

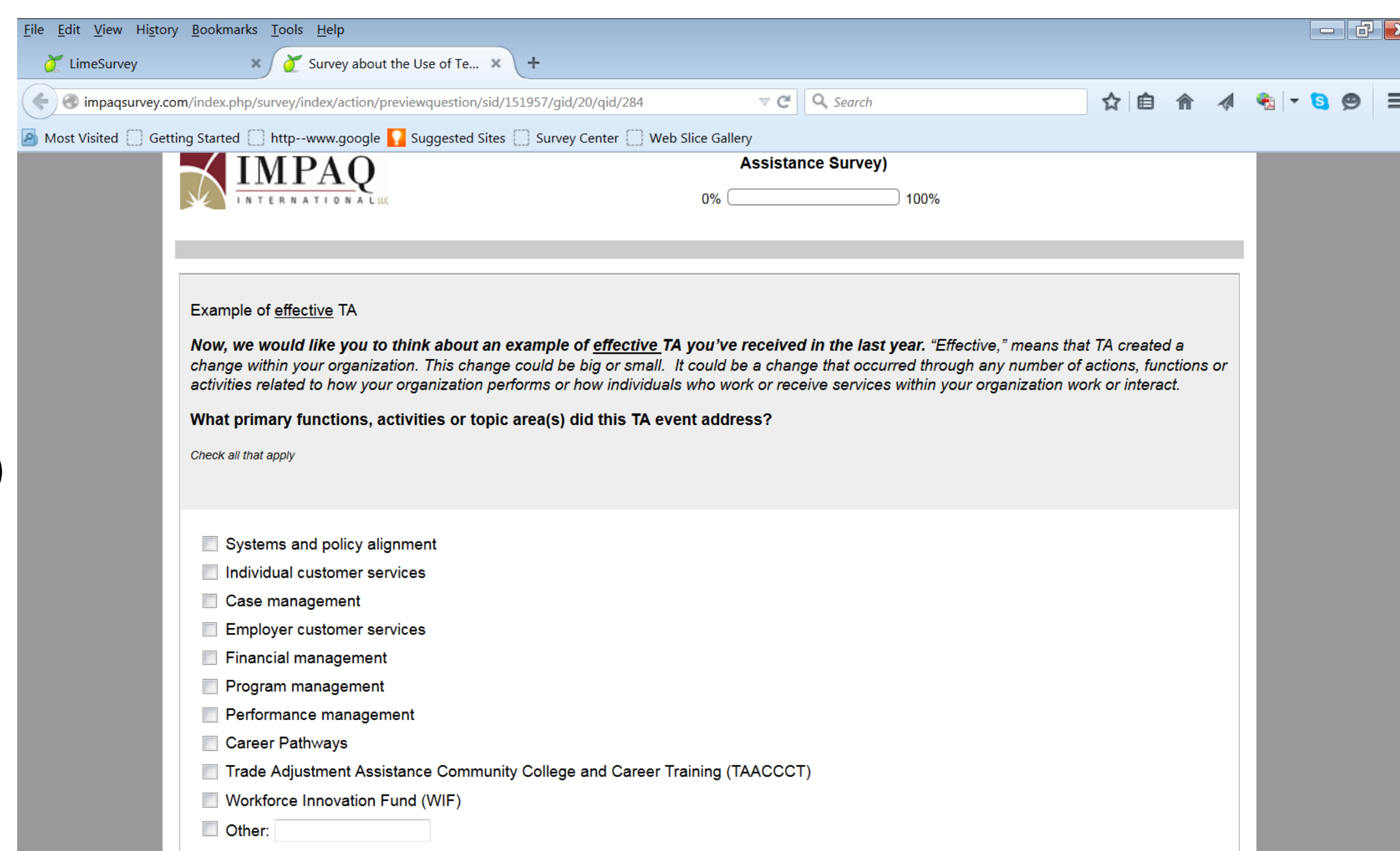
Is One More Reminder Worth It? If So, Pick Up the Phone: Findings from a Web Survey

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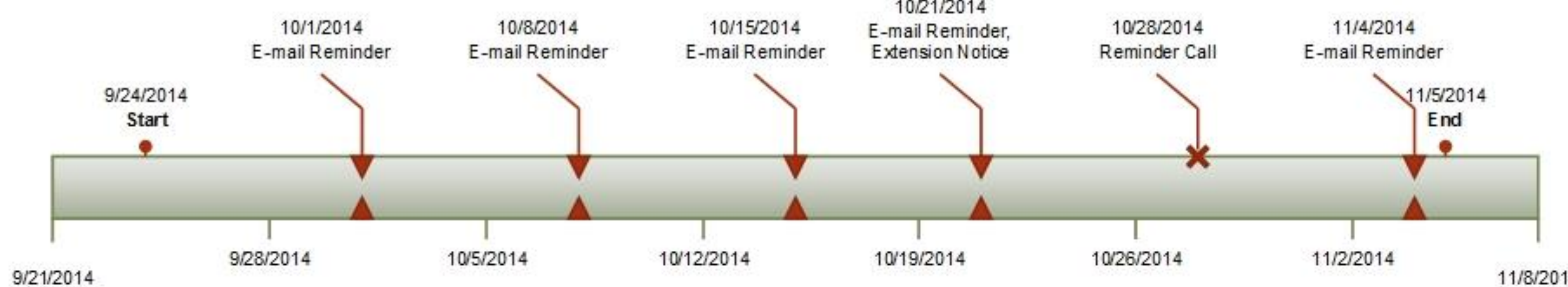
A federal government agency contracted with IMPAQ International to assess the feasibility of evaluating the impact of the agency's technical assistance (TA) offerings. Part of the study included a web survey of state and local grant recipients about their experiences with TA. The purpose of the survey was to learn more about how grantees used training and TA, and the value that they placed on the services received. The survey asked about the types of TA they have received, how the TA was delivered, and why certain TA was effective or ineffective. 400 grantees were selected to participate and nearly 200 individuals completed the survey. Throughout the field period, non-responders received follow-up email reminders to encourage their participation. One of the reminders was followed by a phone call. After the reminder phone call, we observed more completed surveys. Additionally, a substantial number of the completed cases were started prior to the reminder call. Our findings support the body of knowledge about the effectiveness of reminder phone calls.

About the Survey

- Web survey using LimeSurvey
- 21 questions, ~20 minutes
- Start: September 24, 2014
- End: November 5, 2014
- Weekly e-mail reminders
- 5 mails sent (4 reminders, 1 extension notice)
- 1 follow-up phone call after extension notice
- Phone call followed script, included individual access token
- 192 completed responses
- 20 partial responses



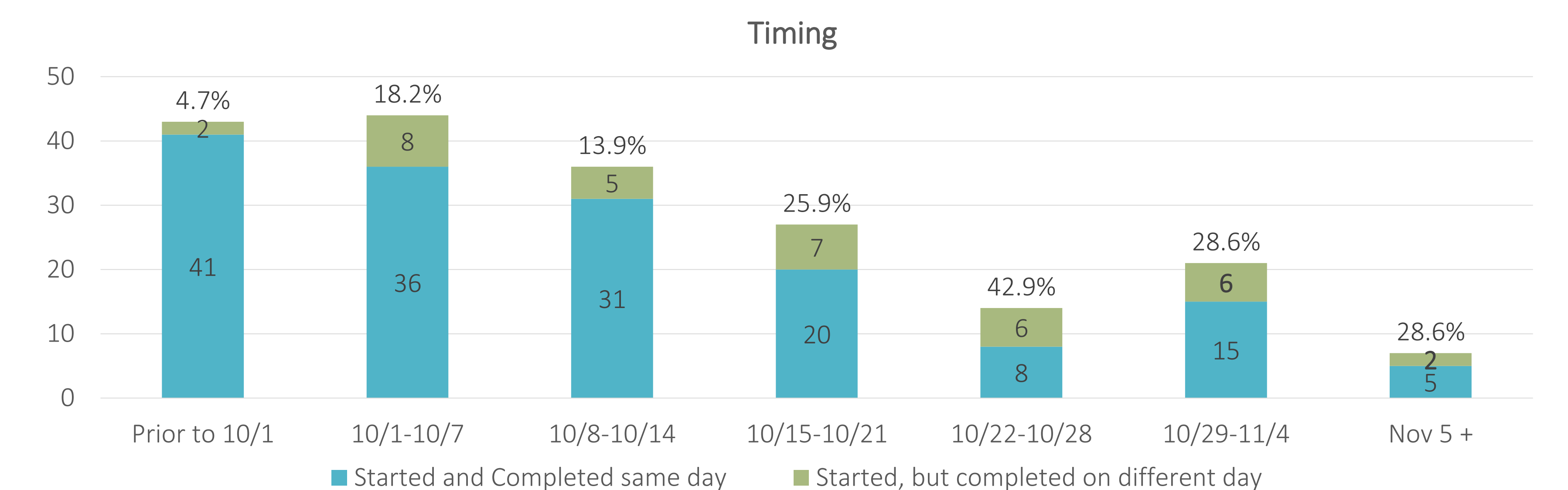
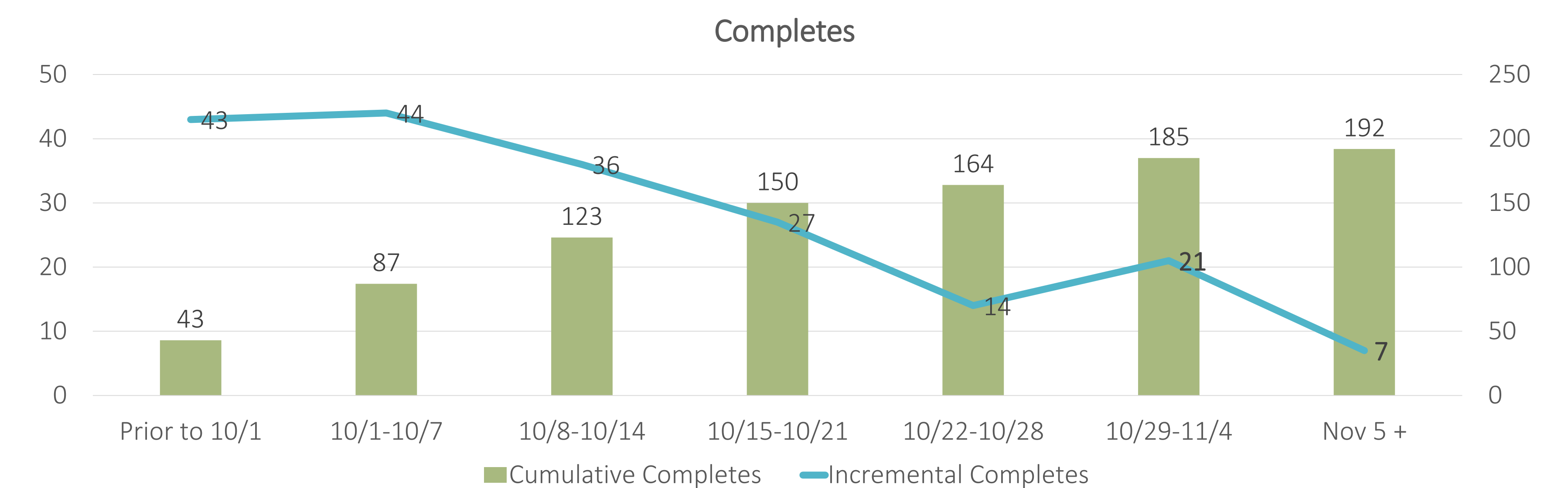
Timeline



Conclusions

- Reminder calls can be a valuable tool to encourage survey participation and raise response rate
- Reminder call increased completion (incremental and cumulative) in the week following the call
- Increased completion in the following week came from both new surveys and previously started surveys
- Reminder call may be particularly effective in converting previously partial surveys
- Limitations: Small sample, specific audience

Responses



- Cumulative number of completes increased after each reminder e-mail
- Incremental number of completes decreased after each reminder e-mail
- Jump in incremental number of completes after reminder call
- 8 out of 28 surveys completed after call were started prior to reminder call

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