

CCQDER's

Recruitment Tool:

How to track recruiter burden and make recruitment easier

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COLLABORATING CENTER FOR QUESTIONNAIRE DESIGN AND EVALUATION
RESEARCH (CCQDER)

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FEDCASIC
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Recruitment

Tight deadlines

- Simultaneous projects
- 15 Projects / Year

Various populations

- Establishment
- General population

Multiple Types of Documentation

- NCHS Ethics Review Board purposes
- Remuneration billing and audit purposes
- Respondent demographic reports
- Schedule
- Confirmation and reminder emails
- Contact history with respondents

Background

- Interagency Incentives Working Group
- No standard metrics for evaluating recruitment efforts
 - **“Time spent”** – based on recruiter self-report
 - **“Outcomes”** – number of eligible; ineligible or out of scope; non-contacts; etc.
 - **“Reach out capacity”** – number of potential respondent reached from advertisement effort
 - **“Recruiter observations”** – recruiter’s description of recruitment methods and insights into what was effective for reaching respondents

The Balancing Act

COLLECTING SYSTEMATIC DATA

- Improve recruitment sample
- Evaluate and improve recruitment methods

RECRUITER EFFORT

- Do not want to add tasks to the recruiters' demanding workload

The Solution: Develop a Recruitment Tool Using Microsoft Access

- Consulted with Bureau of Labor Statistics – Recruitment Tool
- Added new features for incentives/recruitment burden data collection
- Analyzed our internal procedures
 - NCHS ERB and OMB regulations
 - CCQDER specific documentation
 - Lab and project processes

Benefits of the Recruitment Tool

- Simplifies recruitment process
- Generates documentation automatically
- Systematically collects recruitment burden data

Benefits of the Recruitment Tool

Simplifies Recruitment Process

- Add people as they contact us
- Easily screen and schedule respondents and replacements
- Ensure everyone is contacted
- Documentation is always up to date

Disability

Project Information Recruitment Pool Interview Schedule Respondent

Respondent Info Interview Info

Last Name

First Name

Phone #1

Phone #2

Email

Mailing Address

Initial Notes

Demographics

Gender Age

Race Hispanic

Education

Employed

Income

Marital Status

- Add New Person
- Find Record
- Delete Person
- Close Person

Save Person

E-mail Type:

Search for Person

Send E-Mail

Call Log

Contact Type	Initiator	Date	Time	Summary
Phone Call	Recruiter	11/29/2016	11:30 AM	screened and scheduled
Phone Call	Respondent	11/28/2016	12:30 PM	left voicemail
*				

Disability

Project Information Recruitment Pool Interview Schedule Respondent

Respondent Info Interview Info

Screener Information

Project Screener Notes Screened

black female, 34, graduate degree, employed, cohabitating, \$80,000+. No trouble hearing, seeing, walking, or

Recruitment Method

Express

Save Person

Interview Information

Location Small Room - 6409

Interviewer Kristen Miller

Date 12/1/2016

Time 12:30 PM

RespondentID 3357

Length 1

Special Consent Not Asked

FirstTime Yes

No Show Future Interest

Rescheduled Do Not Call

Recruiter Code Able1

Version phone

Add New Person

Find Record

Delete Person

Close Person

Call Log

Contact Type	Initiator	Date	Time	Summary
Phone Call	Recruiter	11/29/2016	11:30 AM	screened and scheduled
Phone Call	Respondent	11/28/2016	12:30 PM	left voicemail
*				

Measures Collected by CQDER Recruiters

Project Title

Description of Target Population

Recruiter Observations &

Description of Recruitment Method

Location (Lab, Offsite)

Length of Interview

Incentive

Audio Recorded

Video Recorded

Calls in

Calls out

Emails in

Emails out

Faxes out

Letters Sent (USPS)

Screened and Eligible

Scheduled

Canceled/No Show

Completed

Benefits of the Recruitment Tool

Generates Documentation automatically

- Interview schedule
- Confirmation and reminder emails
- Project documentation
- Respondent demographic reports
- Recruitment burden reports

FILE HOME CREATE EXTERNAL DATA DATABASE TOOLS

View Paste Copy Format Painter Filter Ascending Descending Remove Sort Adv

Home Project_v4

Disability

Project Information Recruitment Pool Interview Schedule

Respondent Info Interview Info

Last Name: Mouse
 First Name: Minnie
 Phone #1: (333) 322-2222
 Phone #2:
 Email: memymo@mouse.com
 Mailing Address: 3 Minnie Ln, Anytown, MD 200
 Initial Notes: interested, not disabled

Call Log

Contact Type	Initiator	Date	Time
Phone Call	Recruiter	11/29/2016	11:30 AM
Phone Call	Respondent	11/28/2016	12:30 PM
*			

Confirmation Email - Lab - Message (HTML)

FILE MESSAGE INSERT OPTIONS FORMAT TEXT REVIEW

Clipboard Basic Text Names Include Tags

To: memymo@mouse.com
 Cc:
 Bcc:
 Subject: Confirmation Email - Lab

Send

Follow Up High Importance Low Importance

Zoom Apps for Office Add-ins

Hello Minnie,

Thank you for agreeing to participate in our study testing survey questions about people with difficulty hearing, seeing, walking or concentrating.

You have been scheduled for Thursday, Dec 1 2016 at 12:30 PM . You will be paid \$40 at the end of the 60-minute interview.

Please plan to arrive at least 5 minutes before your scheduled appointment. We reserve an appointment time specifically for you. If you are running late for your appointment, please call.

As I mentioned on the phone, with your permission we would like to Video record your interview. The tape allows us to go back and review what you said about the questions and aides us in our analysis.

Directions to the National Center for Health Statistics
 The National Center for Health Statistics is located at 3311 Toledo Road, Metro #4, in Hyattsville, Maryland just a block below Prince George's Shopping Plaza at the intersection of Toledo Road and America Blvd.

Directions from the Metro via the Green Line
 Take the Green Line to the Prince George's Plaza metro stop. To exit the metro bear left. Once you exit the metro you'll cross over the bus and the kiss and ride pick-up points. You'll see a sign in front of you that says Metro Shops. Once you come through the metro shops you'll be facing East-West Highway and Prince George's Plaza Shopping Center will be in front of you. Make a right onto East-West highway and come down about 1,000 feet to the next traffic light which is Belcrest Road. Make a left onto Belcrest Road. Continue on Belcrest Road (as you are walking down Belcrest Road you will see a Capital One Bank and a Target across the street on your left). Walk down to the next traffic light which is Toledo Road (You'll see the Kaiser Permanente Building on the corner). Make a right onto Toledo Road. We are the second building located on the right (a very modern looking 7 story tinted windowed building) labeled 3311, Metro #4 at the intersection of Toledo Road and America Blvd. just past the metal sculptures.

Driving via I-495 Inner Loop exiting at New Hampshire Ave.
 Take 495 East (Inner Loop) towards Beltway East/Baltimore/Silver Spring. Take the New Hampshire Ave., South (exit 28B) heading toward Takoma Park. Merge onto New Hampshire Ave. and immediately get into the left lane. At the 2nd traffic light (.3 miles), make a left onto Adelphi Road. Continue on Adelphi Road for 3 1/2 miles and six traffic lights. At your 6th traffic light make a right onto Toledo Road. We are the third structure located on the left (a very modern looking windowed 7 story building) labeled Metro #4 at the intersection of Toledo Road and America Blvd.. Please park in the parking garage located on your left just before our building. Turn left into the parking garage and following the signs for visitor parking. Parking for the first two hours is free.

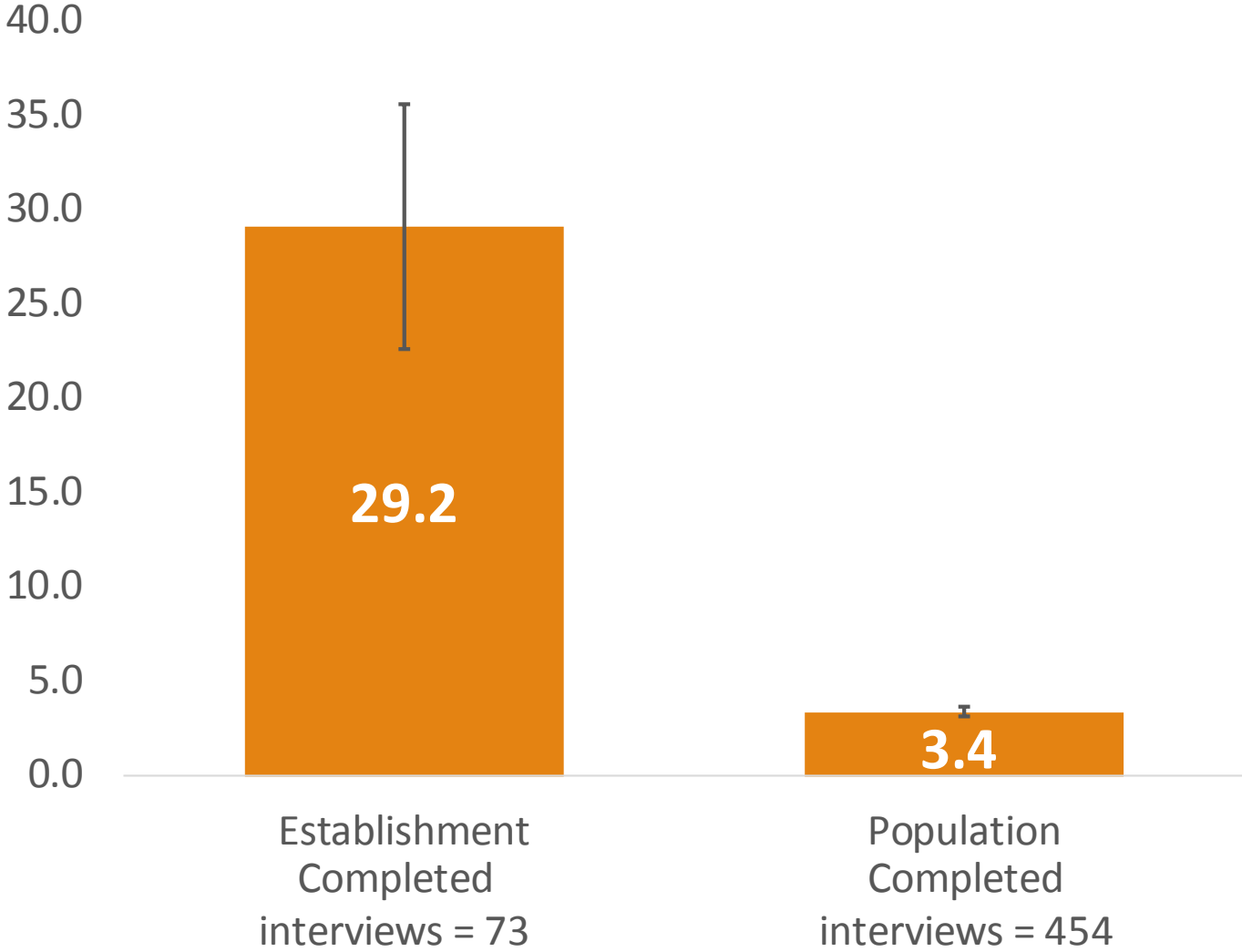
Directions via I-295 North
 Take I-295 heading North. Keep left to take DC-295 N toward I-95 N/Baltimore/US-50 E/Annapolis. (crossing into Maryland) Take the exit toward MD-410/Hyattsville/New Carrollton

CQDER Recruitment Burden Findings

- March 2015 – August 2016
- 16 projects*
- 527 interviews*
- Outgoing Contacts Per Complete
 - **The sum of “outgoing” contacts** (calls, emails, faxes, letters) made by recruiter to each potential respondent divided by the **total number of completed interviews**
- Establishment
 - Physicians, office managers at medical facilities, etc.
- Population
 - Adults with difficulty walking, adults with children with disabilities, etc.

*Not total number of projects conducted by CCQDER

Outgoing Contacts Per Complete By Population Type†



How the Survey Research Field Could Benefit from Using a Recruitment Tool

- Access is in the Microsoft Office Suite
- Can be tailored to meet your agency's needs
- Comparable measures across agencies will allow us to compare methods and findings over multiple projects
- More accurately track the effort, time and cost of recruitment