

Procedures for the Georgia Manufacturing Survey 1996

The 1996 Georgia Manufacturing Survey will be mailed out during the first week of November. This survey is a key benchmark that will provide critical information on Georgia manufacturers' problems and needs, business performance, and technology use and plans. Survey information will be used for EDI program planning as well as for evaluation. The help of the field office network will be crucial in making this survey a success.

The survey will be mailed to all Georgia manufacturers with 10 or more employees - a sample base of approximately 6,700 firms. To encourage manufacturers to return the survey, we are making available a coupon to attend (without charge) one course in the Modern Manufacturing series.

You will probably receive calls from survey recipients about the questionnaire and the coupon. Please deal with them as follows:

- **Calls about the survey.** Please forward all questions about the survey and the questionnaire to me. Completed questionnaires may be faxed to me at 404/894-0069 or returned in the postage paid envelope (unless they've lost the envelope, in which case the survey may be mailed to Jan Youtie, Economic Development Institute, Georgia Institute of Technology, Atlanta, GA 30332-0640.)
- **Calls about the Modern Manufacturing course or coupon.** Companies who wish to participate in a Modern Manufacturing course are being asked to call their nearest regional office to reserve a space for the course of their choice, through June 30, 1997. When you receive a call from a survey participant, you may follow the procedure below:

1. Ask them first if they completed a survey--if not, offer to send them a blank one. All survey packages will be sent from my office, so just let me know--by e-mail, telephone, or whatever means you prefer--who needs additional surveys.

2. Please get from them the following course registration information

- Person's name
- Company name
- Address
- Course preferences

3. Tell them that Georgia Tech will be sending them a brochure which provides information about the Modern Manufacturing series and a registration form for them to complete. They'll need to enclose their coupon with the form and fax or mail it to Georgia Tech's Continuing Education department.

4. Collect these names and addresses and forward them each week by Friday to Matt Corey, by sending him an e-mail at this address <matt.corey@edi.gatech.edu> or by fax at 404/894-0069.

A one-page procedure/script sheet is attached which you can print for use by staff answering the telephone by clicking [here](#).

As Cathy indicated in her e-mail message, the survey process will uncover some address changes which we will be forwarding to the appropriate regional office for input into ProTrac.

Occasionally, a manufacturer lets us know about a particular assistance need or problem. We will forward these to the appropriate regional office, as well.

It is possible that we might ask for some help to encourage manufacturers in your region to respond. This follow-up will occur in December of 1996 and January of 1997.

Information about the survey, including copies of procedures, scripts, and blank forms will be available through this web site: <http://www.prism.gatech.edu/~ps25/mod.htm> (select 1996 Georgia Manufacturing Survey).

Thank you very much for your help with this survey.