Center for Social & Behavioral Research
RESEARCH • TRAINING • SERVICE
University of Northern Iowa

FY17 ANNUAL REPORT
July 2016—June 2017

University of Northern Iowa
2304 College Street
Cedar Falls, IA 50614-0402
319-273-2105
https://csbr.uni.edu
We extend our deepest gratitude to the University of Northern Iowa, the College of Social and Behavioral Sciences, our project partners, funders, collaborators and the many students who have worked with us this last year. They have contributed significantly to all that we have accomplished. Most especially, we thank the tens of thousands of Iowans who have taken their time to participate in focus groups, interviews or complete questionnaires this year. Our success and ability to answer important research or policy questions depends entirely upon them and their willingness to share their valuable time and information.
ABOUT US

VISION: The Center for Social and Behavioral Research (CSBR) at the University of Northern Iowa will be a leading academic organization dedicated to advancing, applying, and facilitating high standards of social and behavioral research practice for a wide variety of audiences within the university and across community, state, and national arenas.

MISSION: CSBR is committed to enhancing social and behavioral research, training students and supporting scholars and public agencies through research, service, evaluation and educational activities. The center conducts original survey research, quantitative and qualitative data collection, and data analysis that inform scholarship and public policy decision-making. Objective research and consultation are provided through:

Partnership: Establishing and developing research relationships, both within the University and with external public policy makers, researchers, and not-for-profit agencies locally, and nationally; and,

Research Excellence: Designing and providing quality research and evaluation by adhering to the highest ethical standards and professional best practices.

Since its beginning in 1967, CSBR has conducted over 770 projects with over 370 of those being funded research studies on a wide variety of topics. Among these are public health, crime/safety, environment/energy, math/science education, housing/planning, and public opinion/policy priorities. Public health is the predominant area of research, including behavioral health risks, substance use disorder, tobacco use, gambling disorders, reproductive health, and maternal and child health. As a freestanding unit within the College of Social and Behavioral Sciences (CSBS), its staff members conduct original research and provide applied research services to faculty, academic institutions, nonprofit organizations and public agencies throughout the state. Research services include quantitative (survey) and qualitative study designs, sampling, survey and evaluation instrument development, data collection, data analysis and reporting. Since its inception, CSBR has collected information from over 600,000 Iowans by telephone interviewing, face-to-face interviewing, self-administered mailback questionnaires, focus groups, and online surveys. Every year CSBR provides direct research training and experience for many UNI students. The FY17 report covers activities that occurred during the period of July 2016 through June 2017 including those projects continuing from prior years.
Director’s Message

In March of 2017, CSBR celebrated 50 years in service to the University of Northern Iowa and the broader community, state and region. Although the details of the genesis are a bit murky, the story suggests that then UNI President Maucker was seeking some specific data from campus constituencies and asked survey-savvy faculty for assistance in that task. Building from instructional class survey projects and those early UNI requests, the Center expanded to include faculty-led survey project assistance to local agencies. The first formal project in 1967 was titled, “Socioeconomic Characteristics of Foster Families in Black Hawk County, Iowa.” There were six projects that year and the last one was titled, “Study of Mailed Questionnaire Validity.” Importantly, CSBR’s commitment to both applied social science and rigorous survey methods research dates back to that first year. Over the first two decades led by Sociology Professor Robert Kramer, projects focused on a wide array of topics including racial attitudes, recreation activities, housing patterns, attitudes toward pornography, community attitudes toward new freeways, radio listener surveys, views toward evolution, partner violence, and capital punishment.

The next two decades saw expansion of both number and scope of projects. In 1988 and 1989, 22 projects were completed annually through CSBR including a large United Way community needs assessment for Black Hawk County. This third decade also saw increased partnerships with local, county and state agencies including public school districts, the Black Hawk County Health Department, the Iowa Department of Natural Resources and the Iowa Substance Abuse Consortium. In 1994, under the leadership of Professor Gene Lutz, in partnership with the Iowa Department of Public Health and the Centers for Disease Control, CSBR began conducting the Iowa Behavioral Risk Factor Surveillance Survey (BRFSS) and has collected these important health data every year since then. In this project alone, over 22 years, carefully trained telephone interviewers (mostly UNI students) have spoken with over 180,000 Iowans.

In the last decade, CSBR has continued to spread its methodological wings and has embraced new modes of data collection including cell phones, online, and SMS (text) survey modes. Extending its reach to more mixed-method research approaches, the increasing need for accountability and documentation of value has shaped Center services and expertise to include program evaluation as well as qualitative methods such as in-depth interviews and focus groups. To date, CSBR has completed over 770 funded projects, many with UNI faculty partners, which have resulted in interviews and data collected from more than 600,000 Iowans by telephone interviews, face-to-face interviews, mailed questionnaires, focus groups, in-depth interviews and web surveys.

With budgets ranging between $1M to $2M annually, the staff now includes two faculty administrators, nine professional staff (six holding masters or doctoral degrees), a postdoctoral scholar, seven student research assistants and dozens of student interviewers. Most core research staff are active members of the American Association for Public Opinion Research (AAPOR) and/or the American Evaluation Association (AEA). CSBR is also a founding member of the Association of Academic Survey Research Organizations (AASRO) and was honored to host the AASRO Annual Meeting here at UNI this year in conjunction with our Anniversary. CSBR is also a Charter Member of the AAPOR Transparency Initiative (TI) which recognizes those organizations that pledge to practice transparency in their reporting of survey-based findings. As we celebrate our 50th Anniversary during 2017, we honor those who laid the solid social and behavioral science research foundation and moved us along our journey. We look forward to the next 50 years of academic excellence as we dedicate ourselves to the mission of advancing, applying and facilitating high standards of social and behavioral research practice that informs scholarship and public policy decision-making.

Mary E. Losch, Professor & Director
OUR STAFF

Mary E. Losch, PhD
Director

Sharon Cory
Secretary/Accounts

Jill Wittrock, PhD
Assistant Director

Ki Park, PhD
Senior Research Scientist

Thomas Turner
IT & Programming Specialist

Erin Heiden, PhD
Senior Research Scientist

Mary Jane Crew, BA
Field Supervisor

Eva Aizpurua, PhD
Postdoctoral Scholar

Rod Muilenburg, BLS
Associate Field Supervisor

Mitch Avery, MPP
Project Coordinator

Neal Pollock, MA
Project Coordinator

Andrew Stephenson, MS
Project Coordinator
combined project budgets } $1,630,798

$178,023 : F&A costs secured

22 research/evaluation projects & 11 funding proposals submitted

Seven articles / posters / presentations

Technical reports = 22

<table>
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<th>core</th>
<th>research</th>
<th>telephone</th>
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</thead>
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<td>interviewers</td>
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<tr>
<td>2</td>
<td>10</td>
<td>7</td>
<td>81</td>
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FY17 BY THE NUMBERS

13,381 CATI / telephone

44,025 Paper / self-administered

3,969 Online / SMS questionnaires

61,375 Total interviews / questionnaires / contacts

60,805 Quantitative interviews / questionnaires

419 Qualitative / In-depth interviews / SMS / Logs

151 Simulated Client Calls

12 Focus Groups

Data Collection By Mode
## FY17 FUNDING TYPES & AMOUNTS

### FY17 PROJECT TYPES

<table>
<thead>
<tr>
<th>Project Type</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Federal/NSF</td>
<td>4</td>
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<tr>
<td>UNI Collaborations - External Funding</td>
<td>5</td>
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<td>Iowa State Government</td>
<td>7</td>
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<td>UNI Internal Projects</td>
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<tr>
<td>Nonprofit/Local Gov't/Other</td>
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### FY17 TOTAL FUNDING AMOUNTS BY PROJECT TYPE

<table>
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<th>Project Type</th>
<th>Amount</th>
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<td>Federal/NSF</td>
<td>$951,707</td>
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<td>Iowa State Government</td>
<td>$2,500</td>
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<td>UNI Collaborations - External Funding</td>
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<td>UNI Service - Internal Funding</td>
<td>$229,069</td>
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<tr>
<td>Nonprofit/Local Gov't/Other</td>
<td>$280,274</td>
</tr>
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</table>
RESEARCH ASSISTANTS

Abigail Cobb
Sociology/Criminology, Undergraduate

Jennifer Cormaney
Social Work, Undergraduate

Mitchell Hlavacek
Public Administration/Psychology, Undergraduate

Olivia Rigdon
Psychology, Undergraduate

Matt Ruiz
Political Science, Undergraduate

Stephanie Strong
Psychology, Graduate

Allison Wager
Psychology, Undergraduate

TELEPHONE INTERVIEWER SUPERVISORS

Malakai Calhoun
Lab Facilitator
Liberal Studies, Undergraduate

Mindy Guajardo
Lab Facilitator
Psychology & Spanish, Undergraduate

Ben Whitehead
Lab Facilitator
Accounting, Undergraduate
Our telephone interviewing staff is indispensable to our project success each year. Annually, we hire, train and supervise over 50 interviewers. During FY17, we had a total of **81 interviewers** on staff over the course of the year working on multiple projects. All of these staff members were students — primarily from UNI — who worked part-time during the academic year or full-time over the summer. While many of these students are undergraduate social science majors and graduate students, they come from across the university with a host of interests and talents.

**Interviewer Majors (Includes both Grad & Undergrad)**
- Accounting
- Biochemistry
- Biology
- Communications
- Criminology
- Economics
- English Language & Literature
- Family Services
- Finance
- Geography
- Global Studies
- Interactive Digital Studies
- Interior Design
- Leisure, Youth & Human Services
- Management
- Marketing
- Movement & Exercise
- Music Education
- Networking & System Administration
- Philosophy
- Political Communication
- Political Science
- Psychology
- Public Administration
- Public Relations
- Religious Studies
- School Counseling
- Social Work
- Sociology
- Spanish
- TESOL
- Vocal Performance
UNI COLLABORATORS & CLIENTS

Disa Cornish
Health Promotion (Faculty)

John DeGroote
GeoTree (Staff)

Cindy Diel Yang
Center for Educational Transformation (Staff)

Doreen Hayek
Information Technology Services (Staff)

Elizabeth Hughes
Department of Mathematics (Faculty)

Kristine Nemec
Tallgrass Prairie Center (Staff)

Heather Olsen
Leisure, Youth & Human Services (Faculty)

Amy Petersen
Special Education (Faculty)

Vickie Robinson
(Assoc. VP for Educator Preparation)

Olly Bjorg Steinthorsdottir
Department of Mathematics (Faculty)

Jeff Weld
Director, IA Math Science Education Partnership
Biology Education (Faculty)
CSBR has worked with a number of organizational partners at the local, state, and national levels. During FY2017 our partners included:

US Centers for Disease Control and Prevention
US National Science Foundation
Iowa Department of Public Health
Iowa Department of Human Services
Iowa Math and Science Education Partnership
Governor’s STEM Advisory Council
University of Iowa Public Policy Center
University of Iowa Center for Evaluation & Assessment
Iowa State University Research Institute for Studies in Education
EyesOpenIowa
National Program for Playground Safety
Chickasaw Connections, Inc.
Youth & Shelter Services, Inc.
The Behavioral Risk Factor Surveillance System (BRFSS) is one of the world’s largest continuous surveys conducted regarding adult health risks and behaviors. The Centers for Disease Control and Prevention (CDC) have sponsored this state and national survey since 1984. The Iowa BRFSS is a multi-project, cooperative effort between the CDC and the Iowa Department of Public Health. The BRFSS monitors and tracks changes over time in health behaviors such as immunizations, exercise, nutrition, cancer screenings, alcohol and drug use, cognitive impairment, arthritis, and social support. CSBR has conducted interviews for Iowa since 1996.

UNDER CONTRACT DURING FY17 — $609,918

2016 Iowa Behavioral Risk Factor Surveillance System
- Landline (RDD) Adult Survey
- Cell Phone Survey
- Asthma Follow-Up Survey

PI: Losch
Centers for Disease Control & Prevention
Iowa Department of Public Health, Division of Tobacco Use Prevention and Control
1/16-12/16 $309,139

2017 Iowa Behavioral Risk Factor Surveillance System
- Landline (RDD) Adult Survey
- Cell Phone Survey
- Asthma Follow-Up Survey

PI: Losch
Centers for Disease Control & Prevention
Iowa Department of Public Health, Division of Tobacco Use Prevention and Control
1/17-12/17 $300,779
Since 1991, the Iowa Barriers to Prenatal Care Project has been directed by Mary Losch and asks Iowa mothers about their perinatal experiences. This project is funded by the Iowa Department of Public Health and gathers information from more than 21,000 women annually. Funded by the Iowa Department of Human Services (DHS) and ongoing since 2010, the Community Adolescent Pregnancy Prevention (CAPP) project evaluates adolescent pregnancy prevention efforts of 19 grantees across the state for our partner, EyesOpenIowa.

UNDER CONTRACT FY17 — $123,945

Iowa Barriers to Prenatal Care - FY17
Pl: Losch
Iowa Department of Public Health, Bureau of Family Health
10/16-9/17 $55,000

FY17 Evaluation of the Community Adolescent Pregnancy Prevention (CAPP) Grant Program
Pls: Cornish & Losch
Iowa Department of Human Services, EyesOpenIowa
7/16-6/17 $68,945
For several years CSBR has worked with the Iowa Gambling Treatment Program to conduct a yearly assessments of adult client outcomes for state-funded gambling treatment services. Statewide surveys of gambling attitudes and experiences of Iowa adults in 2011, 2013 and 2015 updated the state’s gambling prevalence data. CSBR has worked with the Iowa Department of Public Health, Division of Tobacco Use Prevention and Control to conduct cessation and treatment evaluation studies and in FY17 continued that work to add simulated client calls for the Quitline evaluation and implementation of the division-wide evaluation plan.

**UNDER CONTRACT FY17 — $345,302**

**Problem Gambling Treatment and Prevention Studies**
- Iowa Gambling Treatment Outcomes System
  PI: Losch & Park
  Iowa Department of Public Health, Division of Behavioral Health
  7/16-6/17  $150,000

**Tobacco Use Prevention & Control Studies**
- Quitline Iowa Evaluation
- Division Evaluation
  PI: Losch, Wittrock, Avery, & Park
  Iowa Department of Public Health, Division of Tobacco Use Prevention & Control
  7/16-6/17  $195,302
CSBR has a history of being accessible to local communities, government agencies and public organizations as a resource for scientifically sound survey research and analysis. During the past year, CSBR continued its work in the environmental sector with a new project beginning at the end of the year to assess agricultural, urban and user perceptions of the Clear Creek Watershed. In addition, CSBR has continued its partnership with the UNI Tallgrass Prairie Center to study perceptions and views of County Supervisors regarding the Integrated Roadside Vegetation Management (IVRM) program throughout the state.

**UNDER CONTRACT FY17 — $48,140**

**Clear Creek Watershed**  
PI: Losch & Stephenson  
12/16-10/17  $39,864

**IVRM Surveys**  
PI: Losch & Stephenson  
Tallgrass Prairie Center /Living Roadway Trust Fund  
12/16-10/17  $8,276
CSBR has partnered with investigators at UNI and beyond to provide evaluation expertise for multiple projects related to mathematics and science education in Iowa. These projects monitor and assess the extent to which various efforts to expand and improve math and science education and infrastructure succeed. Additions to this focus area this year include an evaluation partnership with Upper Iowa University to evaluate their efforts to include families in programming to impact retention and academic success of students in STEM disciplines as well as an evaluation of a University of Iowa NSF Noyce program to train education students in STEM careers and assistance with a Work-based Learning evaluation funded by the National Governor’s Association to Jeff Weld here at UNI.

UNDER CONTRACT FY17-$1,225,272

Evaluation of NSF-Noyce Encouraging Students to become STEM Teachers in Eastern Iowa
PI: Losch & Wittrock
NSF (Becker, NSF, UI)
7/16-6/21 $173,878 [$33,604 FY17]

Evaluation of Impacts of Family Inclusion Programming on Retention, Academic Success, and Career Trajectories of Undergraduate Students in STEM Disciplines
PI: Losch & Pollock
NSF (McCarville, NSF, UIU)
1/17-12/21 $79,053 [$14,185]

NSF I-SEE RETA EVALUATION
Navigating the Iowa STEM Roadmap
PI: Jeff Weld—CSBR work directed by Heiden
NSF (Weld, IMSEP, UNI)
8/13-4/17 $576,810 [$124,661 FY17]

Governor’s STEM Advisory Council Monitoring
PI: Losch & Heiden
Governor’s STEM Advisory Council (Weld, IMSEP, UNI)
7/16-6/17 $80,000

Work-Based Learning Evaluation
PI: Heiden
National Governor’s Association (Weld, UNI)
1/16-12/18 $26,296

ISU Plant Phenomics (P3) Evaluation
PI: Losch
NSF-ISU-UNI
9/15-8/21 $289,235 [$56,919 FY17]
ACADEMIC MANUSCRIPTS


TECHNICAL REPORTS


PROFESSIONAL SERVICE

INTERNATIONAL / NATIONAL/ STATE

World Association for Public Opinion Research
Jill Wittrock

American Association for Public Opinion Research
Mitch Avery
Erin Heiden
Mary Losch
Neal Pollock
Andrew Stephenson
Jill Wittrock

American Political Science Association
Jill Wittrock

American Public Health Association
Erin Heiden
Mary Losch

American Evaluation Association
Erin Heiden

Midwest Association for Public Opinion Research
Mitch Avery
Erin Heiden
Mary Losch
Neal Pollock
Andrew Stephenson
Jill Wittrock

Agroecology Technical Advisory Group for the Eastern Tallgrass Prairie and Big Rivers Landscape Conservation Cooperative
Andrew Stephenson

Iowa Department of Public Health, Gambling Treatment & Prevention Advisory Board
Mary Losch

Constituency-Level Elections Archive Scientific Advisory Board
Jill Wittrock

Iowa Consortium for Substance Abuse Research & Evaluation, Coordinating Committee
Mary Losch

University of Iowa College of Public Health Board of Advisors
Mary Losch

AD HOC REVIEWER

American Journal of Sexuality Education
Mary Losch

BMC Research Notes
Mary Losch

International Journal for Public Opinion Research
Jill Wittrock

Journal of Health Care for the Poor and Underserved
Mary Losch

The Journal of Politics
Jill Wittrock

Political Behavior
Jill Wittrock

Political Science Research and Methods
Jill Wittrock

Public Opinion Quarterly
Mary Losch
Jill Wittrock

Women’s Health Issues
Mary Losch
During this academic year, staff members have taken advantage of numerous professional development activities to improve their skills and increase their expertise. These include:

- Multi-day training in qualitative interviewing and analysis (all core research staff) conducted at CSBR by Margaret Roller
- Attendance at Midwest Association for Public Opinion Research (MAPOR) annual conference
- Attendance at American Association for Public Opinion Research (AAPOR) annual conference
- Attendance at the American Public Health Association (APHA) annual conference
- Attendance at the International Field Directors & Technologies Conference
- Attendance at the 2017 Behavioral Risk Factor Surveillance System Questionnaire Meeting
- Numerous AAPOR professional development webinars & workshops
- Online courses in survey design, sampling, and analysis
ACTIVITIES AND EVENTS

Panther Day at the Capitol
Director Mary Losch & Neal Pollock showcasing CSBR work to Governor Brandstad
February 2017

CSBR Celebrates Ki Park’s US Citizenship
Summer 2016

Mary Losch & Andrew Petrov (Geography) present NSF EPSCoR Findings at the Capitol
January 2017
Established in 1967
UNI research center surveys turn hunches into facts for Iowans

Thousands of Iowans are giving Robert Kramer a piece of their mind. Kramer is associate director of UNI's Center for Social and Behavioral Research, a service agency of the College of Social and Behavioral Sciences that conducts research for public and private agencies throughout Iowa.
The Center was established in 1967 with a single room, a table, a mechanical calculator and a rubber stamp for addressing envelopes. In those days it was known as the "Social Research Center." Since 1974, the Center has been located in a house at the corner of 23rd and Campus in Cedar Falls. Kramer reports to Dean Robert Morris, who is an administrative director of the Center. In addition to his work at the Center, Kramer also teaches in the Department of Sociology and Anthropology. His specialty is survey research methodology, and he's had a lot of practical experience to back up what he teaches in class.
Kramer conducted his first research project in 1963. Since coming to UNI in 1965, he has made survey research his second career. During the Center's existence, Kramer has supervised more than 300 different projects, involving nearly 70,000 people. Studies have ranged in size from small experiments with 50 subjects to statewide household surveys involving thousands of people. The diversity of the projects has kept survey research interesting for Kramer.

A variety of projects
The basic techniques that Kramer uses don't change much from job to job. What does change are the jobs themselves. One of the Center's first projects was also its biggest in terms of participants: a survey of public opinion regarding a local United Way campaign. Most Center projects involve small, statistical samples. Federal "environmental impact statements" are typical examples.

The Social Research Center
The Social Research Center at UNI provides an unusual, but much needed, service to UNI and various community agencies which are in need of the talents available in the Sociology and Anthropology departments at UNI. Significant research in areas of information not readily available from community agencies can be made possible by the public service provided by the Social Research Center.

Affordable surveys, studies to identify where real social problems exist and studies of public levels of knowledge about problems such as drug abuse are examples of the broad range of areas studied by the Center. Without the services of the Center, community agencies would have to either rely upon rumor and general gossip, or hire very costly professional agencies to do the work which the Center provides at no cost. There are many areas of social work and government policy development which require accurate readings of public needs and opinions. Law enforcement officials are particularly interested in the public's reaction to such matters as "drum" and "drug" problems. They would like to know if such a problem really exists and what the real nature of the problem might be. Certainly some one could go onto the street and ask anyone about the "drug problem" and he'd tell you some very interesting stories, but a systematic survey of public knowledge and experience is necessary in order to get the kind of reliable information about the extent and incidence of a problem, with drugs necessary for the formulation of a rational policy by law enforcement officials.

One area which was studied by the Center, the Logan Avenue Urban Renewal Project, gives another example of the need for systematic work in order to obtain reliable information for community agencies and services. Everyone has heard that urban renewal projects are intended to improve neighborhoods, but what are the actual effects upon those displaced from the project area? The study of the Center found that whites had been able to move farther away from the project area, leaving most of the blacks to housing similar to the housing they had just left, housing that was equally deteriorated. Another finding of the study made by the Center was that most of those who responded to the study experienced an increase in rent at their new residence. Findings such as these would seem to indicate that if federal housing projects are to effectively serve their purpose, time must be taken to develop phases which will either minimize or resolve these problems. Also, the information provided by the Center was probably much more revealing and accurate than common gossip or educated guess work.

Not all of the work of the Social Research Center is geared to the University community. In fact, the second priority. As many of staff members feel for the use of the Center's services, it is still possible to survey of knowledge and opinion about the Indochina War. A few of the Center's students have had the opportunity to work under the supervision of the students, as well as the knowledge about the War that is needed to indicate that the problem was of a very real nature, and educating the students that the U.S. involvement in Indochina was justified by the real need that was given to the students by holding the symposium. The Center first began its work...
CSBR THROUGH THE YEARS

1967
CSBR founded by Robert E. Kramer, Asst Prof of Sociology, housed in the basement of Sabih Hall

1969
1st externally funded study - Knowledge of social services in Black Hawk County ($500)

1970
1st study funded by State of Iowa - Attitudes toward drug abuse in Iowa (Office of the Governor)

1971
1st federally funded subaward - Airline passengers’ origin and destination survey

1972
1st social impact study of a planned urban development

1974
CSBR moves to an off-campus house on 23rd and Campus Street

1987
Riverboat Gambling Study - Citizen attitudes toward legalized gambling in Iowa before it became legal

1989
Gene Lutz, Prof of Sociology appointed Director

1991
1st collaboration with other state universities - Iowa Consortium for Substance Abuse Research and Evaluation

1993
CSBR returns to Sabih Hall and partners in 1st international collaboration, Institute for Sociology in Klagenfurt, Austria - University education in relationship to work

1994
CSBR surpasses $1 million from external funding

1999
500th study - Behavioral Risk Factor Surveillance System

2009
CSBR moves to current location on College Hill

2014
Mary E. Losch, Prof of Psychology appointed Director

2017
50th Anniversary of CSBR

Center for Social and Behavioral Research
University of Northern Iowa