

## WHO WE ARE

The Center for Applied Social Research was established by the Sociology, Anthropology, and Geography Department at UTC. The center continues to benefit from the active involvement of the social science faculty in that department as well as the departments of Psychology, Political Science, Health and Human Services and other academic sectors of the University.

Dr. Barbara C. Medley serves as Director of the center. She brings a strong background in both quantitative and qualitative methods, including research studies in the areas of social welfare reform, child development, business and community development and family issues.

## Organizations Benefiting from CASR Research:

- The USDA
- The U.S. Forestry Service
- Miami and Dade County, Fla.
- The City of Chattanooga
- The U.S. Postal Service
- The YMCA
- The Georgia Department of Human Resources
- The University of Tennessee at Knoxville
- HUD/COPC

For more information, please contact:  
**THE CENTER FOR APPLIED SOCIAL RESEARCH**

106 Brock Hall, Dept. 2162  
615 McCallie Avenue  
Chattanooga, TN 37403  
423-785-2342 phone  
423-785-2387 fax  
casr@cecasun.utc.edu  
www.utc.edu/~casr

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# THE CENTER FOR Applied Social Research

at The  
University  
of Tennessee  
at Chattanooga





**THE CENTER FOR APPLIED SOCIAL RESEARCH**, a research facility located on the campus of The University of Tennessee at Chattanooga, provides state-of-the-art research capabilities to clients inside and outside academia. All research conducted by the center is tailored to meet the specific needs of each client. The CASR's development and analysis services can help virtually any organization — grant-based programs, social service agencies, health care facilities, corporations, local governments and community groups — make sound programmatic and evaluation decisions.

To meet its clients' diverse needs, the CASR uses various research processes including surveys, focus groups, interviews, and program and client evaluation. The center combines teaching, research and public service in its mission, training undergraduate and graduate students to work alongside university faculty and community consultants.



## SCIENTIFIC SOCIAL RESEARCH CAN BENEFIT YOUR ORGANIZATION

All activities, whether business development or family issues, have social effects. Social research allows you to identify factors that contribute to your program or organizational effectiveness. These factors may include employee and client attitudes, training needs, and organizational climate. Social research also can pinpoint critical issues and needs affecting program development and priorities. Once these have been identified, CASR staff can help with recommendations for action and resolution.

“UTC is committed to being an active member of the larger community. My vision in the 21st century is to see bridges being built between local organizations and the University. The Center for Applied Social Research is central to this vision.”

— Dr. Bill W. Stacy  
UTC Chancellor



## CASR Services Include:

- Telephone and Mail Surveys
- Personal Interviews
- Focus Groups
- Program Evaluation
- Organizational Field Studies
- Organizational Change Research
- Attitude and Behavior Polling