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target pop	25/25
samp frame	25/25
using frame	23/25
nonresponse	25/25
total	/100

Project Part 1.4

Target Population

The target population is Carnegie Mellon undergraduate seniors at the Pittsburgh campus who are on track to graduate in the May 2010.

Sampling Plan

The sampling frame is a list of seniors taken from those listed in the C-Book student directory. This sampling frame is appropriate for two reasons. First, we will be able to easily obtain a representative sample by drawing a SRS from that list of seniors. Second, the sampling frame should have very low coverage error. Theoretically, the only possible causes for coverage error are 1) listed seniors who do not plan to graduate in May and 2) seniors who are accidentally omitted from the list. Since these two possibilities are fairly improbable, we think that taking a SRS from this sampling frame is a valid sampling plan. Our plan for SRS will be based on how many people we anticipate contacting (i.e. contacting every 3rd person on the list versus contacting every 4th person).

Dealing with Nonresponse

Since we plan to send out emails for our web-based survey, non-response is prone to be an issue. We plan to combat nonresponse in several ways. First, we plan to have a catchy subject line on the email that will capture the interest of our target population. We will also make note in the body of the email that all graduating seniors are encouraged to participate, regardless of whether they have solidified their plans yet. And we hope to convince the Career Center to sponsor a small raffle prize, so that we can offer the prize as an incentive for participating. In addition, shortly following the initial contact of the participants, we will send a second email to non-responders as well as reminder flyers to their SMC mailboxes (mailbox numbers are also listed in the C-Book).

these are all great ideas... good

might be good to make this quest #1 of your survey (e.g. to catch 5th yr sr's those continuung to ms degree at cmu, etc. (and.. think of what will you do if you catch them?))

doesn't sound like a random sample to me.

should be based on the response rate you anticipate