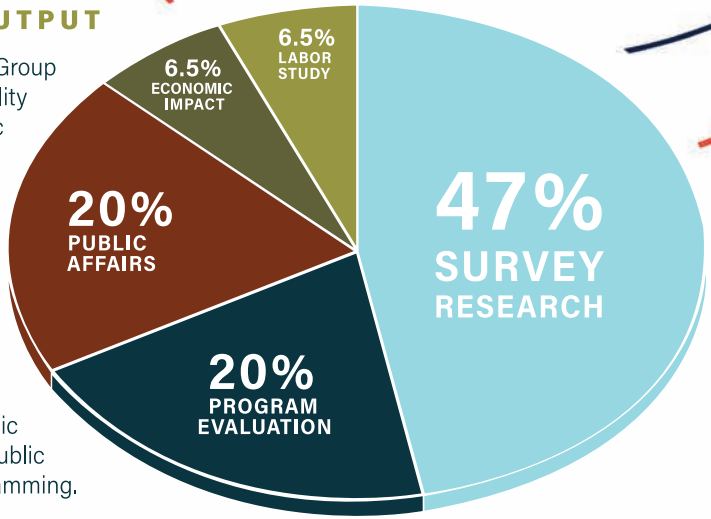


# 2018

## SERVICE OUTPUT

Survey and Focus Group Research, Feasibility Studies, Strategic Planning, Program and Grant Evaluation, Labor and Migration Studies, Grant Facilitation, Needs Assessments, Cost-Benefit Analyses, Economic Impact Analyses, Public Policy Programming.



### SURVEY CENTER STUDENT SUPERVISORS

Samuel Ayers  
Kristin Barlett-Steede  
Shayla Cochran  
Callie Dunlap  
Lexis Jeffery

### STUDENT RESEARCH ASSISTANTS

Wendy Garcia-Andrade  
Jacob Besser  
Lauren Kruse  
Catherine Pickle  
Clair Schmitt  
Keegan Weber

## STRATEGIC PLANNING

Visionary leadership begins with a plan that strategically prioritizes scarce community or organizational resources. The Docking Institute has worked with more than 60 entities, including state agencies, school districts, educational institutions, museums, communities, economic development organizations, and chambers of commerce to conduct strategic planning. The Docking Institute customizes the strategic planning process to meet each organization's requirements.

**Strategic Planning Training – AARP**  
Provided AARP leadership with a description and demonstration of strategic planning

## OUR MISSION

To facilitate effective public policy decision-making among governmental and non-profit entities.



## POLICY FELLOWS

- |  |  |  |
|--|--|--|
| <p><b>Paul Adams</b><br/>Ph.D.<br/>Fort Hays State University<br/>College of Education</p>   | <p><b>Micki Armstrong</b><br/>M.S.<br/>Fort Hays State University<br/>Coordinator/Mediator<br/>Family Development Services</p> | <p><b>Emily Breit</b><br/>Ph.D.<br/>Fort Hays State University<br/>Economics, Finance, and Accounting</p>    |
| <p><b>Curt Brungardt</b><br/>Ph.D.<br/>Fort Hays State University<br/>Leadership Studies</p> | <p><b>Amanda Buday</b><br/>Ph.D.<br/>Fort Hays State University<br/>Sociology</p>  | <p><b>Keith Campbell</b><br/>Ph.D.<br/>Fort Hays State University<br/>Sociology</p>                          |
| <p><b>Melissa Dixon</b><br/>B.A.<br/>Hays Convention &amp; Business<br/>Bureau</p>           | <p><b>Larry Dreling</b><br/>M.S.<br/>Freelance Journalist</p>  | <p><b>Robert Duffy</b><br/>M.A.<br/>Fort Hays State University<br/>Drug and Alcohol Wellness Network</p>     |
| <p><b>Nathan Elwood</b><br/>M.A.<br/>Fort Hays State University<br/>Forsyth Library</p>      | <p><b>W. Trey Hill</b><br/>Ph.D.<br/>Fort Hays State University<br/>Psychology</p>   | <p><b>Thomas Johansen</b><br/>Ph.D.<br/>Fort Hays State University<br/>Economics, Finance and Accounting</p> |
| <p><b>Scott R. Jones</b><br/>Ed.S.<br/>Fort Hays State University<br/>Business Education</p> | <p><b>Richard Lisichenko</b><br/>Ph.D.<br/>Fort Hays State University<br/>Geosciences</p>                                      | <p><b>Paul Lucas</b><br/>Ph.D.<br/>Fort Hays State University<br/>Criminal Justice</p>                       |
| <p><b>Deborah Ludwig</b><br/>M.L.S.<br/>Fort Hays State University<br/>Forsyth Library</p>   | <p><b>Jean Majercin</b><br/>M.P.S.<br/>Fort Hays State University<br/>Sociology</p>  | <p><b>Mary Martin</b><br/>Ph.D.<br/>Fort Hays State University<br/>Applied Business Studies</p>              |
| <p><b>Kate McGonigal</b><br/>Ph.D.<br/>Fort Hays State University<br/>Sociology</p>          | <p><b>Lori Peek</b><br/>Ph.D.<br/>University of Colorado-Boulder<br/>Sociology</p>   | <p><b>Kevin Smith</b><br/>J.D.<br/>University of Kansas<br/>University Libraries</p>                         |
| <p><b>Michael A. Smith</b><br/>Ph.D.<br/>Emporia State University<br/>Political Science</p>  | <p><b>Kevin Shaffer</b><br/>M.S.<br/>Fort Hays State University<br/>Informatics</p>  | <p><b>Greg Weisenborn</b><br/>Ph.D.<br/>Fort Hays State University<br/>Management</p>                        |

## SENIOR FELLOWS

- |  |   |  |
|--|---|--|
| <p><b>Larry Gould, Ph.D.</b><br/>Fort Hays State University<br/>Chair – Political Science<br/>Docking Institute<br/>Founder and Director<br/>1984-1991</p> | <p><b>Mark Bannister, J.D.</b><br/>Boise State University<br/>Dean – College of Business<br/>and Economics<br/>Docking Institute Director<br/>1993-1998</p> | <p><b>Leslie Paige, M.S., Ed.S.</b><br/>Fort Hays State University<br/>Director – Office of Scholarship<br/>and Sponsored Projects</p> |
| <p><b>Gary Brinker, Ph.D.</b><br/>Fort Hays State University<br/>Professor – Sociology<br/>Docking Institute Director<br/>2008-2017</p>                    | <p><b>Joseph Aistrup, Ph.D.</b><br/>Auburn University<br/>Dean – College of Liberal Arts<br/>Docking Institute Director<br/>1999-2001</p>                   | <p><b>Chapman Rackaway, Ph.D.</b><br/>University of West Georgia<br/>Chair – Political Science</p>                                     |
| <p><b>Carl Parker, Ph.D.</b><br/>Fort Hays State University<br/>Emeritus – Economics</p>   | <p><b>Preston Gilson, Ph.D.</b><br/>Fort Hays State University<br/>Emeritus – Finance</p>   |  |

# 2018 ANNUAL REPORT

FORT HAYS STATE UNIVERSITY  
(785) 628-4197  
[www.fhsu.edu/docking/](http://www.fhsu.edu/docking/)





For more than three decades, the Docking Institute of Public Affairs has provided trusted information to community, non-profit, and governmental decision-makers. For every project, our professional staff leverages the expertise and commitment of Institute policy fellows to learn a client's objectives; help the client to further explore and refine objectives; employ best-practice methods to answer the important questions; and author technical reports and presentations. We are equipped for and regularly use all major modalities of surveying. And our 20-station call center, equipped with CATI software and operated by supervised and highly trained FHSU student interviewers, means we are uniquely equipped to use modern methodology for accomplishing the complexities of phone surveying.

Here in our 2018 Annual Report, you will see that we assist entities of all sizes both in and outside of Kansas using tools and data appropriate to the client's project objectives, whether those are original research projects, organizational strategic planning, or a combination of those services. You will also see that we continue our long-standing record of supporting public-affairs activities.

We at the Institute enthusiastically embrace the interesting and challenging work to realize our mission of facilitating effective public-policy decision making among governmental and non-profit entities. If you are visiting Hays, please stop by our offices on the beautiful campus of Fort Hays State University. As always, if the Docking Institute can be of service, please do not hesitate to call.

Sincerely,

*Brett Zollinger* *Jim Sun* *Michael S. Walker*

BRETT ZOLLINGER, PH.D. DIRECTOR  
 JIAN SUN, PH.D. ASSISTANT DIRECTOR  
 MIKE WALKER, M.S. RESEARCH SCHOLAR

*Luis Montelongo* *Lynette Ottley*

LUIS MONTELONGO, M.B.A. SURVEY CENTER RESEARCH COORDINATOR  
 LYNETTE OTTLEY, B.A. ADMINISTRATIVE SPECIALIST

## SURVEY RESEARCH

The Docking Institute's University Center for Survey Research provides professional survey design, data gathering, and data analysis services. Docking Institute researchers help clients select the most appropriate survey methodology based on the client's needs, goals, and budget. Available survey methods include telephone surveys (using a 20-station CATI system), mail surveys, Web surveys, personal interviews, and focus groups.

### City of Denver, Colorado (with Burns & McDonnell)

Telephone survey design, data collection, and data file delivery services to the city to measure behaviors and opinions of city residents with regard to solid waste removal

### Kansas Small Business Development Center Topeka, Kansas

Survey to measure cybersecurity knowledge and behaviors among KSBDC clients and business owners in Kansas

### Kansas Department of Health and Environment, Bureau of Community Health Systems, Office of Primary Care and Rural Health, Topeka, Kansas

Web and telephone survey of primary care and dental health practices throughout the state of Kansas to determine Health Professional Shortage Designation areas

### Unified School District 407 Russell, Kansas

Postal survey to measure voters' opinions on prospective bond initiatives

### City of WaKeeney, Kansas

Provide analyses and report from data collected by the city of WaKeeney in surveys administered to the community

### Kansas Small Business Development Center Topeka, Kansas

Web and telephone survey to collect financial impact data and client satisfaction data from KSBDC clients

### Office of Technology Services Fort Hays State University

Web survey addressing technology issues among faculty, staff, and students

### Kansas Foundation for Medical Care, Inc.

Telephone survey of clinicians in Kansas to update contact information

### Kelly Center, Drug and Alcohol Wellness Network Fort Hays State University

On-campus student survey measuring self-reported personal usage of various drugs and alcohol and key demographic characteristics

### Office of Administration & Finance Fort Hays State University

Web survey of faculty and staff residing in the Hays area to assess housing needs

### Student Government Association Fort Hays State University

Web survey measuring attitudes toward a Dead Week policy among on-campus and online students

### Faculty Senate Fort Hays State University

Web survey measuring faculty morale

### Kansas Speaks Poll Docking Institute of Public Affairs

Telephone survey of citizens of Kansas to assess opinions and attitudes about public policy, public issues, and elected officials

### Lawrence Douglas County Health Department

Telephone survey of adults in Douglas County, Kansas to evaluate the overall health of the residents

## LABOR STUDIES

Based on government labor data alone, firms considering relocation or expansion may often conclude incorrectly that there is not sufficient qualified labor to meet their needs. A labor study assesses the labor supply, availability, and skill level of a region. Additionally, labor studies determine the working status, education, training levels, willingness to commute, desired wages and benefits of people looking for employment for the right opportunity.

### Platte County Economic Development Council Kansas City, Missouri

Telephone survey to assess labor force availability in an eight-county area including and surrounding Platte County, MO

### CloudCorp Concordia, Kansas

Telephone survey to assess labor force availability in Cloud County and adjacent counties

## PROGRAM EVALUATION

Conducting an assessment of program implementation and program outcomes is indispensable for agencies to make informed decisions about effectiveness of their programs. Government and non-profit organizations often need tangible documentation of a program's effectiveness to receive or maintain funding.

### National Science Foundation Fort Hays State University Noyce Scholarship Grant Program

Formative evaluation, including Web surveying, interviews, and focus-groups of participants as they pursue their science degrees and begin teaching in high-need areas

### Unified School District 489 Early Childhood Connections Hays, Kansas

Evaluation of the district's Early Childhood Connections program to establish empirical evidence of its success in better preparing children with the academic and social skills needed to succeed in schools

### College of Education Fort Hays State University Kansas Academy of Mathematics and Science

Formative evaluation, using Web surveying of KAMS students, parents and focus groups with students

### College of Education Fort Hays State University I-Station

Data analysis and report editing services for the I-station evaluation team

### Jana's Campaign Hays, Kansas

Multi-program evaluation research services to Jana's Campaign

### Arizona Supreme Court Phoenix, Arizona

Multi survey data processing and analysis for the Arizona Judicial Performance Review Program

## ECONOMIC IMPACT

### Hays Housing Cost Study Hays, Kansas

Analysis of recent sales data to quantify the impacts of the factors that affect the housing price in Hays, Kansas.

### Salina Airport Authority Salina, Kansas

Economic analysis of the three sectors (business & industry; education & military) supported by SAA.

Policy assessment often requires an economic impact analysis of existing and proposed activities or programs. Government agencies and non-profit organizations can use economic impact assessments to determine the total monetary benefit of their activities in a local or regional economy. Our researchers have analyzed the economic impact of manufacturers, service organizations, hospitals, correctional facilities, institutions of higher learning, business incubators, infrastructure upgrades, and other existing and potential programs and projects. Decision-makers often turn to cost-benefit analysis as a tool for understanding whether benefits of a program/project exceed the costs and vice versa. The purpose of CBA is to comprehensively identify and measure all relevant economic costs and benefits that accrue to a program. Feasibility analysis estimates the monetary benefits of a potential project and compares those benefits to cost criteria. This analysis provides a base for a projection of a costs-to-benefits scenario useful to leaders and funders in determining whether to pursue a project.

### Smoky Hills Public Television

Moderating television show "The Kansas Legislature" featuring Kansas legislators

### Eisenhower Leadership Class

Presentation of population and employment trends in six areas of the state

### Western Kansas Population (Girl Scouts)

Presentation of population trends in western Kansas

### Kansas County Treasurer's Association

Vetting and certification services for KCTA

## PUBLIC AFFAIRS

To facilitate effective public policy decision-making, the Docking Institute has over 30 distinguished policy fellows representing industry, academia, and government. The Docking Institute assembles the right team of experts to find real-world solutions to real-world challenges. Through public affairs programming, the Docking Institute provides critical resources for today's public leaders to plan for a successful future.

### Ellis County Commissioner debates

Worked with other campus and community entities to facilitate the debates between county commissioners

### Kansas County Treasurer's Association

Online course instruction on 11 topic areas related to the duties, responsibilities, and the operation of a county treasurer office