

Automating Dillman's Total Design Methodology (TDM) for Mail Questionnaires

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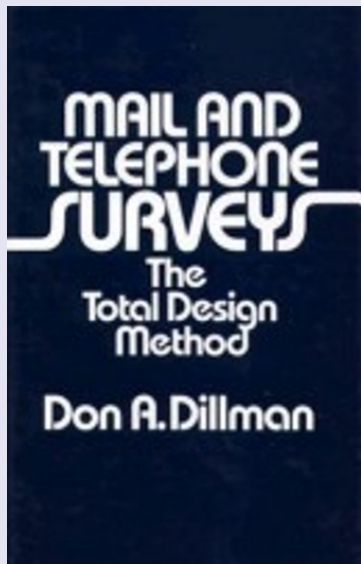
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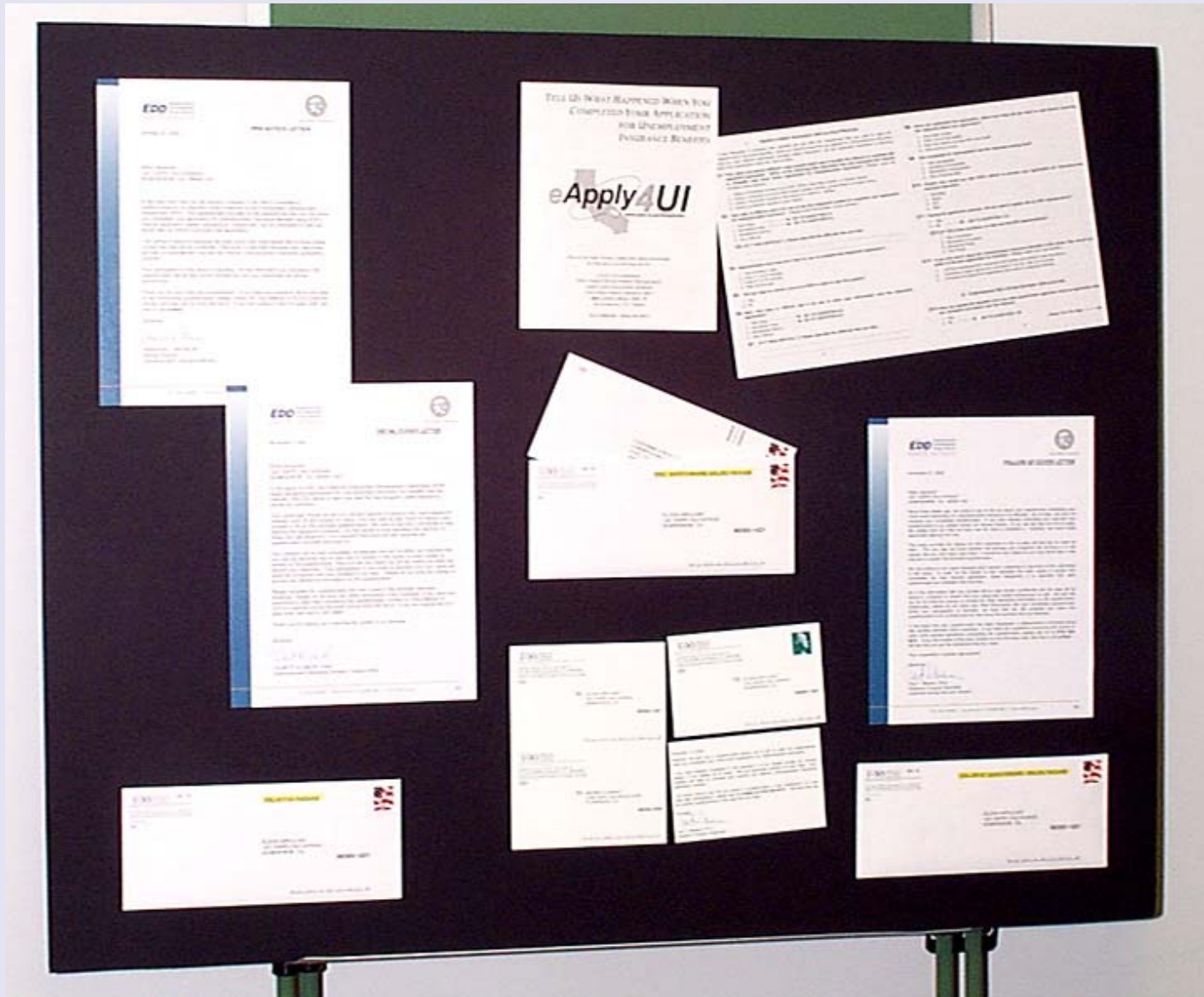


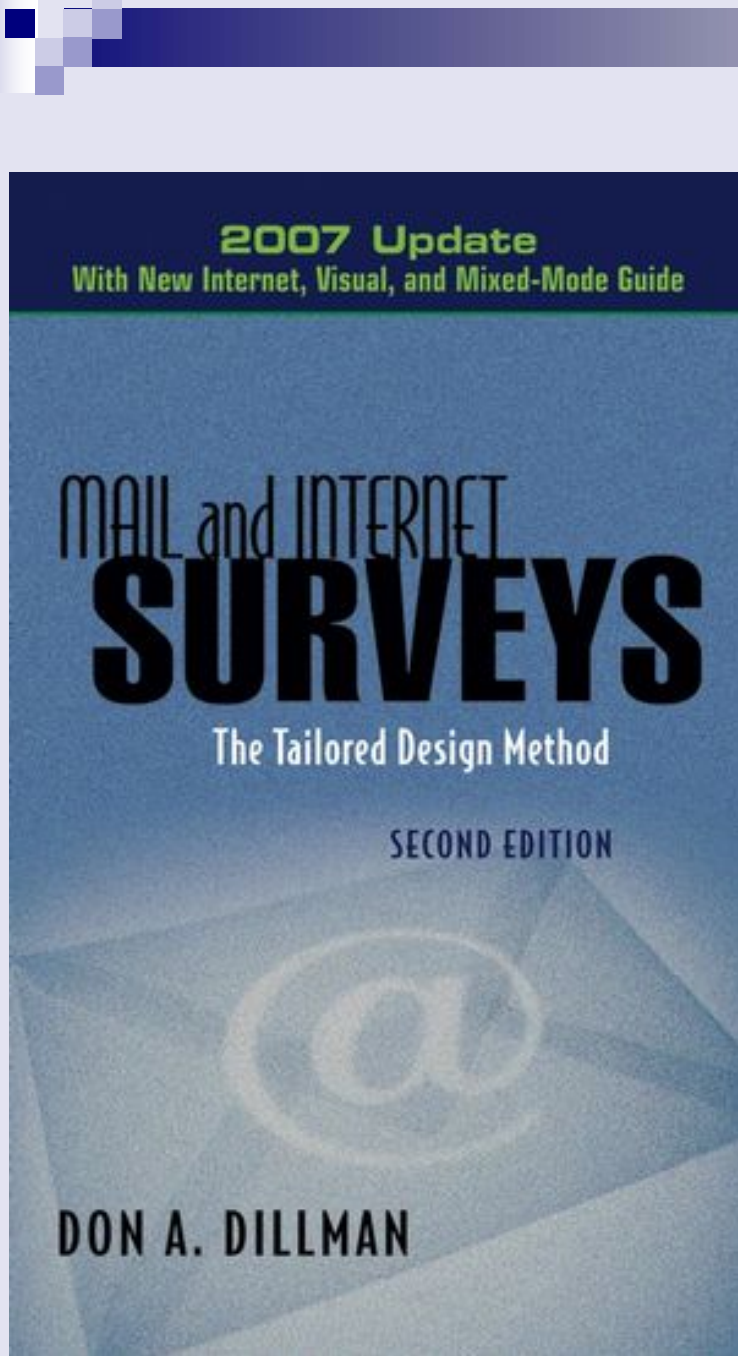
History of Dillman's TDM



- ◆ Designed to respect & appreciate respondents through attention to all aspects of the survey process.
- ◆ Administer well-defined implementation plan
 - Pre-notice
 - Initial mailing
 - First follow-up
 - Second follow-up

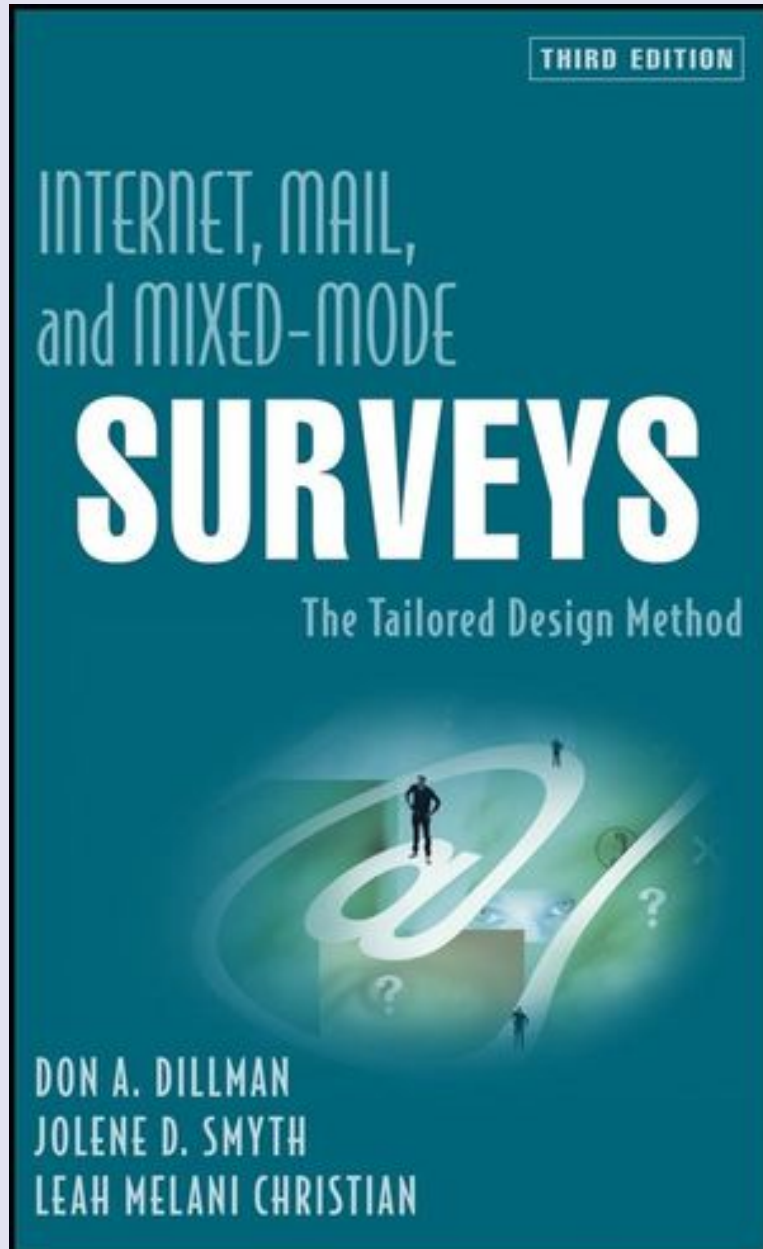
EDD's Manual TDM Mailing Process





From Total to *Tailored* Design Method

- ◆ Broader consideration of survey error and response behavior.
- ◆ *Personalization effect on response rate:*
“In general, I expect to achieve a collective impact of 5-8 percentage points from the use of personalization elements...”



TDM for 21st Century Surveys

- ◆ Mixed modes now common to reach respondents
- ◆ Need for flexibility and utilizing available technology
- ◆ All survey modes facing challenges

EDD Process Changes

- ◆ Recent policy change prohibits envelope printing on office printers
 - ◆ Inefficient use of skilled research professionals to do assembly line work
 - ◆ EDD mail operations willing to integrate TDM survey process into existing operations
- ! Very concerned that response rate would drop***

Test Survey:

2008 eApply4UI Customer Satisfaction Survey

Part of ongoing quarterly survey of UI customers

Goal:

- ◆ Measure customer satisfaction in several areas

Population:

- ◆ UI claimants
- ◆ filed online
- ◆ 1st quarter 2008 (January thru March)

Sample:

- ◆ 3 randomly chosen weeks within the 1st quarter
- ◆ 400 randomly chosen participants from these weeks

<i>TDM Personalization Elements</i>	<i>Manual Method</i>	<i>Automation Method</i>
<u>Pre-notice / Cover letter</u>		
• Date	X	X
• Individual Salutation	X	X
• Business Stationery w/letterhead	X (colored paper)	X (white paper)
• Real signature	X	Laser print w/blue ink
<u>Questionnaire</u>		
• Tracking ID	X Front page top edge	X Front page L side
<u>Envelope (return)</u>		
• Real stamp	X	X
<u>Envelope (outgoing)</u>		
• Business-like size/color	X	X (w/window)
• Individualized name, address	X (outside)	X (seen thru window-postal update)
• 1 st Class postage	X (real stamp)	X (Presorted metered)
<u>Assembly</u>		
• All items enclosed by cover letter	X	z-fold with booklet inside, loose return envelope
<u>Postcard</u>		
• Individualized name, address	X	X (postal update)
• Real signature	X	Laser print w/blue ink
• 1st Class postage	X (real stamp)	X (metered)



Video Presentation

Produced by Michael Greenlow

EDD's Office of Documents, Publications and Distribution

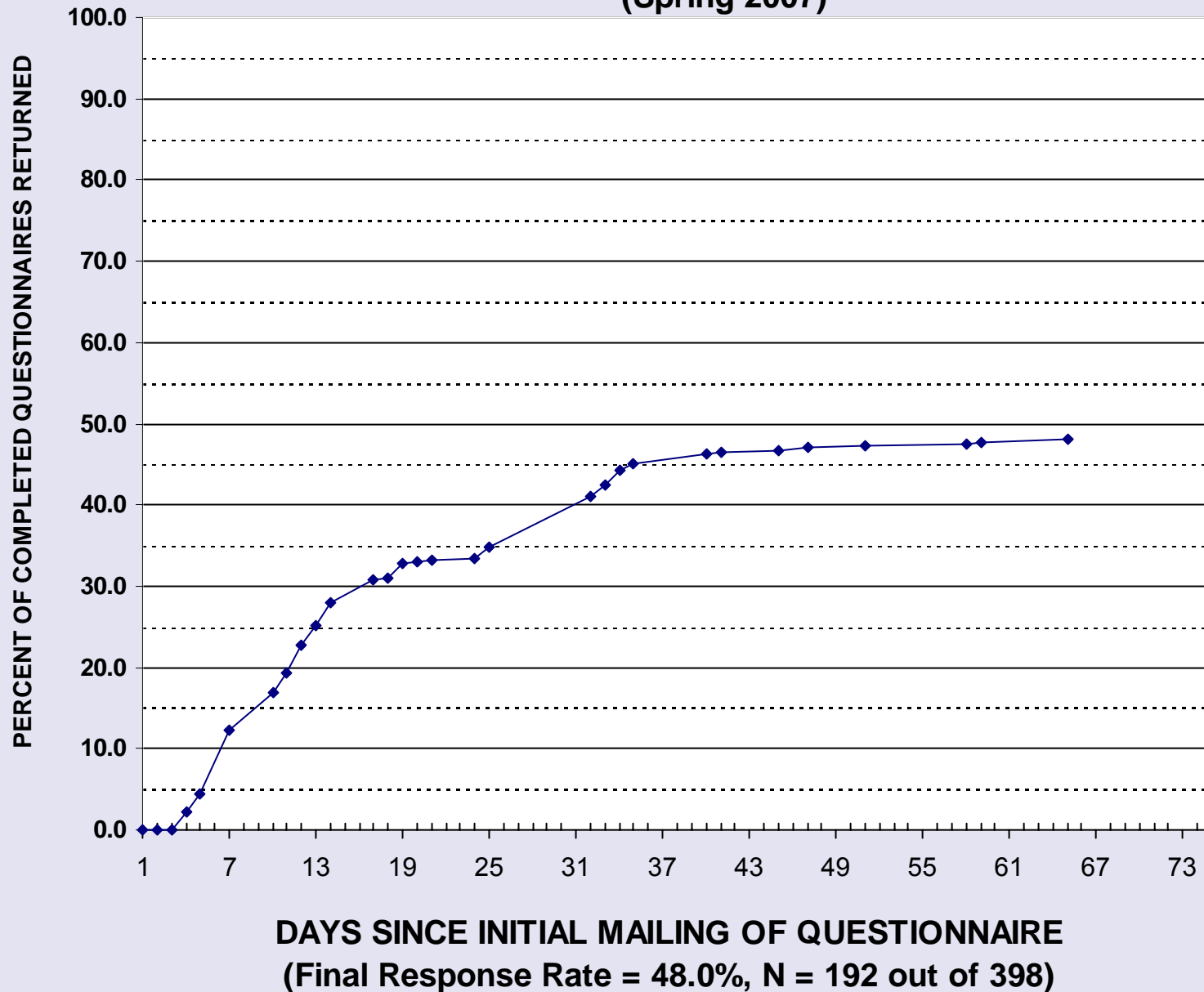
- ◆ Old manual process
- ◆ New mostly automated process

Comparative Analysis (Quasi-Experiment)

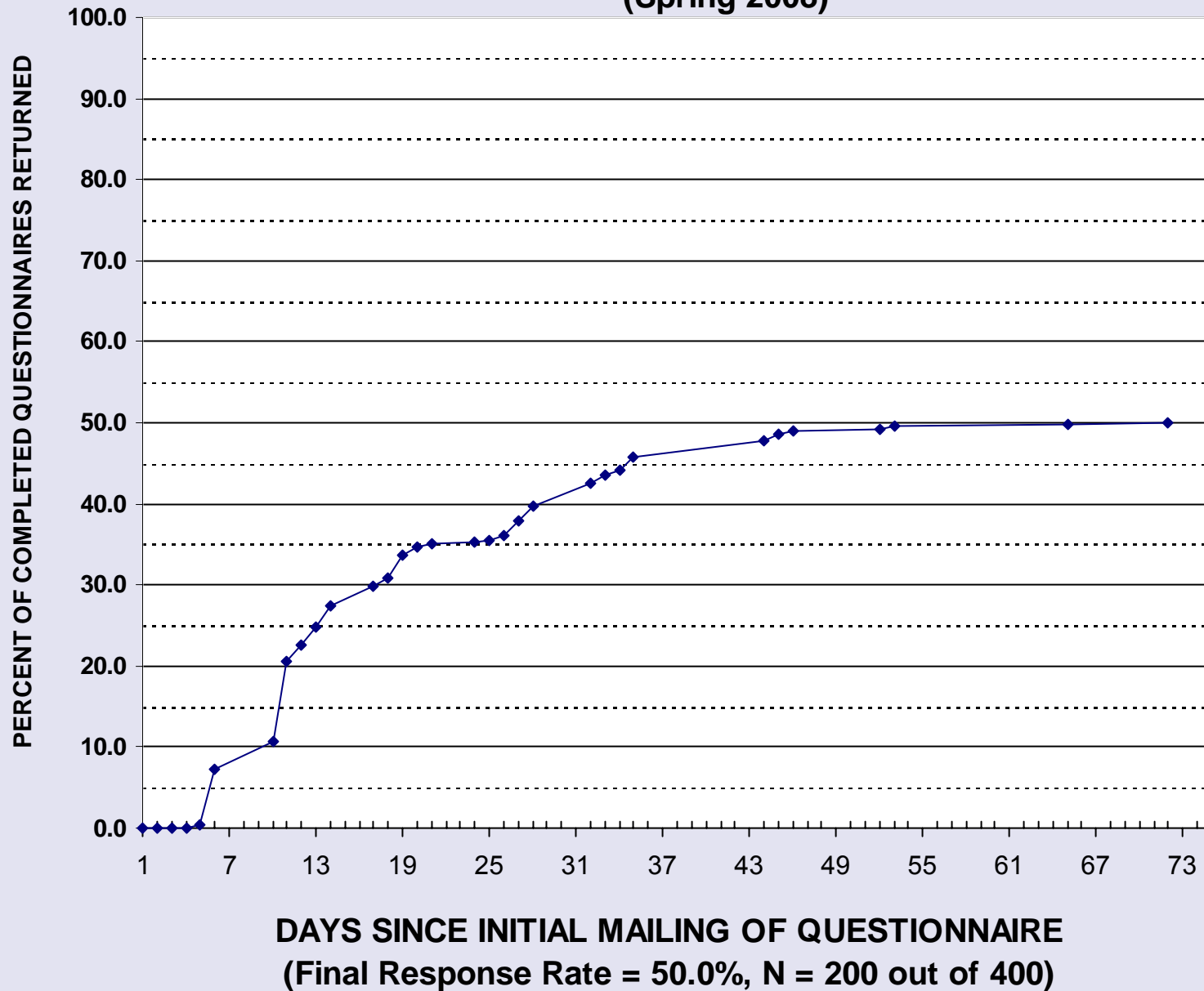
2007/2008 eApply4UI Customer Satisfaction Survey

- ◆ Same population (UI claimants, filed online 1stQ)
- ◆ Same sample size and methodology (400 randomly chosen)
- ◆ Identical questionnaire, cover letters, and postcards
- ◆ Same mailing schedule for both years
(2nd Friday in April to 2nd Friday in May)

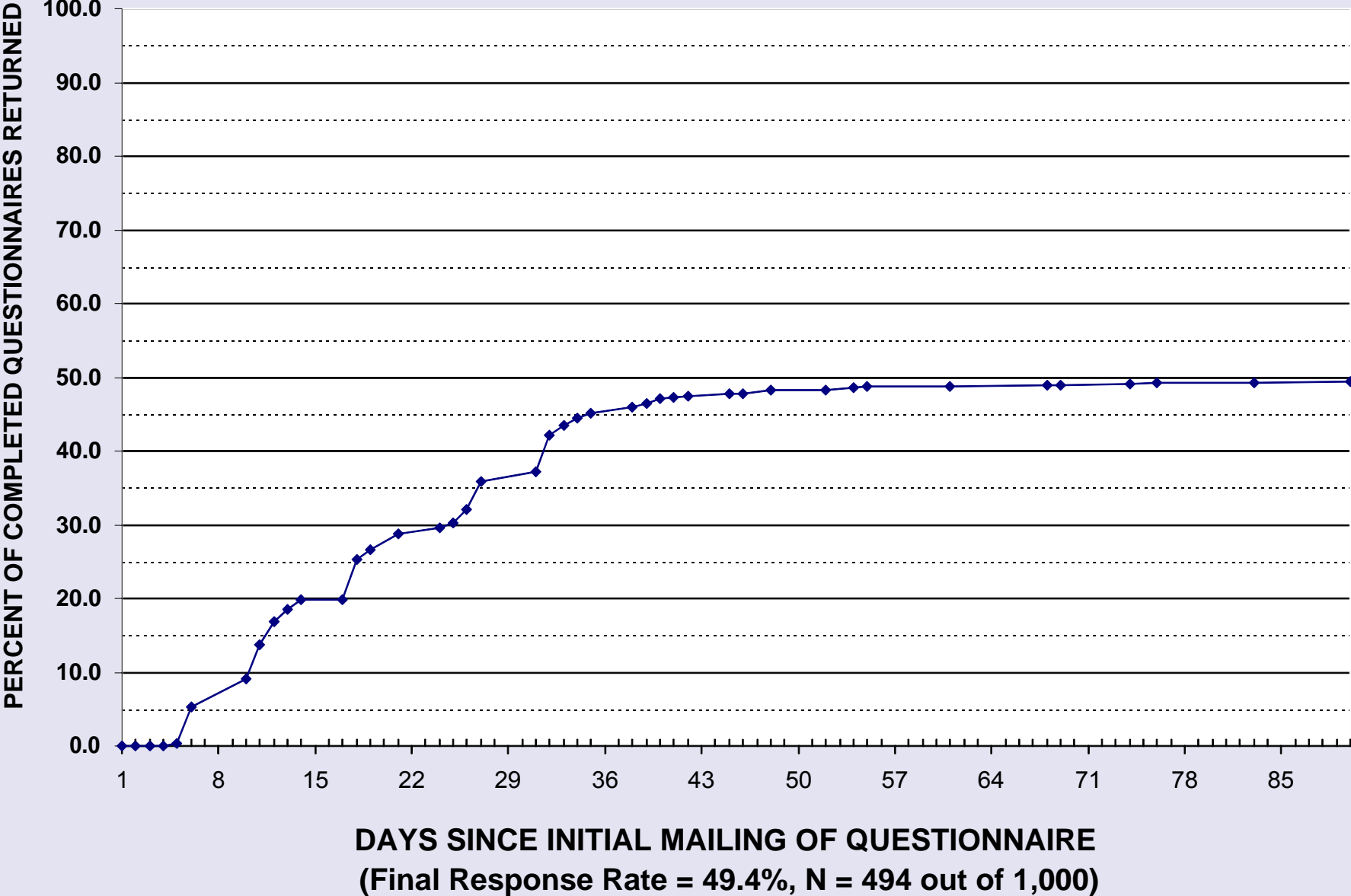
RETURN OF eApply4UI QUESTIONNAIRES (Spring 2007)



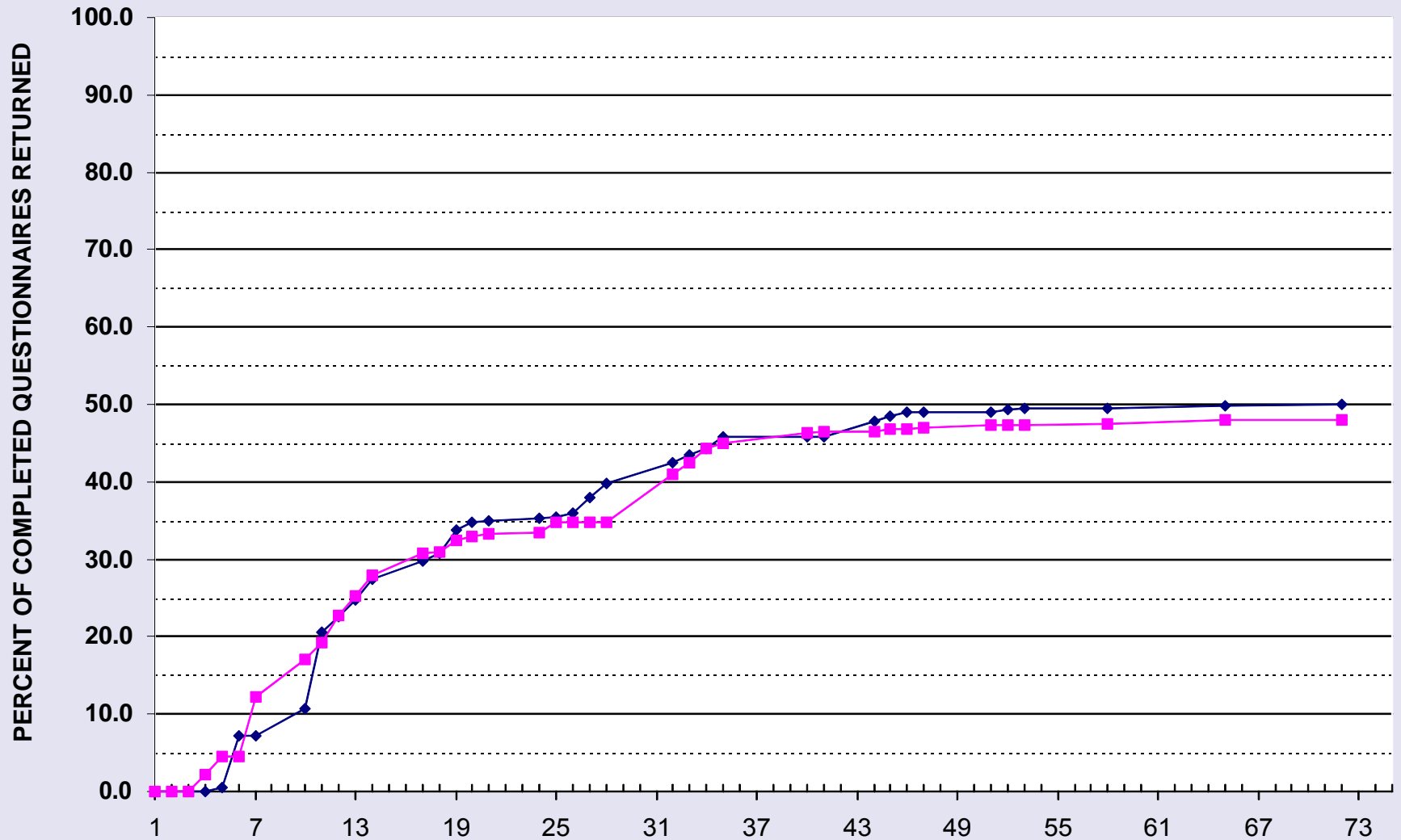
RETURN OF eApply4UI QUESTIONNAIRES (Spring 2008)



RETURN OF SDI QUESTIONNAIRES (Spring 2008)



RETURN OF eApply4UI QUESTIONNAIRES (Spring 2007 and Spring 2008)



◆ 2008
■ 2007

DAYS SINCE INITIAL MAILING OF QUESTIONNAIRE
[Final Response Rate = 48.0% (2007), 50.0% (2008)]

Labor Cost Comparison N = 400

<u>Pre-notice (n=400)</u>	<u>2007 (manual)</u>	<u>2008 (automation)</u>
Print letter / envelope	1.5 hrs	1.6 hrs
Sign letter	4.0 hrs	0.0 hrs
Stamp envelope	2.0 hrs	0.0 hrs
Assemble	8.0 hrs	0.0 hrs
Insert / Seal / Meter	<u>0.0 hrs</u>	<u>1.0 hrs</u>
	15.5 hrs	2.6 hrs Total Automation
<u>Initial mailing (n=400)</u>		
Print letter / envelope / questionnaire	1.5 hrs	3.1 hrs
Sign letter	4.0 hrs	0.0 hrs
ID questionnaire	2.0 hrs	1.0 hrs
Stamp envelopes (return)	4.0 hrs	0.5 hrs
Assemble	16.0 hrs	6.0 hrs Some hand assembly required
Insert / Seal / Meter	<u>0.0 hrs</u>	<u>1.0 hrs</u>
	27.5 hrs	11.6 hrs
<u>First follow-up (postcard) (n=400)</u>		
Print	1.0 hrs	1.6 hrs
Sign	4.0 hrs	0.0 hrs
Stamp	<u>2.0 hrs</u>	<u>0.5 hrs</u>
	7 hrs	2.1 hrs Total Automation
<u>Second follow-up (n=300)</u>		
Print letter / envelope / questionnaire	1.5 hrs	3.1 hrs
Sign letter	4.0 hrs	0.0 hrs
ID questionnaire	1.5 hrs	1.0 hrs
Stamp envelopes (return)	3.0 hrs	0.5 hrs
Assemble	12.0 hrs	4.0 hrs Some hand assembly required
Insert / Seal / Meter	<u>0.0 hrs</u>	<u>1.0 hrs</u>
	22 hrs	9.6 hrs
Total	72 hrs \$4,716 est.	25.9 hrs (10 + 15.9) \$1,585 est. (\$655 + \$930)

Summary

- ◆ Successfully integrated TDM process w/large internal mailing operation
- ◆ Labor savings to EDD
- ◆ Automation did NOT reduce response rate

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Thanks



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