



## **Colleen K. Porter**

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### ***Education***

**M.A. Journalism** – The University of Texas at Austin, 1989  
University Fellowship recipient (GPA 3.9)  
Thesis topic: “*Psychological Type and Job Satisfaction of Telephone Survey Interviewers.*”

**B.S. Agronomy** – Brigham Young University, Provo, Utah, 1980 (GPA 3.5)

**Additional coursework in Health Communication** – Univ. of Florida, 2003 (GPA 4.0)

**Defense Information School (DINFOS)** – Intensive program of writing, editing, and public relations for military journalists (honor graduate)

### ***Selected Work Experience***

**Project Manager, University of Florida Survey Research Center** (Jan 2013 to present) – Coordinating various projects as needed, including more than a year managing the monthly Consumer Sentiment Index survey. Designing survey questionnaires for UF faculty across campus.

**Consultant, University of Florida Survey Research Center** (Jan 2011 to Dec 2012) – Assisting in various aspects of potential projects; development of a strategy for expedited development of research proposals.

**Coordinator, Southeast Center for Research to Reduce Disparities in Oral Health** (Jul 2008–Jan 2011) – Assisting in project set-up, preparing IRB and NIH protocol submissions, supervising student assistants, coordinating research projects, editing reports and articles, supervising communication specialist, working with grants assistant. Responsible for administration of a mixed-mode mail-web survey of Florida dentists; assisted in fielding of a telephone survey in rural areas.

**Consultant to various UF departments** (Jul 2005–Jun 2008) – Produced reports, assisted in writing grant proposals, provided technical editing of manuscripts. Designed and pretested questionnaires for use in a clinical setting to evaluate a brochure about gout.

**Research Program Manager, UF Department of Community Dentistry and Behavioral Science** (Jul 2005–Jun 2007) – Managed a portfolio of mostly NIH-funded grants, serving as liaison with campus research administration offices, monitoring budgets, assisting with grant proposals, assisting in IRB submissions. Edited academic articles and conference presentations.

**Project Coordinator, UF Department of Health Services Research, Management and Policy**

(Dec 1998–Jun 2005) – Supervised data collection, liaison with statisticians, prepared reports, and handled project administration for several studies, including five major surveys of health insurance coverage (Florida 1999 and 2004, Indiana, Kansas, Miami-Dade County), a multi-year evaluation of a Medicaid pilot program, and evaluation of a nationwide leadership program for the American Medical Student Association. Designed and managed telephone and mail surveys and focus groups; assisted in writing proposals and developing contracts.

**Office of Survey Research, The University of Texas at Austin** (Jan 1987–Dec 1989) – Held

several positions sequentially. As Training Coordinator, developed curriculum of training for interviewers and supervisors, and produced accompanying audiovisual materials. As Director of Client Services, contacted potential clients, designed promotional materials, and compiled project reports. Served as Texas fieldwork coordinator for the BRFSS; worked on evaluation of the *A Su Salud* health promotion campaign and two groundbreaking studies regarding HIV.

**Interviewer, U.S. Census Bureau** (Jul 1984–Jun 1986) – Conducted in-person and telephone interviews for major economic surveys (CPS, SIPP).

***Selected Survey Management Experience***

*Specific tasks included developing timelines, monitoring budgets, meeting deadlines, establishing standards of quality control, preparing datasets, communicating with other team members, and writing reports.*

- Managing the telephone data collection for a series of five surveys administered over three years with patients all over the country who are enrolled in a clinical trial of medications for Hepatitis C (2016 – present).
- Managing the fieldwork for a telephone follow-up survey of patients who visited a hospital emergency department in the previous month, funded by the Patient-Centered Outcomes Research Institute (2014 – 2015).
- Directed data collection for a series of four pre-election polls for the 2014 Florida governor's race that were published in the *Tampa Bay Times* (2014).
- Designed, administered and wrote the report for a web-based survey of UF investigators regarding the UF Clinical and Translational Science Institute (2014).
- Project manager for the Florida Consumer Sentiment Index study, the UFSRC flagship study that is conducted every month and widely reported (2013 – 2014).
- Assisted in fielding a longitudinal telephone survey in two geographically defined rural areas in North Florida regarding a community-based health communication campaign. Specific responsibility included monitoring the pretest, arranging for expert review of the instrument, producing a report for investigators on recommended changes, and developing innovative approaches for reaching respondents in the second wave (2011).
- Responsible for administration of a mixed-mode mail-web survey of Florida dentists, with a 78% response rate (2010 – 2011).
- Designed and pretested paper-and-pencil questionnaires for use in a mail survey of pediatric dentists (2013) and in a clinical setting to evaluate a brochure about gout (2007).
- Used a standardized telephone questionnaire (CAHPS) and focus groups for the patient satisfaction component of a multi-year evaluation of a Medicaid pilot program in Broward and Miami-Dade Counties (2001 to 2005).

- Designed a series of questionnaires completed by health care providers via paper and email for evaluation of a nationwide leadership program for the American Medical Student Association (2002 to 2005).
- Project administration for several major surveys of health insurance coverage (Florida 1999 and 2004, Indiana, Kansas, Miami-Dade County). The 2004 Florida study completed telephone interviews with 17,435 Florida households, collecting data about 46,876 individuals. The original 2001 work in Kansas was contracted by then-insurance commissioner Kathleen Sebelius, who invited our team back in 2006 to do a follow-up survey with those who had reported individual coverage on the earlier iteration.
- Conducted focus groups with consumers and insurance agents regarding the readability of a proposed Texas homeowners' insurance policy for the Texas Insurance Commission (1989).
- Designed the questionnaire for a telephone readership survey for the University of Texas newspaper and magazine (1988).
- Served as Texas fieldwork coordinator for the Texas portion of the BRFSS, conducted in every state by the Centers for Disease Control and considered the longest-running telephone survey in the U.S. (1988).
- Worked on evaluation of the *A Su Salud* health promotion campaign in Texas (1987).
- Assisted in questionnaire design and supervised interviewer training for two groundbreaking telephone surveys regarding HIV (1987 – 1988).

### ***Academic Publications***

Duncan RP, Lemak CH, Vogel WB, Johnson CE, Hall AG, and Porter CK, "Evaluating Florida's Medicaid Provider Services Network Demonstration," *Health Services Research*, 2008 Feb;43:384–400.

Meng X, Duncan RP, Porter CK, Li Q, and Tomar, SL. "Florida Nurse Practitioners' Attitudes and Practices Regarding Oral Cancer Prevention and Early Detection," *Journal of the American Academy of Nurse Practitioners*. 2007 Dec;19(12):668–675.

Hu HM, Duncan RP, Radcliff TA, Porter CK, Hall AG. "Variations in health insurance coverage for rural and urban nonelderly adult residents of Florida, Indiana, and Kansas." *Journal of Rural Health*. 2006 Spring;22(2):147–150.

Hu HM, Duncan RP, Porter CK. "Enrollee satisfaction with three Florida Medicaid managed care programs." *Managed Care Interface*. 2003 May;16(5):22–28.

Vogel WB, Duncan RP, Garvan CW, Porter CK, McCarty C, Shenkman E, Chang M, and Reinshuttle, R. "Geographic Variation Across Florida in Adult Health Insurance Coverage." *Florida Health Care Journal*. July 2000;1(1):5–23.

### ***Selected Peer-reviewed and Invited Presentations***

**"A Sudden Shift in Sampling Strategy: Challenges in Implementation and Communication."** Colleen K. Porter and Joshua R. Tippery, poster, American Association for Public Opinion Research, New Orleans, Louisiana, May 2017.

**"Drilling Down to Examine a Dentist Survey Response Rate: Lessons for Surveys of Professionals."** Colleen K. Porter, Henrietta L. Logan, Frank A. Catalanotto and Heather G. Steingraber, presentation, American Association for Public Opinion Research, Phoenix, Arizona, May 2011.

- “Incentives and Institutional Review Boards (IRB).”** Colleen K. Porter, invited presentation, International Field Directors & Technologies Conference, Scottsdale, Arizona, May 2011.
- “Merry-go-rounds and Roller Coasters: Organizational Accommodation to Build an Infrastructure for Community-based Participatory Research.”** Colleen K. Porter and Henrietta L. Logan, poster, Cancer, Culture & Literacy Conference, Clearwater Beach, Florida, May 2010.
- “Field Test of an Oral and Pharyngeal Cancer Knowledge Survey.”** Joseph L. Riley III, Colleen Porter, Henrietta L. Logan, Virginia J. Dodd and Keith Muller, poster, American Association for Dental Research, Washington, D.C. March 2010.
- “Using A Follow-up Health Insurance Survey to Study a Target Subpopulation,”** Colleen K. Porter, R. Paul Duncan, Barbara E. Langer, and Jianyi Zhang, poster, American Association for Public Opinion Research, Anaheim, California, May 2007.
- “Reducing Item Non-Response In Questions Asking For a Point Estimate By Use of a Followup Range Question,”** Colleen K. Porter, Cynthia Wilson Garvan, and R. Paul Duncan, presentation, American Association for Public Opinion Research, Montréal, Quebec, May 2006.
- “Oral Cancer Exams in Florida: Perspectives of Health Professionals and the Public,”** Scott L. Tomar, Henrietta L. Logan, Albert O. Adegbembo, Colleen K. Porter, and R. Paul Duncan, American Public Health Association, Philadelphia, Pennsylvania, December 2005.
- “Changing Response Pattern over Time: Results from Statewide Telephone Surveys Conducted in 1999 and 2004,”** Cyndi Garvan, Colleen Porter, R. Paul Duncan, Qin Li, and Vijaya Komaragiri, poster, American Association for Public Opinion Research, Miami Beach, Florida, May, 2005.
- “Leadership Seminar Series,”** Ronald S. Mito, Terrence E. Steyer, Stewart Babbott, Shadia Garrison, Paul Duncan, Colleen Porter, and Shannon Davis, poster, American Dental Education Association, Orlando, Florida, March 2005.
- “Discrepancies in Race/Ethnicity Between Survey Self-Report and Medicaid Administrative Data,”** Colleen K. Porter, R. Paul Duncan, and Hsou-mei Hu, presentation, American Association for Public Opinion Research, Phoenix, Arizona, May 2004.
- “Patterns of Response In a Mail Survey of Dentists,”** Colleen K. Porter, R. Paul Duncan, and Scott L. Tomar, poster, American Association for Public Opinion Research, Nashville, Tennessee, May 2003.
- “Do Florida’s Dentists Examine Their Patients for Oral Cancer?”** Scott L. Tomar, Henrietta L. Logan, Colleen K. Porter, R. Paul Duncan, and Kelli R. McCormack Brown, poster, National Oral Health Conference, Milwaukee, Wisconsin, April 2003.
- “Florida Experience with Small Area Estimates of Health Insurance Coverage,”** Colleen K. Porter, invited presentation, State Health Access Data Assistance Center (SHADAC) CPS Workshop on Small Area Estimates of Health Insurance, Washington, D.C., March 2003.
- “Effect of a Verification Item in Three Statewide RDD Health Insurance Surveys,”** Colleen K. Porter, Cynthia Wilson Garvan, and R. Paul Duncan, presentation, American Association for Public Opinion Research, St. Petersburg Beach, Florida, May 2002.
- “Using an Explanatory Mail Follow-up to Boost Response Rate in an RDD Survey,”** Colleen K. Porter, Cynthia Wilson Garvan, and R. Paul Duncan, poster, American Association for Public Opinion Research, Montréal, Quebec, May 2001.
- “First Names or Initials: Examining Alternative Self-identifiers and Nonresponse,”** Colleen K. Porter, Cynthia Wilson Garvan, and R. Paul Duncan, presentation, American Association for Public Opinion Research, Portland, Oregon, May 2000.

**“Telephone Interviewers and Psychological Type: Predicting Job Satisfaction and Performance,”** Colleen K. Porter and Pamela J. Shoemaker, presentation, American Association for Public Opinion Research, St. Petersburg Beach, Florida, May 1989.

**“Obtaining Cooperation for the Current Population Survey: A Challenge in Persuasion,”** Colleen K. Porter, presentation, Southwest Symposium of Journalism and Mass Communication, Ft. Worth, Texas, October 1987.

### ***Selected Accomplishments and Service***

- **Social Media Committee, Association of Academic Survey Research Organizations (AASRO)**, 2015 – present. Assist with promotion of the organization and its standards.
- **Book Award Committee, American Association for Public Opinion Research (AAPOR)**, 2014. Evaluated 14 books that were nominated as making an impact in the field.
- **Communications Committee, American Association for Public Opinion Research (AAPOR)**, 2007 – 2012. Chair of subcommittee on the future of AAPORnet listserv.
- **From 1999 to 2007**, produced numerous reports of project findings including data from surveys, focus groups, organizational analyses, cost-projection models, etc. Formats ranged from 2-page full-color fact sheets to voluminous technical reports.
- **Invited Participant, Conference on Health Survey Research Methods**, sponsored by the U.S. Centers for Disease Control and Prevention, Eighth Conference (February 2004) and Ninth Conference (March 2007).
- **Davis Productivity Award** for team work on the Florida Health Insurance Study, 2001.
- **Wrote a video script** and training materials for nationwide use by the U.S. Census Bureau, May 1990. Authored a series of essays used in supervisor training, Fall 1987.
- **Developed a comprehensive training package** for public opinion survey interviewers and shift supervisors, 1987–1989. Produced accompanying materials, including manuals, overhead transparencies, slides, audio tapes, and a video.
- **Conducted consumer research on readability** of the proposed Texas Homeowner’s Insurance Policy for the Texas Insurance Commission, Fall 1989.