INSTRUMENT DEVELOPMENT & IMPLEMENTATION

The qualitative data gathering phase involving informant interviews and regional meetings produced a great deal of information to inform the development and implementation of the survey instrument. It is this during this comprehensive survey effort phase when we gathered that actual data for the Needs Assessment through input from all possible stakeholders and victims of crime. The process of development included three primary activities:

1. Development and testing of the assessment instrument
2. Crafting the right message
3. Development of the survey database

Members of the Access to Services Committee were asked to participate in one of these activities to gather a variety of input, focus their collective efforts, and minimize the development time for each task. Once developed, all teams were tasked with testing the instrument prior to implementation.

BUILDING THE QUESTIONNAIRE

TEAM 1: INSTRUMENT DEVELOPMENT

Team 1 focused on the components of the assessment instrument including topic areas of interest, format of the questions, wording of questions & potential responses for multiple choice questions, logic/flow of questions to guide respondents depending on their role and experiences, etc. Our initial plan was to develop a single assessment instrument for victims and stakeholders allowing their role in completing the survey to guide the questions they received. As the process advanced, it became apparent that two separate assessment instruments, one for victims and one for stakeholders, would simply both the distribution and the analysis processes.

This team also evaluated and prioritized the instrument formats and alternative languages for distribution. The team selected a digital format using *Qualtrics*, a survey and quantitative statistical analysis software, as the primary format for the Needs Assessment instrument for both victims and stakeholders. In addition, the team decided to prepare and distribute a printable paper format for victims as an alternative format. Electronic copies of this paper format were distributed to all stakeholders for printing and distributing to victims of crime locally. Regardless of format, feedback from the regional meetings made it clear that the assessment instrument needed to be available in alternative languages. Upon initial review, we found that the digital version using *Qualtrics* could be used to detect up to 120 different languages of the respondents and automatically translate the questions accordingly. After some further review it was determined that the quality of these translations was not sufficient for some of the victim populations we had hoped to reach. The team prioritized the languages and had both the digital and paper versions translated professionally. Table III-1 shows the languages identified for translation. A sample of the communication used to notify participants about these alternative languages is provided in Appendix III-1.

Table III-1: Languages Identified for Translation

Language	Digital	Paper
Arabic (Egyptian translation)	X	
Chinese (simplified)	X	X
Korean	X	
Nepali	X	
Spanish	X	X
Vietnamese	X	

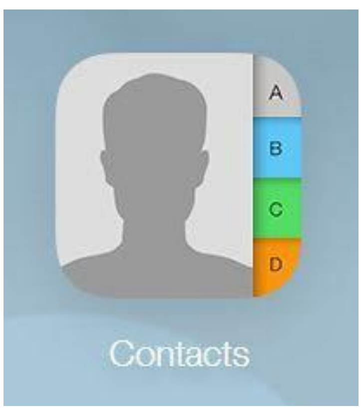
TEAM 2: CRAFTING THE MESSAGE

Team 2 focused on developing the message that accompanied the assessment instrument or the invitation to participate. It was critical this message effectively encourage individuals complete and/or share the assessment instrument. This message needed to be tailored for each medium used such as cover letters, emails, websites, fliers, and press release.
The team first noted the main points of the message that needed to be incorporated 1) purpose of the needs assessment, 2) value of their input, 3) benefits to the victim service community, and 4) promise of confidentiality. From there the team crafted and edited a variety of formats for use in distributing the assessment instrument encouraging recipients to complete the questionnaire, share the link for others to complete, and promote the needs assessment within your network/community. Separate messages were prepared and distributed to victim service providers (VSP), non-VSP stakeholders, and umbrella/network organizations asking for their participation in both completing the assessment and distributing the information about the assessment within their networks. A proposed message format was also provided to these stakeholders for use in forwarding the information about the assessment to ensure that their message was consistent.

Sample newsletter articles were also provided and encouraged for organization newsletters. The team also prepared a flier with a QR code to allow individuals to complete the questionnaire using their smart phone. The fliers were distributed electronically so that they could be printed locally and placed in key locations to make victims aware of the Needs Assessment. In addition, the team developed postcards about the needs assessment and distributed them in person at the 2018 Farm Show event, one of the major events in Pennsylvania that is well-attended by a wide variety of individuals from across the state. This idea was developed from a suggestion at one of the regional meetings to attend community fairs. Finally, a Press Release was prepared and published through a variety of media outlets to notify the general public. Examples of these formats are provided in Appendix III-2.

TEAM 3: CONTACT MANAGEMENT

Team 3 focused on managing and organizing the wide variety of contact information and networks identified through the informant interviews and regional meetings in order to develop an efficient and responsive survey distribution framework. This was a comprehensive process of gathering, verifying, editing, and compiling over 4,500 emails obtained from existing victim service contact/distribution lists, regional meeting invitees, an extensive network of stakeholder distribution lists, and suggestions received throughout the process. Once the emails were reviewed and verified, they were imported into *Qualtrics* for distribution of the needs assessment instrument. *Qualtrics* is designed to automatically send emails including the link to the questionnaire to the entire distribution list. It also sends reminders periodically to those who have not yet responded.



In addition to the work of the study team and the ATS subcommittee members, IUP's Applied Research Lab (ARL) was a critical player in building, implementing, and analyzing the results of the assessment instrument. The ARL is IUP's research consulting center dedicated to providing expert assistance throughout the IUP research community. Through their staff, the ARL empowers researchers to produce high-quality research in a timely manner, provides consultations tailored to the research design and analysis needs of each project, and increases research skills to help researchers apply best methodological practices to their projects. Their expertise includes the following services, which were invaluable contributions to the team:

- Formulating research questions and hypotheses
- Research method design
- Sampling strategy determination and power analysis
- Measurement instrumentation design and testing
- Qualtrics support
- Data collection
- Database creation, maintenance, and organization
- Quantitative and qualitative data analysis software support

IMPLEMENTATION OF THE NEEDS ASSESSMENT

Upon completion of the three primary activities necessary to build the assessment instrument, distribution list, and message content we begin the final planning and preparation for implementation. This step included the following activities:

- Testing & piloting of the assessment instrument prior to launch
- Distribution of the assessment instrument
- Collection of the data from participants
- Analysis & progress reporting throughout the assessment window (6 weeks)

All ATS subcommittee members and OVS staff were asked to assist in testing and piloting of the instrument. To do this, a link to the questionnaire was sent to all of the testers before it was available to the public. Testers were encouraged to complete both questionnaires at least once assuming a role as a stakeholder and/or victim. They were asked to provide feedback on the introductory and closing statements, wording of the questions, logic or flow of the questions based on their responses, technical difficulties they may have encountered, and so on. Feedback obtained during this testing was then incorporated into the final questionnaires.

The digital questionnaire went Live on January 15, 2018. At that point, *Qualtrics* automatically sent emails with a link to the questionnaire to everyone whose email had been compiled and uploaded. Additionally, anyone who had received a flier or newsletter article was able to access the survey as well. Emails to VSP and non-VSP stakeholders were sent out once the questionnaire was active to begin the process of communicating and encouraging participation. A printable copy of the questionnaire for Victims of Crime is provided in **Appendix III-3**. Copies of the digital questionnaires for Community Stakeholders and Victims of Crime are provided in **Appendix III-4** and **Appendix III-5**.

Over the six weeks from January 15 through February 28, 2018 *Qualtrics* collected responses and provided weekly reports on the progress to date. Every two weeks, reminders were sent to individuals who had not yet responded. Although the system could determine who had not yet responded, confidentiality of the respondents was maintained. Emails that were flagged as no longer valid were removed from the list. Paper copies of the questionnaire that were received were held until the end of the assessment window and were then input individually so that they could be analyzed with the digital responses. Comments received in languages other than English were professionally translated for analysis. Of the 256 victim respondents, 11 respondents completed the questionnaire in Spanish and 9 respondents completed the questionnaire in Chinese (simplified). No other alternate languages were utilized.