The UW-Stout Applied Research Center (ARC) offers a variety of applied research services to clients across campus. Services available to UW-Stout faculty and staff include evaluation services, custom surveys, focus groups, data entry and transcription.

Services provided by the ARC are for a fee - contact us for a cost proposal. E-mail: arc@uwstout.edu; Phone: 715-232-4098

### EVALUATION SERVICES

<table>
<thead>
<tr>
<th>What we can provide you:</th>
<th>Details:</th>
</tr>
</thead>
</table>
| Development of evaluation proposal | The ARC can develop evaluation plans for grant applications, review and provide feedback on existing evaluation plans, and/or provide suggested responses to reviewer concerns about evaluation plans. Our evaluation plans typically include:  
  - Metrics/targets  
  - Suggested data collection tools  
  - Suggested research designs  
  - Formative and summative evaluation components  
  There is no charge for these tasks, but there is a requirement that if you use the plans suggested by us, we are written into the grant as an evaluator. |
| External or Internal evaluator for project | The ARC typically serves in the role of internal evaluator for UW-Stout projects, and can serve in the role of external evaluator for projects that involve individuals outside of UW-Stout. As the evaluator, our role can include, development of instruments, administration of instruments, data analysis, preparing custom reports, preparing evaluation reports required for grant agencies, managing the overall evaluation, reviewing/auditing evaluations conducted by other evaluators or faculty/staff. |

### EVALUATION SERVICES PROJECT EXAMPLES

- Evaluations for national, state and institutional grants, including:
  - Programs to increase college attendance and graduation
  - Programs to support student success in Science, Technology, Engineering, and Math majors at UW-Stout
### CUSTOM SURVEYS

<table>
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<tbody>
<tr>
<td>Development of custom survey</td>
<td>We can design a custom survey instrument based on your needs, or administer an existing survey. We can analyze your survey data, write a report, and make recommendations based on the findings. Surveys can be administered electronically or by mail. If desired, ARC staff can administer surveys in meetings or classes. We can conduct data analysis for a survey that has already been developed and/or administered.</td>
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**CUSTOM SURVEY PROJECT EXAMPLES**

- Faculty Satisfaction Survey
- Violence Prevention Survey
- General Education Satisfaction Survey

### FOCUS GROUPS OR OTHER QUALITATIVE STUDIES

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<th>Details:</th>
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</table>
| Focus Groups or other Qualitative studies. | We can assist with all or part of a focus group project. This may include:  
  - Training project personnel to serve as focus group facilitators  
  - Developing focus group questions  
  - Conducting focus groups  
  - Transcription services |
- Qualitative data analysis
- Report writing
- Development of recommendations

We are also available to conduct 1:1 interviews, or to do projects that utilize multiple methods.

**FOCUS GROUP PROJECT EXAMPLES**

- Maintaining a Corporate Culture during an economic downturn (Business & Industry)
- Polytechnic Learning Outcomes (Faculty)
- Diversity, Out of Class Activities, Information Technology, and Writing/Reading (UW-Stout students)
- Sustainability (UW-Stout community)
- EO/AA Office (Faculty/Staff)

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**DATA ENTRY AND TRANSCRIPTION**

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<th>What we can provide you:</th>
<th>Details:</th>
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<tbody>
<tr>
<td>Data entry of paper surveys into a database</td>
<td>We can conduct data entry of paper surveys into a database, including creating the database and codebook.</td>
</tr>
<tr>
<td>Transcription of recordings into narrative format.</td>
<td>We can transcribe recordings into written form. Digital recorders are available for checkout from the library.</td>
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</table>

**DATA ENTRY AND TRANSCRIPTION PROJECT EXAMPLES**

- Graduate student thesis projects
- History of Recruitment Project for EO/AA office (workforce analysis, survey of new hires, demographic cards)