

## **MINUTES**

### **Central District Resource Management Team December 21, 2006**

Present: Sue Buck, Jackie Carattini, Don Genrich, Tammy Hansen, Mark Hilliker, Gary Itzkowitz, Peter Manley, Dan Renzoni, Lesly Scott, Jennifer Brindley  
Absent: Jeff Hoffman, Sue McConnell

#### **Discussion on Central District Program Planning/Strategic Planning Process in 2007**

Members of the Resource Management Team met with the Department Heads on December 13 to talk about the needs assessment process. Would like to complete it as quickly and easily as possible and to have each county using the same surveys. Also discussed using the one-time funds to help cover the costs.

Gary Itzkowitz, UW-Stevens Point Community Research Center, joined today's teleconference to give advice on different types of surveys. He also went over what the Community Research Center could offer.

With phone surveys, responses are entered as they're being conducted, so you can stop once you've reached your goal of survey participants. Costs would depend on how many surveys need to be done in each county. Costs could get prohibitive. Volunteers can be recruited to make the calls, which would save on costs. Can buy phone lists or use the phone book. Best times to call are between 5:30-8:00 pm. Don't have to worry about the Do Not Call list when calling for research purposes. Cannot call cell phones. According to Gary, to get the number of responses needed, the survey would run for a week (Monday through Thursday) from 5:30-8:00 with seven volunteers each day. An alternative would be four days, different day each week for four weeks.

If using mailed surveys, the response rate is usually pretty low. More surveys than needed would have to be mailed out. Counties could enter the data and the Community Research Center would do the analysis.

One way to do this needs assessment is to have a larger, district-wide survey along with county-wide surveys. A way to save on the cost would be for the Community Research Center to conduct the district-wide survey and each county doing the county-wide ones. The counties can use either the phone format or mailed surveys if the questions asked are the same. They don't all have to use the same format; the results will be comparable. Lesly Scott, Central District Administrative Intern, volunteered to assist in the process.

Costs – Briefly discussed what the costs could be if working with the Community Research Center. The district-wide survey could be about \$5000. There is also a charge for analyzing county data. Gary will put together a proposal in order to have a better grasp on the cost. Mark Hilliker will work with Gary to have the proposal completed in time for the January 26 Resource Management Team teleconference. Discussed how much of the approximately \$25,000 available in one-time funds we would like to use for this process. Decided to hold off on setting an amount until we have Gary's proposal. Will decide whether to use all the funds for this project or hold some for innovative grants during the January 26 teleconference. If the grants are offered, will have a March deadline instead of the current February 2 deadline.

Mark has an example of a survey used previously by the Community Research Center and he will email it to the Resource Management Team and Department Heads.

Discussed taking the information learned through the district- and county-wide surveys and using this as a basis for focus groups in the counties to enhance the information for the needs assessment/strategic planning.

**Adjourn**