

SRI explains union survey proposal

By Barb Richardson

An official of the firm which might conduct a survey of UNL students about their needs in the Nebraska Union, met Friday with administration, student and Union representatives.

Gary Lorenzen, of Selection Research Inc., explained SRI's survey proposal to Richard Armstrong, vice chancellor of student affairs; Mike Gibson, chairman of the Vice Chancellor's Task Force on Nebraska Union Services and Facilities; Jane Baack, assistant dean of students; Allen Bennett, director of the Nebraska Union and Daryl Swanson, Nebraska East Union manager.

According to Gibson, Armstrong has made an informal agreement with SRI to survey UNL students about the needs of the union. The 25-question telephone survey will cost \$9,750.

Different groups include

Lorenzen explained that SRI will interview 580 students. Interviews with 30 minority students and 50 foreign students will be included.

Lorenzen said the interviews with the minority and foreign students will be conducted to compare their concerns with those of the other students. The number of these interviews is proportionate to the number of minority and foreign students in the student body, he said.

Lorenzen recommended that 30 East Campus students be interviewed to compare the city campus union users to the east union users.

Baack asked Lorenzen if "500 interviews out of 2200 students will be enough" to determine the student body's opinion on the union.

"The total results of 500 interviews will be accurate within plus or minus 5 percent," Lorenzen said. If more students are interviewed the accuracy of the survey would only increase by 1 percent, he added.

Short interviews best

Lorenzen explained the task force will pay for the interviews by the minute and not by the questions. Paying by the minute allows the group to ask more short questions, he said.

"To be realistic, the reason for putting a constraint on the questions is for the students," Lorenzen said. People tend to lose interest in a survey if it takes more than 15 minutes to conduct, he added.

Baack inquired about the possibility of doing the survey by mail rather than by telephone.

Lorenzen said mail surveys are not recommended for students because of the low response rate. The time limit which says that the survey must be complete by the beginning of April would cause problems, he added.

"Mail surveys usually bring out bad or critical responses," Lorenzen said, because the people who are dissatisfied are more likely to respond to the survey than the people who are satisfied.

Faculty survey postponed

A faculty survey was also discussed by the group. "The judgment to de-emphasize the faculty aspect of the survey was mine," Armstrong said. He said not enough money was allocated to be able to include the faculty in the survey.

Lorenzen said that a telephone survey of 100 faculty members would cost \$3,200 and a survey of 200 faculty members would cost \$4,200.

"I think we could do the faculty survey ourselves," said Baack.

Bennett said the faculty is important to the survey because "they generate up to 40-50 percent gross use of the Union facilities."

Because of the time limit, the group decided to postpone the faculty survey until after the student survey is started.

Gibson submitted to the group a list of questions the task force would like to see in the interview. He said that the questions are open to changes.

Lorenzen agreed to look over the questions and comment on them Tuesday when the group will meet again.

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