



THE JACOB RADER MARCUS CENTER OF THE  
**AMERICAN JEWISH ARCHIVES**

**MS-831: Jack, Joseph and Morton Mandel Foundation Records, 1980–2008.**

Series C: Council for Initiatives in Jewish Education (CIJE). 1988–2003.

Subseries 3: Lead Communities, 1988–1997.

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Box  
33

Folder  
4

MEF. Educators Survey. Data Report Analysis consultants, 1993.

For more information on this collection, please see the finding aid on the  
American Jewish Archives website.

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MEMO TO: Ruth Cohen  
FROM: Virginia F. Levi *Levi*  
DATE: May 27, 1993  
SUBJECT: Draft Agreement  
COPY TO: Ellen Goldring

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Enclosed is a draft agreement submitted by Demographic Data Consultants for the data entry and statistical analysis of the Educators Survey. Ellen Goldring explored several data consultants before concluding that this one would provide the best service for the least cost. She and I have worked with the agency in the drafting of this agreement. We believe that the cost and wording should be satisfactory to Milwaukee.

If you have any concerns about the agreement, please contact me. We can discuss them and determine whether it would be best for me or for you to discuss them with the agency.

I suggest that you process this quickly in order to maintain the time table you desire for the final report. As soon as the document is executed, you should contact Ellen to determine the most efficient way to get the data to the agency.

I would appreciate receiving a copy of the completed document for our files.

Best wishes.



## DRAFT AGREEMENT

THIS AGREEMENT made the 28th day of May, 1993, between DEMOGRAPHIC DATA CONSULTANTS, a Tennessee research firm having as its principal place of business Nashville, Tennessee, and the Jewish Community of Milwaukee ("JCM"), Wisconsin.

WHEREAS, the JCM, desires to contract for data services for a survey of Jewish educators, and;

WHEREAS, DEMOGRAPHIC DATA CONSULTANTS desires to provide the aforesaid services on the herein described terms and conditions;

NOW, THEREFORE, in consideration of the mutual promises and covenants herein contained, the parties do agree as follows:

1. The Services. DEMOGRAPHIC DATA CONSULTANTS will provide data entry, coding, verification, and statistical analysis for a mail survey of Jewish educators in Milwaukee. A written report based on the findings of the survey will be prepared by the firm.
2. Research Product. The report on educators will include a summary of the findings, frequency distributions and percentage distributions for variables measured, twenty-five crosstabulations and twenty-five correlations of selected variables.
3. Timetable. Data entry can begin upon the signing of this agreement and receipt of the first completed questionnaires. The final report will be completed six weeks after the last questionnaire is completed. A brief preliminary summary of key findings along with print outs of crosstabulations will be presented to Dr. Ellen Goldring on June 28th if all questionnaires are received by Demographic Data Consultants by June 7.
4. Costs. The costs to the JCM for the agreed upon services of professional consultation, analysis, data entry, coding, verification, report writing, and presentation shall be \$7260. One third of this sum shall be due and payable upon signing of this contract, one third when the data entry begins, and one third upon submission of the report. Estimates are based on 300 completed questionnaires in Milwaukee. *Change 200 → \$6*
5. Understanding. This agreement contains the entire understanding of the parties. Any modification requiring extra costs or time shall be reduced to writing and signed by both parties.

6. Applicable Law. This Agreement is subject to the laws of the State of Tennessee and all parties hereto consent to personal jurisdiction in the Courts of Tennessee. This Agreement shall not be construed against either party.

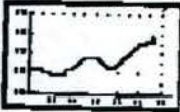
IN WITNESS WHEREOF, the parties hereto have affixed their signatures hereinbelow.

by \_\_\_\_\_  
DEMOGRAPHIC DATA CONSULTANTS

by \_\_\_\_\_  
JCM







## Demographic Data Consultants

Nancy Hendrix, PhD, President  
Consultants

### ESTIMATES\*

Paula Mergenhausen Dewitt, PhD  
Robert Wyatt, PhD

#### Milwaukee (300 cases)

Coding	\$1050
Verification	660
Open-ended questions	1650
Analysis	3000
Report Writing	1500
<b>Total</b>	<b>\$7860</b>

Post-It™ brand fax transmittal memo 7671		# of pages
To	Ginny Levi	From
Co.	CITE	Co.
Dept.		Phone #
Fax #	216-391-5430	Fax #

348-7095

#### Baltimore (1000 cases)

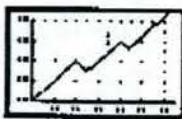
Coding	\$3500
Verification	2000
Open-ended questions	1750
Analysis	3000
Report Writing	1500
<b>Total</b>	<b>\$11750</b>

#### Atlanta (300 cases)

Coding	\$1050
Verification	660
Open-ended questions	1650
Analysis	3000
Report Writing	1500
<b>Total</b>	<b>\$7860</b>

\* Estimates assume that the questionnaire for each community is the same as that submitted to Demographic Data Consultants to use for making estimates.

(615) 242-8847  
200 Church Street #100  
Nashville, TN 37201-1606



## Demographic Data Consultants

Nancy Hendrix, PhD, President

Consultants

Paula Mergenhausen Dewitt, PhD

Robert Wynn, PhD

To: Ellen Goldring

From: Nancy Hendrix

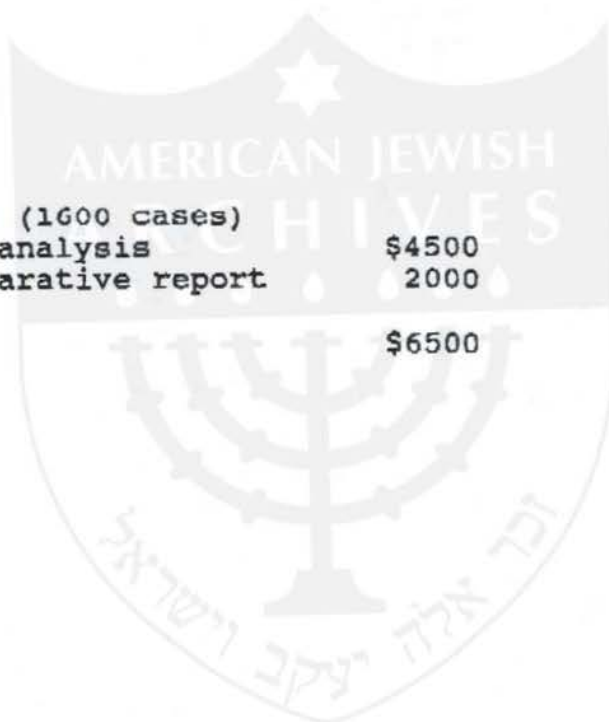
5/24/93

If they ask, my best estimate is to add or subtract  
\$6 per interview. If they go below a base of 250 <sup>(questionnaire)</sup> interviews,  
they don't get a discount because there are some basic costs for  
a questionnaire of this length.

(615) 242-8847  
200 Church Street #100  
Nashville, TN 37201-1606

The initial analysis will include frequencies, percentages, 25 crosstabulations, and 25 correlations. One crosstabulation for instance might be education by satisfaction with support from principal or supervisor. Another might be visit to Israel by primary subject taught. Additional crosstabulations and correlations would be available at \$15 each.

Summary analysis (1600 cases)	
and comparative analysis	\$4500
Summary and comparative report	2000
Total	\$6500





# Milw. Educators Survey

6/1/93

Ruth Cohen question

Send-ups - to  
Church St. address -  
Traverse

## 1. Costs *most of cost has nothing to do w/ the # of questionnaires.*

- How much is set-up cost?
- Is that divided equally?
- What's the cost of analysis?
- Further breakdown?

sub. \$6 x 50 = lowest  
will reduce  
by \$600 - initial  
crossout

What if they have fewer than 250 surveys? - can sub. \$300  
→ (205 teachers have 161) What % response rate in typ. school

## 2. Can this include analysis of administrators survey?

- Totally dif. set-up  
[How come up w/ 19-20]

Call Nancy - Tell her about price.

## 3. Who owns data?

realistic? - when?

No way to fold in. Totally dif. program. Separate

> Milw. assumes they own & any use wd. require permission.

> want to be sure they have access for future use. Not DDC

Project has advisory committee - access to data was open ended

EB sees no prob. w/ multiple copies of data disks

## 4. DDC will write up statistical analysis. Want to be

sure there's no extra chg. for AG/EB analysis. C IJE?

Integrated total reports

will let us know  
length - issue  
EG will talk w/ Nancy  
about doing analysis

Can they do?  
at what cost?  
Pushing because she thought  
results wd. enhance analysis  
of ed. survey.

19-20



5/25/93

MLM -

Attached is a draft agreement that Ellen Golding sent to me to send on to Milwaukee, for analysis of the educator survey data. I've marked 2 sentences that I find questionable, and that would keep me from signing if I were Milwaukee.

Here is some background:

- At the time of the drafting of the survey, both Chaim (Baltimore) and Ruth (Milwaukee) insisted on their preference for central data analysis. Atlanta wasn't present but seems to agree. There is a cost saving to this approach.
- The alternatives to having Milwaukee agree to the document, as written, are <sup>(1)</sup> for them to agree to pay a higher fee later if the others don't participate, or <sup>(2)</sup> for us to get Baltimore + Atlanta to sign similar agreements now, with the understanding that they wouldn't have to pay until they're ready to begin.

It isn't clear to me who should be handling this or how to move it forward. Milwaukee

is anxious to move their process ahead, so  
some resolution would help them.

How do you advise me to proceed?

Thanks,

VfZ





DRAFT AGREEMENT

THIS AGREEMENT made the 25th day of May, 1993, between DEMOGRAPHIC DATA CONSULTANTS, a Tennessee research firm having as its principal place of business Nashville, Tennessee, and the Jewish Community of Milwaukee ("JCM"), Wisconsin.

WHEREAS, the JCM, desires to contract for data services for a survey of Jewish educators, and;

WHEREAS, DEMOGRAPHIC DATA CONSULTANTS desires to provide the aforesaid services on the herein described terms and conditions;

NOW, THEREFORE, in consideration of the mutual promises and covenants herein contained, the parties do agree as follows:

offer  
\* [ 1. The Services. DEMOGRAPHIC DATA CONSULTANTS will provide data entry, coding, verification, and statistical analysis for a mail survey of Jewish educators in Milwaukee. A written report based on the findings of the survey will be prepared by the firm. It is further agreed that Demographic Data Consultants will provide similar services to the Jewish Communities of Baltimore, Maryland, and Atlanta, Georgia.

2. Research Product. The report on educators will include a summary of the findings, frequency distributions and percentage distributions for variables measured, twenty-five crosstabulations and twenty-five correlations of selected variables.

3. Timetable. Data entry can begin upon the signing of this agreement and receipt of the first completed questionnaires. The final report will be completed six weeks after the last questionnaire is completed. A brief preliminary summary of key findings along with print outs of crosstabulations will be presented to Dr. Ellen Goldberg on June 28th.

\* [ 4. Costs. The costs to the JCM for the agreed upon services of professional consultation, analysis, data entry, coding, verification, report writing, and presentation shall be \$7860. One third of this sum shall be due and payable upon signing of this contract, one third when the data entry begins, and one third upon submission of the report. These costs are based in part on the agreement to process the same questionnaire for three different communities. If services were not to be provided to the other firms, costs would be higher since there is a savings for volume.

ability They gamble

5. Understanding. This agreement contains the entire understanding of the parties. Any modification requiring extra costs or time shall be reduced to writing and signed by both parties.

6. Applicable Law. This Agreement is subject to the laws of the State of Tennessee and all parties hereto consent to personal jurisdiction in the Courts of Tennessee. This Agreement shall not be construed against either party.

IN WITNESS WHEREOF, the parties hereto have affixed their signatures hereinbelow.

by \_\_\_\_\_  
DEMOGRAPHIC DATA CONSULTANTS

by \_\_\_\_\_ JCM

AMERICAN JEWISH  
ARCHIVES



Post-It™ brand fax transmittal memo 7671		# of pages » 4
To: Ginny Levi	From: Ellen Goldring	
Co. CISE	Co.	
Dept.	Phone #	
Fax # 216-391-5430	Fax # 615-343-7014	



Peabody College

VANDERBILT UNIVERSITY



NASHVILLE, TENNESSEE 37203

TELEPHONE (615) 322-7311

Department of Educational Leadership • Box 314 • Direct phone 322-8000

To: Ginny Levi

From: Ellen Goldring

Re: Educator Survey: Principal Questionnaire

Date: July 23, 1993

I have just received the following fax from Nancy Hendrix regarding the data for the Principal's (educational directors/leaders) version of the educator survey. As you may recall, Milwaukee is in the process of collecting surveys from educational leaders now.

I have asked Nancy to give me an estimate for data entry only. We are hopeful that once we hire a new field researcher to replace Claire, s/he will be able to analyze the data.

How do you suggest we proceed? I do not think we need an immediate decision, as questionnaires are still being sent back to Ruth.

To: Ellen Goldring

From: Nancy Hendrix

Subject: Estimate for Principal Questionnaire Entry

I have estimated what it would cost for us to do the entry, verification, and coding of open-ended and fixed response questions for the principal study. If we spread the costs of data entry as well as coding and verification among the three cities in the same way that we did before, Milwaukee and Atlanta would each pay \$220, and Baltimore would pay \$1100. If Milwaukee were the only city, they would pay \$1320 since the cost of open-ended questions, training, etc. would be borne by them alone. If for some reason, each of the three cities has about the same number of questionnaires, we can simply divide \$1540, the total for processing between 60 and 200 questionnaires, by three.

Much of the cost, again, is based on the length of the questionnaire which requires not only more time to enter each response but, more importantly, more initial time in training entry personnel on the fine points of entry especially in regard to the large number of "other" answers. Unfortunately even though the teacher's and principal's questionnaires will be alike, the answers to "others, please specify" may not be. In any case, time will be expended determining whether or not to code the dozens of "other" answers exactly as in the teacher's questionnaire or differently.

If for some reason, each of the three cities has about the same number of questionnaires, we can simply divide \$1540, the total for 150 questionnaires by three. We are set up for handling large numbers of questionnaires; there really is an economy of scale, so that the per questionnaire cost turns out to be much higher for every part of the process when we are dealing with small numbers.

We have finished the data entry for the educator's questionnaire except for an additional packet which arrived Monday. Thus we can begin the analysis since we have been assured that no more questionnaires will be sent. Let me hear from you if you have additional information on crosstabs and correlation preferences. I have your fax which I am using as a guide. I will call with any additional questions as we proceed. I am looking forward to the analysis phase.



Peabody College

VANDERBILT UNIVERSITY



NASHVILLE, TENNESSEE 37203

TELEPHONE (615) 322-7311

Department of Educational Leadership • Box 314 • Direct phone 322-8000

To: Annette and Seymour

From: Ellen

Re: Educator Survey: Principal Questionnaire

Date: July 27, 1993

I have just received the following fax from Nancy Hendrix (the data company entering and analyzing the data for the teacher survey) regarding the data for the Principal's (educational directors/leaders) version of the educator survey. As you may recall, Milwaukee is in the process of collecting surveys from educational leaders now.

I have asked Nancy to give me an estimate for data entry only. We are hopeful that once we hire a new field researcher to replace Claire, s/he will be able to analyze the data.

How do you suggest we proceed? Principal questionnaires are still being sent back to Ruth.

Post-It™ brand fax transmittal memo 7671		# of pages	2
To	Annette Hochstein	From	Ellen Goldberg
Co.	Mandel Institute	Co.	Vanderbilt
Dept.		Phone #	615-322-8037
Fax #	972-2-614-951	Fax #	615-343-7094

6152428847 DEMOGRAPHIC DATA CON

005 P01 JUL 21 '93 11:18

To: Ellen Goldring

From: Nancy Hendrix

Subject: Estimate for Principal Questionnaire Entry

I have estimated what it would cost for us to do the entry, verification, and coding of open-ended and fixed response questions for the principal study. If we spread the costs of data entry as well as coding and verification among the three cities in the same way that we did before, Milwaukee and Atlanta would each pay \$220, and Baltimore would pay \$1100. If Milwaukee were the only city, they would pay \$1320 since the cost of open-ended questions, training, etc. would be borne by them alone. If for some reason, each of the three cities has about the same number of questionnaires, we can simply divide \$1540, the total for processing between 60 and 200 questionnaires, by three.

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We have finished the data entry for the educator's questionnaire except for an additional packet which arrived Monday. Thus we can begin the analysis since we have been assured that no more questionnaires will be sent. Let me hear from you if you have additional information on crosstabs and correlation preferences. I have your fax which I am using as a guide. I will call with any additional questions as we proceed. I am looking forward to the analysis phase.



MOT 1/4

Date: 09 Dec 93 06:38:27 EST

From: "Alan D. Hoffmann"

To: Alan Hoffmann

Subject: Alan: Did you receive this? How should I proceed?

----- Forwarded Message -----

Subject: Alan: Did you receive this? How should I proceed?

Date: 29-Nov-93 at 17:57

From: Virginia Levi,

To: Alan D. Hoffmann,

----- Forwarded Message -----

Subject: +Postage Due+Re: ADDRESSES

Date: 29-Nov-93 at 09:30

From: INTERNET:GOLDRIEB

To: Virginia Levi,

Date: 29 Nov 1993 08:27:56 -0600 (CST)

Subject: Re: ADDRESSES

To: 73321.1223@compuserve.com

Cc: annette , gamoran

Hi Ginny, Adam and I will need to do some additional analyses for the policy report we are writing for Milwaukee. The Demographic DATA firm will be doing these analyses. This expense was approved by Seymour and Annette when we started to discuss the process and work involved in doing the educator survey and the reports, including additional compensation for Adam and myself and the additional analyses. WE anticipate the cost for the additional analyses to be between 300-500 dollars. Do I need to get any type of approval for this before asking Demographic Data to begin the work? Can Demographic DATA submit the bill directly to you upon completion?

As soon as I hear from you, we will continue on with this extra set of analyses.

Thanx, Ellen

PS. I think there is still some confusion with the compuserve addresses, if ALAN is 1220, then what is Barry?

\*\*I've written and, I think, clarified our addresses. The question is, to respond to Ellen. Please advise. G.





Date: Tue, 14 Dec 1993 08:25 CDT

From: <GAMORAN  
Subject: Milwaukee data report  
To: ALANHOF  
Original\_To: ALANHOF, GAIL  
Original\_cc: GAMORAN

Roberta has twice reported to me that the lack of an executive summary for the data report prepared by Demographic Data is a source of frustration in Milwaukee. She says they want to work with it but are having a hard time taking the report as a whole. She says they have an executive summary for the qualitative report, which they have distributed, but nothing comparable for the data report.

Since Ellen and I have demurred from writing an executive summary, Roberta has offered (to us) to write one herself, saying she would of course work with us on it before giving it to anyone in Milwaukee.

I have nothing against this from my standpoint. However, I have the impression that you don't want this because you don't want them to work from the raw data, you want them to work with the "processed" version that will be presented in the policy report. (Not that you don't want them to see the data, but that you don't want them to use it, possibly inappropriately, as the basis for starting to formulate policy.) Also, Ellenn raises the question of momentum -- if they get an executive summary of the survey data report now, will they read a policy report a few weeks later?

For me it comes down to this: Generally, we try to satisfy requests from the community when they fit within our expertise and workload. However, we must avoid conflicting with CIJE implementation.

The purpose of the data report was not to make policy, actually, but to let them (and us) see what the data showed, so they could have input into what they wanted us to address in the policy report. We haven't done that; instead we've made all the decisions about the policy report ourselves.

I'd appreciate your thoughts on this.

met ml

Date: 14 Dec 93 12:07:41 EST

From: Gail Dorph  
To: Adam, Alan  
Barry, Danny <danpek  
Ellen <goldrieb  
Ginny  
Subject: Milwaukee data report

----- Forwarded Message -----

Subject: Milwaukee data report  
Date: 14-Dec-93 at 14:00  
From: Gail Dorph,

To: INTERNET:GAMORAN

Adam is asking about Roberta's creating an executive summary for the data analysis report for use by the folks in Milwaukee. Some questions:

What would an executive summary of the data analysis report be like?

In what way does it differ from the policy paper?

Is this something that you, Adam and Ellen, think is a good idea or is this something that you think we ought to do because Ruth Cohen is making Roberta's life miserable?

Here's what I thought I told Ruth in Milwaukee after conferring last week with Ellen. By the end of January, Adam and Ellen will have written the policy report and Ellen is willing to come to Milwaukee to do a "training seminar" with whomever you chose about working with the data and with the policy report. What's wrong with that? Do you feel that we are "hamstringing" Milwaukee's progress in some way?

Gail



> Date: Mon, 20 Dec 93 15:44 +0200

>

> From: <ALANHOF

> To: Annette Hochstein

> Cc: Gail Dorph

> ALANHOF

> Subject: Forwarding a message from Gail today

>

> [ADH:ANNETTE,

> THIS IS A MESSAGE RECEIVED TODAY FROM GAIL WHICH RELATES TO  
> OUR CONVERSATION OF TODAY.

> GAIL: IN BRIEF, ANNETTE THINKS THAT WE SHOULD NOT

> RELEASE THE DATA COMPANY REPORT TO THE COMMUNITIES BUT ONLY

> THE RAW STATISTICAL DATA AND THE ADAM/ELLEN POLICY REPORT.

> THE PROBLEM IS THAT THE DATA COMPANY THINKS THAT THEY ARE

> WRITING A POLICY REPORT AND WE ARE CONFUSING EVERYONE, INCLUDING

> OURSELVES.]

>

>

