

Group C:		
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Jung Yub Lee	using frame	25/25
Sonam Rajpal	nonresponse	23/25
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## I.4 – Project Proposal

### Target Population

Our target population includes all Carnegie Mellon University's undergraduate students who utilize the University Center's athletic facilities. Specifically, since we want to improve the University Center athletic facilities, the majority of our sample should include students who actually use the UC gym on a regular or occasional basis, which does not include the other athletic facilities on campus.

### Sampling Plan

In order to make conclusions about our target population, we will have to obtain a representative sample from all of CMU's undergraduate students.

Our primary sampling frame is all of the students listed in the Carnegie Mellon C-book, an undergraduate student email directory. We understand that the C-book does not contain all Carnegie Mellon undergraduates, so some non-sampling error may be present. We will use the sampling frame to obtain a representative sample by assigning each undergrad student listed in the C-book a number, and picking our sample through a random number process. To get an equal representation from each undergraduate class year, we will execute the random number process four times (one for each year). This will be done through a random number generator, giving each student listed in the C-book an equal chance of being selected. Since we are only interested in undergraduates who use the UC athletic facilities, our sample will have to be relatively large to make up for those student's chosen that do not use the UC athletic facilities. The students that are chosen by the random number generator will then be sent an email, briefly explaining our intent and including a link to an online survey through SurveyMonkey.com.

### Non-Response

For those students from our first sampling frame, we will send everyone a reminder email exactly one week after the initial email is sent. Since the survey is anonymous, even students who have completed the survey will receive a reminder through email. We will make sure to thank those who have already completed the survey in the same email. **with survey monkey I think you can get a list of who has / has not responded, without linking their emails to their responses.**

In the event that our sample is not representative of our target population, we will make adjustments according to the specific type of students that we are lacking. For example, if we have significantly fewer freshmen in our sample than the rest of the years, we will go into the all-freshmen dormitories on campus with paper surveys and approach students at random. This will make our sample more representative.

**what is different about students who are hanging around in the dorms for you to find this way, vs studnets who are out doing things (and that therefore you will not find by this method?)**

**a better approach might be to (a) increase your random sample among freshmen (e.g.) if you do not get enough of them; and/or (b) weight your sample so it is more representative of the population**