

## **IV. PROCEDURES & METHODOLOGY**

The task force modified the standard survey instrument to make it specific for Kewaunee County. The questionnaire is divided into two parts (Part A and Part B) and contains 12 categories:

- I. History and Status of Present Location
- II. Nature of Business
- III. Physical Specifications of Plant
- IV. Markets and Customers
- V. Competitors
- VI. Future Plans
- VII. Labor and Manpower
- VIII. Assessment of Government Services (Infrastructure)
- IX. Financial Matters
- X. Energy Matters
- XI. Community Linkage
- XII. Overall Impressions

The Kewaunee County task force developed a list of businesses to interview. Firms participating in the study ranged in size from 4 to 438 employees.

Both objective and subjective questions are included in the survey. The majority of the data was collected in personal interviews with the chief executive officers (CEOs) of participating companies using Part A. Part B, containing questions requiring detailed information about operational matters, was sent to each CEO ahead of the interview date to allow sufficient time to obtain accurate figures. The completed Part B was collected at the time the personal interview was conducted.

### **A. DATA COLLECTION PROCEDURES**

Interviewers were selected who had experience with the business community. Due to the confidential nature of the survey questions and the fact that the overall success of the project was heavily dependent upon the effectiveness of each volunteer, the task force gave careful consideration to choosing the individuals who were to perform in this capacity.

The volunteers participated in training sessions, which were conducted by the Wisconsin Department of Commerce. A second training session was conducted by the project manager for those unable to attend the first session. The training sessions are designed to orient the interviewers to the business retention program, the survey instrument, the interview process, financial and technical aids available to business, and the strict confidentiality of the project. The interviewers were charged with recording the subjective as well as objective information obtained during the interview.

A letter was sent to the CEOs of all identified businesses in Kewaunee County explaining the program and urging each individual to participate. Shortly after the letters were received, the volunteers made an appointment for a personal visit with the CEO assigned to them. A total of 35 questionnaires were completed.

## B. DATA ANALYSIS

The interviewers returned each completed questionnaire to Ron Yesney, project manager. Based on the interviewer's written comments and preliminary inspection by the project manager, businesses requiring immediate attention were identified. Questionnaires were returned to the Wisconsin Department of Commerce for data entry and analysis of the objective as well as narrative questions.

## C. CONFIDENTIALITY

Due to the in-depth nature of the survey questions, confidentiality was strongly emphasized throughout this project. Interviewers were selected on this basis and confidentiality was stressed during the training session. Once the interviews were completed, only the task force members and the Wisconsin Department of Commerce employees working on the project had direct access to the individual questionnaires.