



The Center for Community Studies

A Win-Win-Win-Win Situation

NYSMATYC 2010 Annual Conference Presenter:

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Presentation Outline

I. *History of The Center*

II. *Vision and Mission of The Center*

- The Center for Community Studies at Jefferson Community College is a highly valued community resource recognized for its integrity and commitment to enhancing the quality of life of the North Country.
- The Center for Community Studies at Jefferson Community College supports and facilitates a wide range of community-building and educational activities that engage the community. In collaboration with community partners, The Center conducts unbiased community-based research and provides a forum for the productive discussion of ideas and issues of significance to the community. The Center's activities and goals reflect its values and commitment to enhancing the quality of life of the North Country.

III. *Programs of The Center*

- ♦ The Annual Surveys of the Community in Jefferson and Lewis Counties
- ♦ Contracted Studies
- ♦ Community Forums & Guest Lecture Series
- ♦ Other Community-building Activities

IV. *Details of the Annual Survey of the Community*

V. *Examples of other Contracted Studies*

- Annual Surveys of the Jefferson County Community (Telephone, Longitudinal, Cells)
- Tug Hill Survey – Quality of Life Indicators & Land Use Issues (Multiple Sampling Frames)
- River Hospital Community Health Assessment (Intercept Methodology)
- ATV Economic Impact (Interesting Intercept, not as randomized)
- Gambling Behaviors/Attitudes in Jefferson County (Telephone methodology, Sensitive)
- Watertown Chamber of Commerce Merchant Survey (Mail, then Call, then Intercept)
- JCC Student Activities Survey (Online Sampling, Rewards)
- WIB Study (primary and secondary data, Focus Groups, as well)
- Neighbors of Watertown (Observational Data Collection)
- TIBA Study (24-hour surveying cycles ... they need to sample rather than census)

VI. **Benefits to the *Students* - Critical Components of Survey Research Projects**

- a. Define Research Questions/Objectives
- b. Define Population, Sample, Variables, and Methodology
That 4-letter word ... BIAS –
 - ✚ in sampling design? (non-random)
 - ✚ in measurement? (wording)
 - ✚ in collection? (delivery)
- c. IRB Approval (?)
- d. Collect Data
- e. Cleanse Data
- f. Weight Data if Necessary
- g. Analyze Data
- h. Interpret Results
- i. Report Findings
- j. Consider Limitations, Revise, Improve, Repeat

VII. **Benefits to the *Faculty***

- a. Keep mathematical skills current
- b. Tons of chances to learn ... we never know the answers before we start any study ... it's a scavenger hunt!
- c. Utilize the skills that they teach
- d. Help the community
- e. More enriched experience with students
- f. More effective, and enjoyable teaching-learning environment
- g. Get called names by intoxicated participants on the telephone
- h. Get criticized by individuals who "don't like" the study findings (seriously... there is more risk than is usually found within our traditional contained classrooms, when doing community-based research the faculty member must give up some control ... I could tell some stories here ...)

VIII. **Questions?**

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