Gauging Public Opinion

Monday, March 4, 2013
10:00 a.m. to 2:30 p.m. (Registration at 9:30 a.m.)
Biltmore Park, Asheville, NC

Western Carolina University Political Science & Public Affairs department head Chris Cooper will lead this program designed for managers, elected and appointed officials, department heads, clerks and others struggling to determine what citizens think and want.

There are many tools local governments may use to gauge public opinion. In addition to identifying the options available for local governments and when each one is appropriate, the workshop will cover the key steps involved in developing and conducting a valid and reliable survey of citizens.

Program topics include:

- When should you choose a focus group versus a survey?
- How do you draw a sample?
- How do you write a good question?
- How do you conduct a focus group?
- How do you interpret the data?
- What are the advantages and disadvantages of Internet polling?

Whether you want to conduct a survey or focus group yourself or simply wish to understand the work being done by your contractors, the program will assist you.

The program is sponsored by the Local Government Training Program and the Department of Political Science & Public Affairs at Western Carolina University. For additional information, please contact Vickey Wade at (828) 227-3442 or vwade@wcu.edu.

A registration fee of $40 covers the cost of instruction, materials and lunch. To register, please complete the form below and return it with your check (made payable to Western Carolina University or WCU) to: Local Government Training Program, 345 Stillwell Building, WCU, Cullowhee, NC 28723.

To register online and pay with a credit card, please visit the link below: https://wcupg.wcu.edu/C20252_ustores/web/product_detail.jsp?PRODUCTID=12&SINGLESTORE=true

Registration ends Thursday, February 28. Confirmations will be sent via email.

Directions to the facility (28 Schenck Parkway, Room 346): http://www.wcu.edu/6249.asp; interactive map: http://www.biltmorepark.com/interactive-map

2013 Gauging Public Opinion Seminar

Name __________________________________________ Title: __________________________________
Unit of Government: _____________________________ County: _____________________________
Address: __________________________________________________________
City _____________________________ Zip Code________________________
Phone: _____________________________ Email: _____________________________