NASS Survey Training

June Area:
Supervisor Prescreening Zoom Meeting

United States Department of Agriculture
National Agricultural Statistics Service

Great Lakes Region - 2024

Agenda

- Welcome and Opening Remarks

- June Area Prescreening "Train the Trainer" Items

- Questions from Supervisors

- Closing Remarks

Welcome and Opening Remarks

June Area

- Training Model

- Survey Supplies and Resources

- Focus for Prescreening

- CAPI Listings and Problem Segments

- Data collection timeline

- Questions from Supervisors

- Closing Remarks

Enumerator Training Model

- Enumerators Read Materials, Take Quiz
- Review Video and Web-Based Resources
- Mini-School with Supervisor (Mar 20-29)
- Practice Exercises and Mock Interview
- Enter Practice Data into CAPI Training
  - Make sure enumerators can access their segments in both CAPI and CAPI Training
  - Cannot enter Ag Tract information into CAPI or CAPI Training at this time – Only prescreening information

Eight hours authorized, more available for supervisors and newer enumerators

What Enumerators Received:

- Interviewer Manual

- One Blank Screening Form

- One Blank Ag Tract Questionnaire

- Folder with general information

- Large Transparent Acreage Grid

What Supervisors Received:

- Three copies of what each enumerator received
  - One for self, two extras for potential new hires
- Special Supervisor Folder
  - Answer keys and quality control forms
  - Also listings of tract operators in multiple segments
- Segment Envelopes with Listings
  - Five blank screeners per segment prescreened
- Twenty additional blank screening forms
- Multiple Photo Boxes with Supplies
- Any other requested supplies from the office

What Supervisors Have NOT Received:

- Return Labels to Ship Work Back to GLR FO
  - Will be sent in May

- Backup Set of Labeled Screening Forms
  - Will be sent next week with April 1 Survey materials

PLEASE CHECK WHAT YOU HAVE RECEIVED

What Work Do Enumerators Have?

183 Segments Eligible for Prescreening

- New Segments (PS-NEW, 135 segments)
- Old Segments with 60+ tracts (PS-LARGE)
- 100% Estimated Segments from 2023 (PS-EST)

Sending ALL Photos We Have Now (even if they are not being prescreened)

- Segments where the photo was lost (PS-LOST) – we are waiting for RDD replacement of these photos, will ship when we receive them ASAP (list segment ID for lost maps)

Segment Counts

STATE	AREA – NEW	AREA – OLD PRESCREEN	AREA – OLD NO PRESCREEN	ALL – TOTAL
Indiana	46	16	138	200
Michigan	21	15	112	148
Ohio	80	5	125	210
TOTAL	147	36	375	558

Segment Envelopes:

- Labeled Screening Forms
- FSA Maps and Listings for All Segments
- CoreLogic Maps and Listings for <u>All</u> Segments
  - Same as last year
- Listing of who got mailed a map in the new segments
  - Look for names in boldface

Purdue Website Resources

- Questionnaires, Letters, Enumerator Resources
  - Questions and Answers
  - Minimum Data Requirements
- Manual, Quiz, Practice Exercises, Checklists
- Training and CAPI Demo Videos
- Maps & Photos
- "Supervisor Only" Page

What Did Operators Receive?

- *Cover Letter explaining what we're doing*

- *11 X 17 copy of Aerial Photo with the CoreLogic parcels on it*

- *County Map which will show the relative location of the segment*

- *Survey Code to access electronic copy of segment map*

- **No forms can be mailed back by operators or completed via EDR. All data must be collected by phone or in person with work entered into CAPI.**

Practice Exercise

What did we send?

- Screening Exercise, Marking Photo Exercise, Gridding Exercise, Quiz
- Focus on prescreening now, Ag Tracts Later

What I might encourage for mini-schools?

- Marking up the photo
- Measuring tract sizes
- Finding names, understanding available resources
- Work with CAPI Training – Get Used to It
- Conduct Mock Interviews with Partners

What Hasn't Changed?

- The Pre-screening Forms and Expectations
  - Screening Forms relatively unchanged
  - Still have to account for all tracts within each segment
  - Enumerator will still have the same products (aerial photo, paper screener, paper tract forms)
  - Pre-Survey Letter to Potential Tract Operators
  - Submitting All Work in CAPI (Paper Backup)
  - Hold onto Paper Forms until surveys are over

Visit Guidelines

- Can take up to TWO visits to segment during prescreening
- CAN Stop for Interviews
  - Operators, FSA Offices, County Assessors, Businesses
- Leave Door Hangers and Follow-Up by Phone where possible
- How we're finding Operators and Residents
  - List of Web Based Resources in Packet
  - FSA and CoreLogic Listings
  - PRE-Prescreening Work done by Office Stats

Why Prescreen Now?

- To spread out the workload
  - Find the operators now
  - Focus on data collection in June
  - Changed during pandemic, system worked well
- To create a separate mailing list to send new maps in May
  - ** Need to Get All Tract Operator Names Entered into CAPI before April 18 **

Ag versus Non-Ag

- A tract will be an <u>agricultural tract</u> if anywhere on the total acres operated, the operation:
  - Produces or raises an agricultural commodity
  - Stores crops
  - Sells agricultural products
  - Receives government payments
  - Meets another criteria of a farm
- A tract will be a <u>non-ag tract</u> if it meets none of the above criteria.
- When in doubt? Fill it out, screen as "DK"

Pre-Screening Focus

- What should enumerators pay most attention to:
  - Identify and record operators
  - Make a list of tracts
  - Assign all land to ag or non-ag
  - Pay attention to detail, including acres and non-ag uses
  - Names Names Names
  - Notes in Margin to Help if Recontacting in June
  - Complete Information
- Can't Forget the ½ Acre Rule

When Completing Forms

- We need <u>complete names</u>, with middle initials, and addresses.
  - Critical to overlapping with the List.
- Make every effort to collect information from the "operator" of the land.
  - Avoid "Unknown Operator" where possible.
- Follow the wording on the screening forms.
- Record acres to the nearest tenth if you see a pre-printed decimal in the cell.

Accurate Acres are Important

- Put Notes in Margins about Ag Tract Acres
  - Ag tract acres not asked on the screening form, but good to ask now
  - Can only enter non-ag tract acres into CAPI during prescreening
- Check that total acres are close to the number of digitized acres in the segment
- Use Grids or other resources to measure tracts that seem "off"

When Submitting Forms

- Do not do a "final submission" for any tract-level record where there is a potential for a change to take place in the tract before June to the names or the acres.
  - As long as the information has been entered into CAPI and record is fully screened, the name will be added to the May mailing list.
  - If submitted prematurely, office will need to unlock.
  - Final submission required by June 8.
- Do not submit Segment-Level Record unless entire segment is non-ag with no potential.

Implications of Improper Screening

- Poor quality data for publications

- Duplication between list and area

- Inaccurate measurement of incompleteness of list

- Increased Respondent Burden

Before Leaving Home

- Find the segment on Google Maps
- Review the FSA Map and Parcel Maps for potential Tract Boundaries
- Review FSA and CoreLogic Listings and connect operators to potential tracts
  - Listings will indicate who was mailed a map (boldface, gray background)
- Use Google Street View to get a closer look
- Use web-based resources to identify other names

Use Visit Time Wisely

- Drive Around Segment, get lay of the land.
- Visit Operations, County Offices, Others who can help identify tract operators
- Leave Door Hangers with operators you can't reach in-person
  - Follow up by phone where possible
  - Take second trip only if necessary
  - **NO OVERTIME AUTHORIZED FOR PRESCREENING**
- Collect Tract Operator Names on Paper Forms
- Determine if Ag or Non-Ag
- Enter Names and Data into CAPI

Put Names on Non-Ag Tracts:

- Avoid labeling non-ag tracts with simple names such as:
  - Residence/House
  - Woods/Swamp
  - Church/Factory
  - Unknown Operator
  - Mr. Jones
  - Non-Ag
- Exceptions to this include:
  - Large areas of houses with no ag (get one name)
  - All or most of segment is woodland with multiple owners and no agricultural activity
  - If owner/operator is inaccessible, get other descriptive information

Verify Non-Ag Tracts

- Verify all Non-Ag tracts with the operator or other resources (if possible)

- DO NOT assume non-ag by observation
  - Observation alone is the LAST resort for non-ag tracts

- <u>REMEMBER</u>: A tract can appear (or be) Non-Ag but be a part of an operation, either inside or outside the segment

- If you're not sure, enter the name into CAPI anyway, code "DK" in Column 8 and we can correct it in June.

Specific Questions for Non-Ag

18	20	20a
NON AGRICULTURAL TRACTS		
How many acres are inside these blue lines? [*Enter acres and land use, then continue*]	Does this tract have potential for agriculture before June 1 of next year? [*Enter code*]	What best describes this non-agricultural tract? [*Enter code*]
846 .	818 **1, 2, or 3**	783 **1 - 12**
LAND USE **Enter description of Land Use here**	☐ **YES** = 1 ☐ **DK** = 2 ☐ **NO** = 3	**If code 783 = 12 (Other), write a description here**

Acres to nearest tenth here

Refer to codes on back page of screener

Be careful when coding Ag Potential. The way that this column is coded affects how records are handled in later survey processes.

USDA

AGRICULTURE COUNTS

Getting the Right Name is Critical

- Collect all names of individuals involved in day-to-day decisions
- Try to collect both mailing and physical addresses
- Collect phone numbers
- If partnership – get all partner names, addresses and phone numbers, put in margins for later
- If managed, must have the operation name
- Read ALL comments that accompany the questionnaires (exclusive to CAPI)
- If the name on the tract is wrong, mark as "no longer in segment" and add a new tract letter
  - **AVOID using the "X" to delete the tract from CAPI**

Resources for Finding Names

- Google Maps and Google Street View

- Acrevalue.com (not free anymore, but…)

- Voterrecords.com (best in Ohio)

- Reverse Address Search Sites (411.com, UsPhoneBook.com, WhitePages.com)

- County GIS Sites

- Property Search Sites (example: bsaonline.com)

- Regional Office Also Has Resources

In a perfect world…

- All operators are easily identified

- All non-ag tracts correctly recorded

- All respondents are contacted

- All tracts have a positive response

- A completed (by respondent) questionnaire for every ag tract

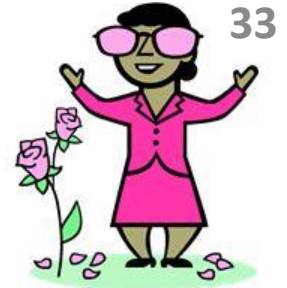- Everything is clear and done "by the book"
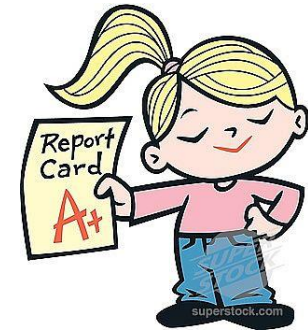
Truthful Assessment

- Not everyone can be contacted
- Errors happen
- Refusals and inaccessibles occur
- Estimation and observation are necessary
- Special and unique situations arise
- Good judgment and common sense must be used

Do your best…

- Data collection will not always follow documented procedures. Enumerators, Supervisors, and RFO/FO staff must use their discretion when dealing with special situations.

- Decisions must be made regarding certain situations taking into consideration the time, scope and resources available for the project.

CAPI Listings

- Old Segments Prepopulated with tract operators from 2023
  - Operator Names in <u>old segments</u> CANNOT be changed without Adding a New Tract Letter.

180058	Add		Summary			Status - Pending	
A - 1	1108	180058	290.0	Ag		DAFFY DUCK	CAMDEN, IN
B - 2	1108	180058	220.0	Ag		TAS M DEVIL	LOGANSPORT, IN
C - 3	1108	180058	80.0	Ag		PORKY'S PORK PORKY PIG	LOGANSPORT, IN
D - 4	1108	180058	78.0	Ag		FUDD FARMS ELMER FUDD	CAMDEN, IN
E - 5	1108	180058	5.0	Ag		YOSEMITE SAM	CAMDEN, IN
F - 6	1108	180058	2.1	Non-Ag		NON AG BUGS BUNNY	LOGANSPORT, IN
G - 7	1108	180058	2.0	Non-Ag		NON AG TWEETY BIRD	CAMDEN, IN

CAPI Listings

- New Segments coming <u>Blank</u>
  - All names must be entered into CAPI by April 18
    - Not pre-populating names
  - Can get wireless keyboards to enumerators who need them (talk to Brooke)
  - Can use online recourses and FSA/CoreLogic Listings to help identify tract operators for 2023, Follow up with FSA or County Assessor Offices

Has CAPI Changed?

- *Very Similar to Last Year – Two Surveys in One*
- *Everybody goes through screening*
- *If they screen out, interview can be finished (enter tract acres, type of tract, potential for agriculture)*
- *If they screen in, then they will be eligible to receive an Ag Tract questionnaire at a later date (if we're still in prescreening) or right away (if it's already June 1)*
- *Layout of CAPI instrument for Ag Tract questionnaire will follow paper form*
- *Will include a segment-level editor to make sure digitized acres are accounted for.*

Assigning Tract Letters

- *Not pre-populating CAPI – Assign on photos*

- *For new segments and for new tract operators in old segments, the CAPI system will automatically assign the next available tract letter.*

- **It will be extremely important that the tract letter marked on the photo matches what the tract letter will be that is created by the CAPI system, and that this tract letter is consistent with what is entered onto the paper screener.**

What if we're not sure?

- We have a name, couldn't verify they were Ag, Non-Ag, or even the right person.
  - Add the name in CAPI and answer "DK" to the first screening question. That will get them on the mailing list for May/June.
  - Getting them on the mailing list puts a map in their hands
- I'm not sure what the exact acres of the non-ag tracts are supposed to be
  - Don't submit the tract. Fill out as much as you can, then "Screen Another Tract". Once you submit it, the tract is locked.

Problem Segments

- Segments are considered "problem segments" if:
  - The segment has more than 20 tracts, of which 10 or more are agricultural and it takes more than 12 hours to enumerate
  - There are problems with boundaries (i.e., boundary cuts through a field or cannot be identified)
  - The segment boundary cuts across county or state lines
  - There is more than a 10 percent difference between reported and digitized acres.

Example of Problem Segment

Problem Segments

- Documentation of Problem Segments must be sent to RFO by **July 30.**

- Exceptions will be made if photos need to be used for OY

- The Regional Office will reach out to supervisors in early July to look for the Problem Segments.

Prescreening Dates

- Prescreening Begin March 27.
  - Best if you wait until after mini-school.
  - Respondents Mailed Pre-Survey Letter and Parcel Map around March 21
- Last day to drive to segment, call or visit with respondents: April 16
- All Prescreening data entered into CAPI: April 18

Transition to Main Survey

- Supervisor meeting week of May 1
- Regional Offices Receive Labeled Tract Questionnaires by May 8 (we hope)
- Ship Enumerator Packets by May 12
- Mini-Schools: Week of May 15
- Tier 2 Ag Tract Data Collection Begins May 20
  - Horse and Pasture Only, CRP Only, No Row Crops or Grain Stocks, Non-Ag Tracts, No major livestock
- Tier 3 Ag Tract Data Collection Begins May 30
  - Row Crop and Livestock Producers, Positive Grain Storage, Anyone Missed Earlier

Due Dates and Deadlines

- Target Date for New Segments:
  – Enumerate through June 5, Submit in CAPI by June 6

- Enumeration for ALL Segments
  – Enumerate through June 7, Submit in CAPI by June 8

- Last Day to Submit Crops APS: June 14

- Start Shipping Back Paper Forms and Photos after June 20

- All Area Photos Back in Office by June 30
  – Scanned before Sending Out for Objective Yield

Enums Stay on Top of Work

- Make sure you have all your supplies for each segment
- Organize segments based on your observation trips
- Get out early and get done early
- Create note taking system for your observation trip
- Use all the tools available
- Identify Problems Early (Bad Phones, No Phones)
- Don't procrastinate on work – respondents will be waiting for your call/visit
- Talk to your supervisor daily
- If work isn't getting done, your supervisor may reassign it

That Counts for Supervisors Too!

- Keep track of people's progress

- Talk to your people daily

- Give your people support

- Don't let anyone sit on work

- Encourage folks to get out early and get done early

- Don't hesitate to reassign work if it isn't getting done

Coding Time Sheets

- Training Activities, Mini-Schools, Home-Study, Meetings like this: Use **Project Code 124**

- Area Prescreening Activities in the field, phoning, data entry into CAPI: Use **Project Code 124**

- **Project Code 166 is no longer valid**

- **Please have everyone enter their time and mileage into iSolved every day!**

More Questions? Pick up the phone!

- Call your NASDA Coordinator First!

- Brooke Morris 614-728-2128

- Office Main Line: 517-324-5300

- June Area Stat Paul Goings: 517-324-5337

- Group Leader Mike Laird 517-324-5313

- Deputy Director: Adam Peters 517-324-5304

- BAT: Katherine Kimball 517-324-5334

Questions?

Closing Remarks