

“We needed to know if many people believed some incorrect information that was being spread about where our new elementary school would be located. Patron Insight’s research put us at ease, and we won the election.”

Dr. Brenda Dietrich
Superintendent
Auburn-Washburn USD 437 (Kan.)



Single Purpose Research

You know the feeling. You’re getting e-mails. Listening to voicemails. Reading letters-to-the-editor and/or blogs. There’s an issue that has at least some people talking.

Or, you’re making plans that you think might get people talking. But, is that talk anything to be concerned about?

Find out for certain, with Single Purpose Research from Patron Insight.

Our **statistically valid telephone research of your patrons** is ideal for checking on any number of individual issues that surface during a school year.

We pair that with **an online survey of teachers, staff and (if you wish) your Board of Education** on the same topic to see where they line up with your patrons, and where they differ, and turn it all around in about two or three weeks.

It’s the fastest way to get the information you need.



What do you need to know?



Single Purpose Research

The Process

- An on-site planning meeting to identify what you need to know.
- Creation of a draft survey (up to 10 questions, including demographics and geographic location), and as many revisions as necessary to get it just right.
- Allocation of completed telephone calls to match your district's distinct population patterns, ensuring a statistically valid cross-section of responses.
- Completion of surveys with a statistically valid sample size (usually 400 completed interviews), and fielding of a similarly designed online survey to teachers, staff and Board of Education members.
- Analysis of all data for each survey, and pinpoint analysis by key demographic and geographic subgroups, allowing you to see the differences of opinion by factors such as age and where a patron lives.
- In-person presentation of the report, plus bound and electronic copies for the district to distribute as it sees fit.

The Fees

The telephone survey fee ranges from \$4,000 to \$6,500, and includes all the services described above. (The final fee is based on the length and complexity of the survey and the number of completed calls required to reach statistical significance.) The online survey of teachers, staff and Board of Education members is provided at no charge with the telephone survey, meaning the school district has complete control over the distribution of results for the staff survey. (Packages are available offering discounted rates for multiple research projects contracted for during a two-year period.)

The Results

School districts have used Single Purpose Research to secure insight into a variety of vital topics, including potential grading system changes, campaign message success, and rumor evaluation. This approach can be useful for any number of precise research needs.

References

Please tell us what you need to know through your research, and we'll connect you with references that are contemporaries in terms of district size, region, and information need.



What do you need to know?