Surveys (June – July 2013).** This research, first conducted in 2003, is designed to assess the competitive position of Wellspan’s facilities and services. For each survey, approximately 2000 healthcare consumers living in Wellspan’s service areas in Central Pennsylvania are interviewed by telephone. Questions cover the health system’s brand image, consumer use of its hospitals, outpatient facilities, and services, and public perception of its community involvement and advertising. The Center has conducted this survey every 12 – 24 months. This allows Wellspan to track changing images and perceptions over time, and use the data and information to facilitate strategic planning, improve public perception, increase use of its facilities and services, and improve patient satisfaction.

**WITF: Donor Survey (August 2012).** This telephone survey of WITF members sought to gauge assessed long-term donor behavior and motivation, and identify differences in attitudes and demographics between recently lapsed members and current members. WITF provided a list of current and lapsed members; interviews were conducted with 257 current and 255 lapsed donors. WITF is using the data and information to help design fundraising efforts to retain current members and better engage lapsed members so that they might rejoin the organization.

**WITF: Healthcare Reform and Experience Surveys (September – October 2012).** This extensive research was designed to evaluate the impact of the community education partnership of WITF, Wellspan Health, Pinnacle Health, and Lancaster General Health. The Center’s research has served as a baseline for developing programming for, and measuring the influence of, both the Facing Cancer Together and Transforming Health public education campaigns developed by the partnership. In FY13, the Center conducted two surveys for the Transforming Health campaign: a telephone survey of residents of Central Pennsylvania, and an online survey of WITF members. These surveys focused on consumer knowledge about the forthcoming national changes in health care delivery and payment, and assessed consumer attitudes and opinions about an individual’s role in the management of his or her own health. Results are being used to refine the messages of the Transforming Health campaign, and to develop new programming. Read more about the Center’s research on behalf of the WITF and the Community Education Partnership.