



KENNESAW
STATE UNIVERSITY

A.L. Burruss Institute of
Public Service and Research

2017-2018 **YEAR IN REVIEW**



ABOUT THE INSTITUTE

For over thirty years, the Burruss Institute has provided applied research services to organizations throughout the state of Georgia and nationally. The Institute houses a group of skilled researchers with many years of experience designing and conducting research projects that meet client needs and expectations.

We have been fortunate to work with a variety of organizations that have chosen the Institute to provide data to inform their planning and decision making efforts. Agencies from different public service areas including education, public health, and planning have chosen the Burruss Institute for their research needs. Project sponsors range from government organizations such as federal departments, state agencies, and city and county governments to nonprofit organizations, private enterprises, and independent researchers.

The following narrative contains examples of projects the Institute completed between 2017 and the first half of 2018, as well as descriptions of services the Institute provides. The Institute can provide turn-key services from start to finish or tailored services at each phase of the project. To find more information about the Institute and its capabilities, please visit our website at www.burruss.kennesaw.edu.

SERVICES

The Burruss Institute offers a wide range of services capable of meeting the demands of the most challenging research projects. Research design and data collection services are provided using scientific methods that conform to industry standards and best practices. Organizations can be confident in using their data for planning, evaluation, or reporting purposes.

Survey Research

Planning, designing, and conducting surveys is one of the main functions of the Institute. Staff develop surveys based on client input and scientific methods to ensure that questions measure what they are intended to measure. Surveys can be administered using several methods including paper and pencil, online, and telephone. A combination of survey methods may be used to increase response or to increase the representativeness of the sample.

Program Evaluation

Evaluation helps organizations know whether a program is functioning as intended and if program outcomes are achieved. Some organizations may not have an evaluator on staff and many funders require or suggest grantees use an external evaluator. Institute staff work with program staff to develop evaluation plans and track progress at prescribed intervals to ensure that programs are achieving their goals. The Institute provides status reports throughout the year to help programs measure progress and summative evaluation reports that detail a program's success.

Strategic Development

Organizations are often in need of data to understand the needs of those they serve, to direct future planning, or to guide decisions. The Institute is able to conduct custom research projects to collect data from secondary sources and original data sources. Examples of these services include needs assessments, focus groups, and strategic planning.

Training and Facilitation

The Institute is able to provide training for organizations on various issues by drawing on faculty from the university who are up to date on the latest developments and industry best practices and standards. The Institute also offers meeting facilitation services to ensure that meetings progress smoothly and are productive.

COMMUNITY ENGAGEMENT

The Burruss Institute has long been a place that serves the campus community as well as the University's neighbors in metro Atlanta. The work of the Institute provides services to counties and cities in the metro area in an effort to inform elected officials and administrators with the latest data so that they can better serve the citizens of their jurisdiction. The Institute assists campus faculty and organizations through research support, grant and proposal development, training, and shared use of equipment, software, and facilities. Many students from KSU and other universities have found rewarding and educational opportunities at the Institute. Students are able to gain hands-on experience while working with staff on research projects. Students learn different methods of data collection, are able to work with staff while learning tools and software used to analyze data, and contribute to reports and presentations. Opportunities for students are extended through internships, graduate research assistantships, and student assistantships. Information pertaining to the Institute's community engagement efforts from 2017 through the first half of 2018 are below.

Nearby Community
Projects

25

KSU Faculty and
Staff Engagement

16

Student Research
Assistants and Interns

76



Mike Rowicki
Deputy Director, Fulton County

The Institute continues to be an incredible partner with Fulton County. The staff is always open to our ideas and provides us with the guidance that we need to produce an end product that provides the best data possible.



Brian Lawler
KSU Faculty Member

The Burruss Institute was instrumental in our successful proposal and evaluation of two grants. The success of this collaboration led to the development of a \$1.2 million proposal to recruit and prepare high school mathematics teachers.

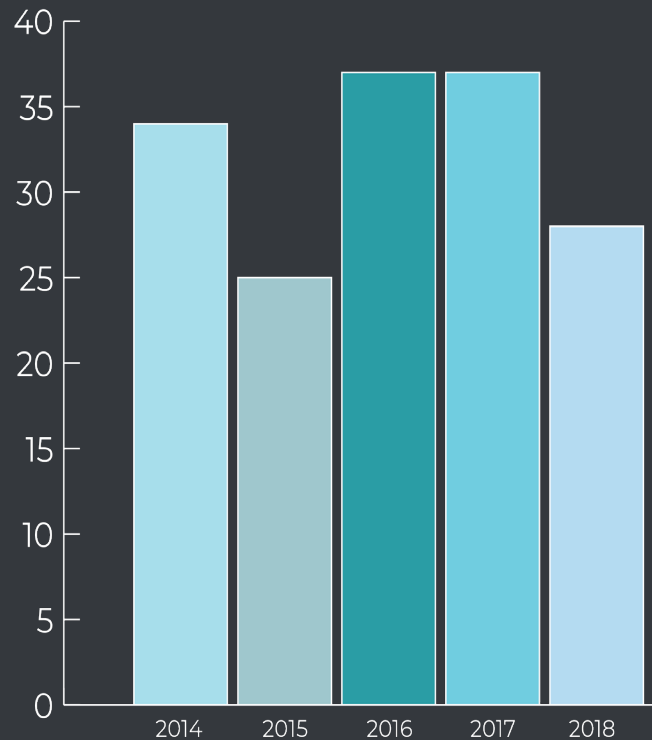


Sarai Bauguess
Intern

I got into a master's of psychological science at Shippensburg University partly due to my work at the Burruss Institute. The opportunities that Burruss has given me has allowed me to work on real-world data and expand my research skills.

SCOPE OF PROJECTS

The projects completed by the Burruss Institute between 2017 and 2018 were conducted for a wide range of clients. The variety of capabilities housed at the Institute enables staff to provide services to clients from different sectors and levels of government. Projects range in scope from small program-based populations to statewide initiatives to collect data from samples that are representative of Georgia's population. The figure to the right shows the number of client sponsored projects completed by the Institute between fiscal years 2014 and 2018. The map on page six shows the number of projects completed by the Institute and the geographic distribution of where projects were completed from 2017 through the first half of 2018. Below are descriptions of the clients who utilized the Institute's services and the types of projects they sponsored.



Government Agencies

Clients from government agencies include the Georgia Department of Community Affairs, the Atlanta Regional Commission, and the Georgia Department of Public Health. These projects include telephone surveys, paper surveys, and program evaluation services.

Counties

The Burruss Institute worked directly with county governments including Cobb County, Douglas County, and Fulton County. These clients utilized the Institute's services to conduct telephone and online surveys and to evaluate educational programs.

Cities

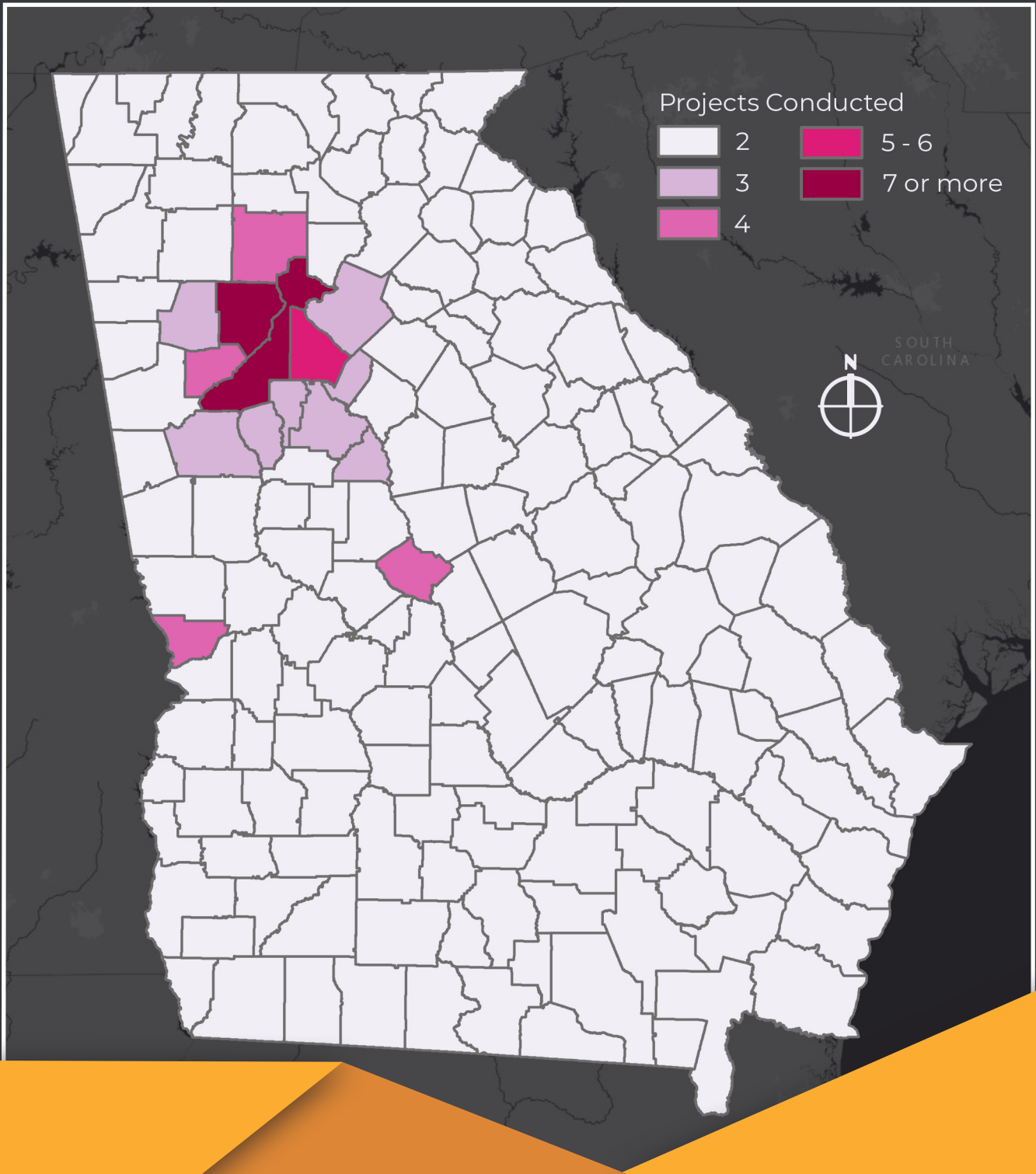
The cities of Columbus, GA; Dunwoody, GA; and Johns Creek, GA contracted with the Institute to provide telephone and/or online survey services and training services.

Nonprofit Organizations

Nonprofit organizations that utilized the Institute include the Council on Alcohol and Drugs, Georgia Science Teachers Association, Georgia Council for the Social Studies, Street Smart Youth Project, U.S. Conference of Catholic Bishops, and the Youth Empowerment through Learning, Leading, and Service. Projects completed for these clients include telephone and online surveys and evaluation of several different program types.

Universities

Assisting universities and investigators in their research needs enabled the Institute to work on projects with Albany State University, Columbus State University, Fort Valley State University, Kennesaw State University, the University of Georgia, and Wright State University. The Institute completed telephone surveys and program evaluations in support of research projects from universities.



THE SCOPE OF PROJECTS COMPLETED BY THE INSTITUTE SPANNED THE ENTIRE STATE OF GEORGIA DURING **2017-2018**

GOVERNMENT AGENCIES

Georgia Department of Community Affairs: Point-in-Time Homeless Count

As part of Georgia's Unsheltered Homeless Point-in-Time Count, the Burruss Institute developed scannable paper surveys designed to gather data pertaining to homeless individuals. The Institute scanned collected surveys from around the state to create a dataset of survey responses. In partnership with the Center for Statistics and Analytical Research, the data was then cleaned and analyzed to determine factors that affect unsheltered homeless individuals in Georgia. This biennial point-in-time census is conducted nationwide during a single day in January and is mandated by the U.S. Department of Housing and Urban Development. The data is collected from individual states and is used to study the homeless in the United States and help direct programs to end homelessness.

Atlanta Regional Commission: Metro Atlanta Speaks Survey

The Atlanta Regional Commission (ARC) commissioned the 2017 Metro Atlanta Speaks (MAS) Survey to understand what residents perceive to be the strengths and weaknesses of the Atlanta region. This helps community leaders in both elected and private positions know more, with emphasis given to transportation, economy, local and regional education, neighborhood and regional quality of life, and aging. The Institute was contracted to survey 5,450 adult residents in the metro Atlanta area by telephone. The respondents were stratified by the 13 Metro Atlanta counties included in the survey as well as the City of Atlanta. A breakdown of the results for the region as a whole and the individual counties was provided to the ARC. The Institute also conducted the MAS Survey in 2016, 2015, and 2013.

Georgia Department of Public Health: City of Atlanta Tobacco Free Survey

The Georgia Department of Public Health (DPH) contracted with the Burruss Institute to survey residents of Atlanta about tobacco use in public areas and at work. The Institute surveyed 650 randomly selected adults (18 years of age and older) residing in the City of Atlanta by telephone in the spring of 2017. The study examined exposure to secondhand smoke in the workplace and public spaces, as well as resident opinions on what public spaces should allow the use of tobacco products.

Department of Public Health Rape Prevention and Education Program Evaluation

The Department of Public Health (DPH) commissioned the Burruss Institute to provide data collection services as part of the evaluation of their Rape Prevention and Education (RPE) program. Georgia's RPE program is part of a national effort spearheaded by the Centers for Disease Control and Prevention. The goal of RPE is to prevent sexual violence in youth, ages 10-19, through prevention strategies that lead to sustained behaviors that minimize risk. The Burruss Institute worked with KSU faculty and the DPH to program two machine scannable evaluation instruments, one focusing on the Step Up. Step In. (SUSI) awareness campaign and one focusing on Safe Dates. The Burruss Institute scanned the returned surveys and provided the dataset to KSU faculty from the Sociology Department who then prepared a final summative report.

COUNTY STUDIES

Cobb County 21ST Century Community Learning Center Evaluation

The Burruss Institute evaluated the Reach for the Stars 21st Century Community Learning Center (CCLC) program in Acworth, GA from 2016-2018. The program serves elementary school students in grades 3-8 from two elementary schools and one middle school. The Institute provided formative and summative evaluations based on the program's goals. Site visits, school record data (attendance, grades, state assessment scores, disciplinary records) and youth/parent/teacher surveys were used to measure varied outcomes. Feedback was provided to program staff throughout the year, as well as recommendations for best practices and professional development.

Cobb County Parks and Recreation Comprehensive Plan Update

In partnership with Lose & Associates, Inc. and Cobb County, the Burruss Institute conducted a mixed-mode survey utilizing telephone and online surveys to gather data in April and May of 2017 from a total of 439 adult residents about their recreational activities in order to help update Cobb's comprehensive plan. This survey focused on ascertaining what services residents would like the county to provide and how residents feel those services should be funded.

Cobb County Senior Citizen Needs Assessment

In an effort to better understand and prepare for the needs of its seniors, Cobb County Government contracted the Burruss Institute to survey 600 residents, both seniors and non-seniors. From mid-March through early May 2017, the Institute gathered 600 individual responses to the survey via phone interviews. The survey focused on multiple areas of need, including caretaking, fraud protection, age specific care, transportation needs, and senior center services. The results of this study were used to help Cobb Senior Services update its master plan.



Cobb County Travel and Tourism Economic Impact of Sporting Events

The Burruss Institute was contracted to maintain a web survey on behalf of Cobb County Travel and Tourism. The Institute was responsible for making sure the survey was properly programmed, easy to access, comprehensible, and built to deliver the highest yield possible. The survey was used to gather data to assess the economic impact of youth and amateur sporting events held in Cobb County.

Douglas County School System 21ST Century Community Learning Center Evaluation

Douglas County School System (DCSS) contracted with the Burruss Institute to evaluate three afterschool grants from August 2016 through June 2018. The goals of these afterschool programs are to improve academic achievement, increase family involvement, and engage the community. The Burruss Institute's evaluation used paper and online surveys of teachers, staff, parents, and students as well as site visits and academic outcomes. The Burruss Institute created summative year-end reports for the three grants.

Fulton County Citizen Satisfaction Survey

In 2018, the Burruss Institute partnered with Fulton County's Office of Strategy and Performance Management to gather data on key performance indicators for the county's strategic plan. In April 2015, the commission developed a plan designed to focus on seven key areas within the county: self-sufficiency, health, safety, economic, cultural, and recreational opportunities and trust in the county government. This project is a continued effort to gather data for those metrics. Topics explored in this survey included, quality-of-life, types of commercial and housing development residents would like to see in the county, and satisfaction with county services. Seven-hundred-fifty completed surveys were collected between February and March 2018. The Institute also conducted the survey for Fulton County in the fall of 2016.



CITY STUDIES



The Consolidated Government of Columbus: In-Service Faculty Training

The Columbus Parks and Recreation department utilized the services of the Burruss Institute to provide in-service training to staff members of the Community Schools Afterschool program. Columbus Community Schools provides scholastic and recreational activities for children in the Muscogee County School District. The Institute worked with KSU faculty members Drs. Douglas Bell, Barbara Blake, Raynice Jean-Sigur, and Marcella Ziegler to tailor training modules to meet the needs of the staff of the Community Schools Afterschool program. The trainings focus on child and youth development, safety, health

and nutrition, and the mandatory reporting and identification of children who may be victims of abuse and neglect. Examples of training topics covered in 2017-2018 include positive discipline, bloodborne pathogens, challenging behavior and bullying, active shooter, special needs, and medication administration. The Burruss Institute has been working with Columbus Parks and Recreation since 2011 to provide these services.

The City of Dunwoody: 2018 Community Survey

The Burruss Institute conducted an online survey of residents on behalf of the City of Dunwoody to ascertain citizen's opinions on a number of issues related to city management and services, quality of life in the city, and future planning priorities. The survey utilized a random sample of 6,000 residents who were mailed invitations to participate in the online survey. The invitations to participate in the survey included unique passwords so that each person could only complete one survey. A total of 516 completed surveys were collected and weighted based on age, gender, and education using 2016 Census data. At the conclusion of the survey, the Institute prepared a final report highlighting the findings from the study and comparing the results to previous surveys conducted in 2013 and 2015.

The City of Johns Creek: Community Survey

The City of Johns Creek contracted with the Burruss Institute to conduct a telephone survey of residents to determine whether the needs of citizens were met by the current level of programs and services provided by the city. The survey measured resident's opinions of government efficacy, quality of life, and business opportunity issues. The Institute collected over 600 completed surveys from Johns Creek citizens from April and May of 2017 and produced a final report of the findings.

Marietta City Schools: 21ST Century Community Learning Center Evaluation

Marietta City schools contracted with the Burruss Institute to evaluate the afterschool program, Moving in a “Pod”-sitive Direction. The Institute conducted site visits and surveyed students, teachers, staff, and parents. The goals of the program are to help students increase achievement in the areas of reading, math, and science, as well as help families of participating students increase involvement in the school community. A final evaluation report was created to present the program’s progress towards achieving their goals.



NONPROFIT ORGANIZATIONS

U.S. Conference of Catholic Bishops: Survey of Campus Ministers to Enhance Ministry Nationally

The United States Conference of Catholic Bishops (USCCB) sponsored a research project with Dr. Brian Starks, Associate Professor of Sociology at KSU, and the Burruss Institute to conduct an online survey of Catholic campus ministries throughout the United States. The survey was sent to ministers to collect information regarding the ministers' formation, spiritual practice and job satisfaction as well as their successes and struggles on campus. The USCCB was also interested in students: what attracts them to campus ministry, what interests them, and what concerns them. To address those questions, the Institute also conducted a survey of students attending universities with a Catholic ministry. The project resulted in the collection of 5,350 surveys from students and 1,132 ministers.

Drugs Don't Work Program Evaluation

The Drugs Don't Work (DDW) program in Georgia is a statewide effort to reduce drug and alcohol use in the workplace. It is a program of the Council on Alcohol and Drugs, a 501(c)3 nonprofit organization. DDW provides educational and training services to employers throughout Georgia. In turn, employers are able to become certified drug free workplaces, thus contributing to the reduction of drug and alcohol use. Typically, the organization partners with local chambers of commerce to provide training to chamber employees so that they can assist employers with the application and certification processes. The Burruss Institute evaluated the Drugs Don't Work program throughout 2018 by collecting and analyzing data from multiple observations of program presentations, an online survey of chamber of commerce members, and a telephone survey of participating businesses. In July of 2018, 579 responses were collected by telephone. The results of the analyses were combined into a year-end report that highlights the areas where the program is doing well and areas where members feel the program could be improved. The Institute has provided evaluation services to the Drugs Don't Work program since 2011.

Georgia Science Teachers Association and Georgia Council for the Social Studies Online Survey

In Fall of 2017, the Georgia Science Teachers Association (GSTA) and Georgia Council for Social Studies (GCSS) contracted with the Burruss Institute to conduct an online survey of Georgia science and social studies teachers. The survey was motivated by a desire to measure what effect, if any, the change in testing requirements for elementary and middle school students has had on the amount of time spent teaching science and social studies. GSTA and GCSS created the survey with input from the Burruss Institute. Responses were collected from 1,992 teachers and 275 administrators.

Marietta 21ST Century Community Learning Center at Youth Empowerment through Learning, Leading, and Service, Inc. (YELLS)

The Burruss Institute evaluated the newly awarded Marietta YELLS 21st CCLC program during the 2017-2018 school year. The program serves elementary school students in grades K-5 and high school students in grades 9-12 in the Franklin Gateway community of Marietta, GA. Burruss provided formative and summative evaluations based on the program's goals. Site visits, youth focus groups, school record data (attendance, grades, state assessment scores, disciplinary records) and youth/parent/teacher surveys were used to measure varied outcomes. Feedback was provided to program staff throughout the year, as well as recommendations for best practices and professional development.

Street Smart Youth Project Program Evaluation

The Street Smart Youth Project (SSYP) contracted with The Burruss Institute to evaluate several grants funded by Early Intervention Services (EIS), the Blank Foundation, the Atlanta Police Foundation (APF), and the Georgia Department of Behavioral Health and Developmental Disabilities Alcohol & Substance Abuse Prevention Project (ASAPP). SSYP's mission is to help at-risk youth and young adults in Atlanta via evidence-based programming, risk reduction (provision of alternatives), community outreach, case management and environmental strategies. Evidence-based programs include Life Skills, Focus on Youth (FOY), and Becoming a Responsible Teen (BART). The Burruss Institute conducted focus groups and analyzed pre-post surveys for evidence-based programs.

The Council on Alcohol and Drugs: Evaluation of Alcohol and Substance Abuse Prevention Programs

In November 2016, the Council for Alcohol and Drugs (TCAD) contracted with the Burruss Institute to conduct an evaluation of their Alcohol and Substance Abuse Prevention Program (ASAPP) activities in Region 1 and Region 3. The goals of ASAPP include reducing the age of onset of alcohol use and access to alcohol among 9-20 year olds, and reduce binge drinking and heavy drinking among 18-25 year olds.

KENNESAW STATE UNIVERSITY

Campus Bias Incidents Survey and Interviews of Students

The Bias Incidents study of students at KSU was conducted as part of a research grant issued to Dr. Gail Markle, a professor of Sociology. The online survey was conducted to collect data on students' opinions and experiences regarding incidents where possible bias was shown toward individuals or groups at KSU. Incidents of interest included bias against a person or group because of race/ethnicity, national origin, gender, gender identity, religion, age, disability, or sexual identity. Over 650 students submitted completed surveys during this project.

Campus Concealed Carry Survey

The passing of Georgia House Bill 280, known as the campus carry bill, authorized individuals to carry concealed weapons onto Georgia public university and college campuses for the first time. In order to assess the KSU community's response to this new law, professors of Sociology Drs. Jennifer McMahon-Howard, James McCafferty, and Heidi Scherer, worked with Institute staff to field an online survey. This survey measured the opinions and attitudes of students, staff, and faculty on the subject of weapons carried on campus. The survey was first conducted in 2017 and invitations were sent to a sample of 10,000 students and all staff and faculty members. This first iteration of the survey generated 1,700 responses from students and 1,565 responses from staff and faculty. All identifiers were removed from the survey results to ensure anonymity. The survey was conducted again in 2018 to measure whether opinions and attitudes had changed in the year since the bill was enacted. To ensure that all students who completed the survey in 2017 were included, the entire student body was invited to participate in the survey. This resulted in the completion of 7,250 surveys from students. Faculty and staff completed 1,761 surveys during the second iteration.

Center for Young Adult Addiction and Recovery (CYAAR): Eating Disorder Survey

The CYAAR utilized the services of the Burruss Institute to conduct an online survey of current and past students who are members of the Collegiate Recovery Community (CRC). Students who are members of CRC are considered in recovery and provide each other with support within the larger collegiate community. In response to a grant awarded to CYAAR, the online survey was conducted to assess the prevalence and stigma that may be associated with certain disorders. The survey asked general questions about various disorders and how individuals with these disorders are treated by the recovery community. The information collected during the survey was used to develop new services offered by CYAAR. Over 65 students completed surveys as part of this project.

Disability Studies and Employment Survey

As part of a research project, Dr. Linda Treiber sought the services of the Institute to conduct an online survey of students, staff, and faculty. The survey assessed how the campus community viewed people with disabilities, the importance of learning about disability-related skills in organizations, and the desirability of education and coursework in the area of disability studies. The project generated 450 responses from students and over 700 responses from staff and faculty members.

Teacher Quality Partnership Grants Evaluation

The Burruss Institute assisted KSU faculty members Drs. Kim Gardner, Belinda Edwards, Brian Lawler, and Wendy Sanchez in the evaluation of four Teacher Quality Partnership (TQP) grants. TQP Grants are professional development programs for educators in Georgia. The Burruss Institute has evaluated grants awarded to Kennesaw State University faculty members in the areas of Technology and Mathematics, and two grants in Science with other universities (Albany State University and the University of Georgia).

OTHER UNIVERSITIES

Empowered Youth of Columbus (EYC) 21ST Century Community Learning Center Evaluation

The Columbus State University EYC programs expose students to the arts and provide college and career exploration activities to help raise standardized test scores, and increase graduation and attendance rates among participating students. The goals of the Empowered Youth of Columbus program are to improve academic achievement for students participating in the program, reduce indicators for future criminal activity, and to have adult family members participate in education activities which encourage planning for their child's future for the long term. The Institute utilized online and paper surveys to collect data from parents, teachers, staff, students, as well as on-site visits. The collected data was analyzed to determine whether the programs were meeting their intended outcomes.

Fort Valley State University Survey of Southeast Produce Farmers

Dr. Liu of Fort Valley State University contracted with the Burruss Institute to survey produce farmers in the southeast. The survey area included Georgia, South Carolina, Alabama, and North Florida. The study gathered data related to the methods farmers utilize to cope with risk management and uncertainty. Respondents were also asked what marketing and financial tools they used, what risks had the biggest impact on their income, and what types of insurance they use. The survey was conducted via telephone and resulted in 721 completed responses.

Wright State University Health Status Assessment Survey

The Institute assisted Wright State University in conducting a health needs assessment survey to better understand what health needs residents felt were unmet in Green, Preble, and Miami counties. From mid-February to mid-March of 2017, the Institute collected 864 surveys via phone interviews, 240 from Greene County, 190 from Miami County, and 434 from Preble County. The survey collected information on physical and mental health, regularity of health check-ups for various needs, and barriers to care.



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