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[CE SBAC] online feedback survey

1 message

Jennifer Bodenrader <joplinfan69@hotmail.com>

Thu, Mar 7, 2024 at 1:29 PM

To: "cesbac@capeelizabethschools.org" <cesbac@capeelizabethschools.org>

Dear SBAC,

The online feedback discussed this morning and during previous meetings, is indeed a survey. It's called a qualitative (not quantitative) survey.

Qualitative surveys are designed with open questions to elicit longer, detailed responses to provide a deeper understanding of survey respondents perspective.

Qualitative surveys are the foundation of quantitative research. They are used to develop quantitative survey questions about something new. Researchers take the long narrative responses and use a tedious rigorous process to identify trends and variables (things that influence decisions). Then they use this information to design measurable research questions.

Qualitative surveys are also used to increase our depth of understanding about something beyond what quantitative methods can measure. The goal of qualitative research is not to be representative or generalized, but to gain insights.

SBAC's qualitative, ill planned survey is an example of how surveys should first and foremost, DO NO HARM. We are all capable of unintentionally creating poorly planned, poorly conceptualized, grandiose, misinterpreted, misunderstood survey questions that can cause serious harm to humans, our community, and our school project.

The online qualitative feedback survey was rushed, ill conceived, and had no applicable purpose.

If you go back to the September 2023 survey, you will see that out of the 38% that voted for the previous school bond more than half prefer two new school buildings. This "more than half" comprises 23% of total voters. This segment of voters was over represented in your online qualitative feedback survey, but their responses could provide insight.

One question you could keep in mind while reading their responses is if anything indicates how far away from G, building new schools, SBAC could go and expect to maintain their support? There may probably valuable insights you could glean.

Thank you to Dr. Record for making space and ensuring all voices are heard!

Here is a laypersons description of qualitative research: <https://www.lumoa.me/blog/what-is-qualitative-data/>

Thanks so much for reading,
Sincerely
Jen

Jennifer Bodenrader P.h.D.

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