

# Report of Email Poll

Prepared by Ellen Iverson and Tonya Connor

## Introduction

This report summarizes the results of the *Email Survey* administered to a random sample of geoscientists in 2005, 2007, and finally in 2013. The survey was designed by the team of Ellen Iverson, Cathryn Manduca, and Sean Fox. The goals of the survey were to gain a better understanding of the geoscience faculty's awareness of <http://serc.carleton.edu> website and what kinds of materials they are seeking on the website. The survey also sought geoscience faculty's awareness of the *On the Cutting Edge* workshop program

### 2005 Sample

The emails of 475 geoscientists were provided from AGI as a random sample. The email survey had a 43% return from email. In order to ensure the integrity of the pool we followed up with a 10% group of non responders (selected using random number table). The non-responders did not demonstrate any bias existing in that they showed even high awareness of both the [serc.carleton.edu](http://serc.carleton.edu) website (50% YES) as well as the *On the Cutting Edge* program (42% YES) and website (50% YES).

### 2007 Sample

The emails of 1054 geoscientists were provided from AGI as a random sample. The email survey had a 44% return from email (470 respondents). In order to ensure the integrity of the pool we followed up with a group of non responders (6% of total sample selected using random number table). The non-responders did not demonstrate any bias existing and showed even high awareness of the *On the Cutting Edge* program.

### 2013 Sample

A random sample of 2154 valid emails was pulled from a contact list provided by AGI of 8192 emails of geoscience faculty. Faculty included representatives from all areas of geoscience and U.S. institution types. The email survey had a 30% return from email (640 respondents).

## Comparison

Question	2005	2007	2013
Response rate	205 of 475 (43%)	467 of 1054 (44%)	640 of 2145 (30%)
Have you ever heard of the websites on geoscience teaching housed at <a href="http://serc.carleton.edu">serc.carleton.edu</a> ?	33%	48%	68%

Have you used the <a href="http://serc.carleton.edu">serc.carleton.edu</a> website?	25%	36%	58%
Have you ever heard of the <i>On the Cutting Edge</i> workshop series for geoscience faculty?	34%	46%	64%
If yes, have you participated in a workshop?	5%	10%	
Are you aware of the On the Cutting Edge website for geoscience faculty?	22%	36%	56%
If yes, have you used the On the Cutting Edge website?	19%	26%	42%
Confidence level, margin of error	90% confidence level 7% margin of error	95% confidence level 4.4% margin of error	95% confidence level 3.7% margin of error

## Protocol Questions

- 1) Have you taught any undergraduate geoscience courses in the last two years?
- 2) Have you ever used a website to prepare for teaching a topic on geoscience?
- 3) Have you ever heard of any of the websites on geoscience teaching housed at [serc.carleton.edu](http://serc.carleton.edu)?
  - a. If yes, have you used the [serc.carleton.edu](http://serc.carleton.edu) website?
- 4) Have you ever heard of the On the Cutting Edge workshop series for geoscience faculty?
  - a. If yes, have you participated in a workshop?
- 5) Are you aware of the On the Cutting Edge website for geoscience faculty?
  - a. If yes, have you used the On the Cutting Edge website?
- 6) May we follow up with you at a later date with an online survey or 10 minute phone interview?