SAS WUSS 2019 Paper Outline

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Title – Who Do We Need to Follow-Up With? – Developing a Process to Track Study Response Rates

I. Presenting the business problem: weekly response rate reports need to be generated for a literacy assessment being administered at the classroom level at participating study schools. These reports will be used for team members to follow-up on low response rate schools and teachers on a weekly basis to troubleshoot any problems with testing scheduling or software. This process lasts for the duration of the assessment period until the school year has ended or an acceptable threshold of tested students has been reached.

II. Explaining the process of developing a SAS solution
   a. Identify metrics and statistics needed to determine response rate and resulting output requested by non-programmer team members for follow-up
   b. Develop data file with universe of students
   c. Develop process to merge student universe with scored assessment file obtained from the testing company
   d. Develop SAS program to aggregate by student-classroom level, by school level, by district level, and by treatment status
   e. Develop output solution for project manager review and non-programmers use for follow-up with individual teachers
   f. Quality control concerns and process
      i. Developing a checklist of items to QC including checking number of observations, duplicates, and errant merges

III. Highlight techniques used in response rate calculations
   a. Use of SAS macros to automate creation of metrics. The macros need to be generalizable to enable inclusion or exclusion of "fake student IDs", or students who were not originally in classroom rosters or targeted for the study.
   b. Use of the DDE method to output response rate metrics to Excel spreadsheets.
      i. Go over how report spreadsheets are setup with conditional formatting to highlight "problem" classrooms that need follow-up

IV. Challenges
   a. Limitations of the process
   b. Lessons learned when working with project managers and non-programmers
   c. Future improvements
      i. Use of SAS Office Add-in & VBA

V. Conclusion