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## MANAGERIAL SUMMARY

The purpose of this marketing research project was to aide Telluride Science Research Center, or TSRC, in analyzing their current situation and position. TSRC is a non-profit, science research organization based out of Telluride, Colorado. They host a number of scientific workshops put on by the scientists themselves. The one thing TSRC is currently lacking, however, is proper funding. A questionnaire was given online to the scientists who are past attendees of any TSRC workshop. Through conducting statistical analysis on this questionnaire, we will be able to better analyze their position.

We conducted secondary research on TSRC and other organizations similar to TSRC, Keystone Symposia and Gordon Research Conferences to be specific, in order to get a better handle on the structure of such organizations. We then did a phone interview with Nana Naisbitt, executive director at TSRC, to gain some more specific information about what she was looking for with this research study. From there, we formulated our objectives which include assessing whether TSRC is achieving its mission and core values, obtaining statistical data for TSRC to provide to their funders, and determining areas for improvement.

Our analysis confirmed significance of our hypothesis that the scientists either strongly agree or agree that TSRC is setting new directions in scientific research. Included in our report is a full analysis of our findings. Finally, from this analysis, we have provided recommendations that we feel will help TSRC to prove they are truly achieving their core values to their funders as well as to gain higher attendance numbers.

## HISTORY AND BACKGROUND

Telluride Science Research Center, or TSRC, is a not for profit company that strives to provide top quality science workshops and conferences for scientists of all fields. The company, and our client, is located in the Rocky Mountains of Telluride, Colorado. TSRC is different from other research companies in that they do all of their planning from bottom up, rather than top down. The scientists come to TSRC, Nana Naisbitt in particular. Naisbitt is the Executive Director and is the one in charge of organizing TSRC's events, workshops, and conferences. Basically, once the scientists receive approval from Naisbitt and the board, they are put in charge of the guest list and order of events for their specific workshop. TSRC handles the catering and setting up accommodations for all the guests. Currently, TSRC is not receiving funding for its science services. They do not have an actual physical location in Telluride, CO, which places a rather large restriction on what they can do.

## STATEMENT OF RESEARCH PURPOSE AND OBJECTIVES

In order to define our research purpose, we conducted an interview with Nana Naisbitt to determine what she was expecting from this project. Our interview consisted of six questions that helped us understand the purpose and guide the direction of our research. See Appendix D for full interview with Nana Naisbitt.

One of the main purposes of this marketing research project is to help TSRC obtain funding so they will have more resources open and available to them. With our analysis, we are trying to prove whether or not TSRC is achieving its core values and mission. TSRC's mission is "to inspire substantive scientific inquiry, breakthroughs, and discoveries by hosting scientific meetings in an open environment conducive to productive collaboration and positive

contributions to research, policy, and education.” The other purpose of this revolves around the fact that TSRC is celebrating their 25<sup>th</sup> anniversary this year. Naisbitt also requested that we gather 25 good quality narratives from the past attendees of TSRC workshops. With these narratives, she plans to showcase them at their anniversary celebration for everyone to read and enjoy.

## RESEARCH DESIGN AND METHODOLOGY

Before analyzing the results of the questionnaire, we felt it was important to do some simple secondary research on Keystone Symposia and Gordon Research Conferences since they are two “rivals,” for lack of a better term, with TSRC. Through this, a simple comparison between TSRC and GRC and/or Keystone can be done.

Keystone Symposia on Molecular and Cellular Biology is a non-profit organization that has held internationally renowned scientific meetings since 1972 and has been headquartered in Summit County, Colorado since 1990. Annually, Keystone Symposia holds more than 50 meetings, involving more than 13,000 scientists from around the world. Most of the meetings are held in the Rocky Mountain U.S. states and Canadian provinces, with a few each year now scheduled for Asia, Africa, and Europe. The meetings range in length from three to four days and attract an average of 250 participants per meeting. As a non-profit organization, Keystone Symposia relies on donations to subsidize their programs. Their mission is to serve as a catalyst for the advancement of biomedical and life sciences by connecting scientists within and across disciplines at conferences and workshops held at venues that create an environment conducive to information exchange, generation of new ideas, and acceleration of applications that benefit society. Keystone Symposia received a three year grant of roughly \$2.5 million to support an expansion of Keystone Symposia’s Global Health Series in Support of International Efforts to

Combat Infectious Diseases from Bill and Melinda Gates Foundation in 2006. The grant helped cover meeting costs and provided a variety of scholarships and travel awards for scientists from the developing world, especially students and post-doctoral fellows from the African continent. Keystone Symposia is relevant to TSRC because Keystone Symposia was awarded this grant based on a market research study. TSRC utilized some of the same questions that Keystone Symposia used in their research in hopes of receiving recognition and a grant.

Gordon Research Conferences (GRC) is another non-profit organization that was founded in 1931 at Johns Hopkins University. GRC strives to provide work that benefits the scientific community. Their stated mission is to “provide an international forum for the presentation and discussion of frontier research in the biological, chemical, and physical sciences, and their related technologies.” In 2006, GRC celebrated their 75<sup>th</sup> anniversary of contribution to the science industry. As far as structure goes, GRC operates on a top down basis. The Conference Chair is in charge of the conference content and attendees. Each conference also contains a certain, set criteria for attendance. The lectures held are on the formal side and are attended by a rather large audience. Currently, GRC has 370 scheduled conferences for the next two years. These conferences are held all over the world, including the U.S., China, and the UK. Each conference generally lasts about four days. Funding for all their events is provided by fees paid by conference participants and grants provided by the government, as well as industrial, foundation, and private sources. Their actual grant amount has not been disclosed on their website.

The questionnaire and results were provided to us from a previous group working on the project. Unfortunately, we had no control over the structure of the questionnaire or the questions being asked. We do know, however, that some of the questions included in our questionnaire

were pulled from a previous marketing research study done by Keystone Symposia. With that being said, we are doing the best with what we have to work with.

The sample chosen to take this questionnaire was a list of scientists who have previously attended a TSRC workshop anytime in its history. The respondents list was provided by Nana Naisbitt and approved by the TSRC officer board. While there are a majority of responses from recent attendees, 2000 or later, the sample still greatly represents the population. There is, however, a slight bias from the respondents in that all of them have attended a TSRC workshop. Questionnaires were not sent out to scientists and guests who were invited but did not attend a workshop. This slight bias will have some effect on a few questions, especially regarding the cost of attending.

The data for TSRC was collected through a questionnaire on [surveymonkey.com](https://www.surveymonkey.com). This was the easiest way to collect the data from the scientists that have participated in the workshops because they are from different areas. Initially, the response rate was rather slow, but it eventually boomed to a total of 166 responses, 147 being fully completed. With that being said, one of our main difficulties in obtaining the information were respondents that only completed their demographic information and the year the respondent first attended a workshop with TSRC. For our analysis of the data, we chose not to include these 19 responses because it would devalue the rest of the responses. Please note that the only responses that were excluded were the ones where only the name was provided. If any of the main questions were answered, the response was included.

## ANALYSIS RESULTS

We have completed all of our analysis through the SPSS program, including basic analysis, charts, and graphs. While surveymonkey.com allows us to do some analysis, we were able to do more thorough comparisons through SPSS. The next sections will discuss our findings of our research.

### ANALYSIS OF: “TSRC sets new direction for scientific research”

To begin our data analysis, we started by running a simple frequency test on the responses to the question of whether or not TSRC is setting new directions for scientific research. Figure 1 shows a pie chart breakdown of our frequency results. We then ran a one sample t-test in order to find the significance level of the responses. Figure 2 shows our results table from running this test.

According to figures 1 and 2, we determined with strong confidence that 95% of respondents either strongly agreed or agreed that TSRC is setting new directions for scientific research. Figure 1 shows that there is large percentage that strongly agreed or agreed and Figure 2 concludes that there is a strong level of significance. Based on free responses from the questionnaire, one respondent went as far as to say that “people are generally more willing to present preliminary data and works in progress to TSRC. This tends to make the meeting more pioneering than traditional scientific meetings. It also helps pave the way for new collaborations at the cutting edge.” Others commented on the size of the workshops being a great way to learn about new approaches to research and that they encourage testing of new ideas or directions. These results show strong evidence that TSRC is setting new directions for scientific research.

Our hypothesis, being that scientists strongly agree or agree with this statement ( $H_0: M < 2$ ), was confirmed through these two tests.

In addition to these findings, we also tested for the correlation between setting new directions in scientific research and the rest of our questionnaire (see Appendix A for the complete questionnaire). We found it interesting that many other factors were significantly correlated with TSRC setting new directions in scientific research. Many of these correlations, however, were rather weak. These may be areas of interest that could be improved upon to further TSRC's efforts in setting new, innovative directions for research. These correlations can be found in Figures 11 and 12.

ANALYSIS OF: the relationship between new ideas altering research direction and papers being published as a result of a TSRC workshop

In order to draw a more thorough conclusion on whether or not TSRC is setting new directions in scientific research, we have compared the relationship between the responses of two questions from the survey: "Becoming aware of new ideas or concepts that altered the direction of my research due to a TSRC workshop" and "Having submitted or published a paper because of data or ideas that percolated from a TSRC workshop." Figure 3 represents the results from running an independent sample t-test and Figure 4 shows a chi-square test.

We have found through running cross tabulation that there is a high level of significance between the two (see Figure 3). The chi-square test (see Figure 4) concludes that there is a relationship between those whose research direction has been altered and those who have published a paper as a result of attending a TSRC workshop. So from this we can say that our

hypothesis of attendance at a TSRC workshop leading to publishing papers or discovery of new ideas was confirmed.

In the free response section of the survey, we found a few responses worth noting. One respondent attributed several published papers to ideas thought of during a TSRC workshop. Several others said one or two papers were a result of TSRC. As far as new ideas coming from TSRC workshops, one respondent said more than 75% of the new directions and initiatives taken in his lab are generated at TSRC meetings and another said that their best inspirations in their first few years came from TSRC workshops.

ANALYSIS OF: the relationship between winning recognition for work and making a scientific discovery as a result of TSRC's influence

We have confirmed through an independent sample t-test (see Figure 6), an ANOVA test (see Figures 7 and 8), and a bivariate correlation test (see Figure 10) that there is a strong significant and moderately positive correlation between winning recognition for scientific work influenced by a TSRC workshop and making a new discovery due to a breakthrough in thought process during a TSRC workshop. The independent t-test and ANOVA test show that at the 95% confidence level, this result is significant. Our bivariate correlation test confirms a positive correlation between the two variables, but not a very strong one. This is noteworthy because it shows that attendees of TSRC workshops are making great breakthroughs in science due to rich scientific discussion and are receiving awards for their scientific work.

After looking through responses from the scientists about won recognition, we found a few that would be worth mentioning. One respondent said that “being embedded in the TSRC community added favorably to my tenure decision and my career thereafter.” Another said they

were just awarded the 2008 prize from the “Gottingen Academy of Sciences” for their work in iron geobiology and that it was greatly influenced and supported by their TSRC contacts. As for scientific discoveries, one respondent said, “I have new key understandings about medical education that have helped shape my views of interdisciplinary education. Also, the involvement of consumers in our workshops has helped shape my thinking.” Another said that due to a collaboration started at TSRC, new breakthroughs on how a person can “play with a single molecule time series so as to bridge molecular science and life science” were discovered. The discovery was then published at Proceedings of the National Academy of Sciences USA in 2008.

#### ANALYSIS OF: First year of attendance at a TSRC workshop

We found it important to note the pattern of the year in which attendees first attended a TSRC workshop. We tested the frequency of each year since TSRC’s inception and put that information into a bar graph to show the results (see Figure 9). There seems to be an increasing trend in the number of scientists attending workshops. As the years progress, more scientists are attending these workshops for the first time. According to our results in Figure 9, attendance for the first time in recent years has shown a significant increase from previous years. This may be due to increased awareness about TSRC or the possibility that more groups are seeing added value in attending TSRC workshops. While we found this an important section to point out, this analysis is not entirely conclusive or definitive.

#### ANALYSIS OF: Regression Model

In addition to the above research, we have found many significant, moderately correlated relationships between several of the variables from our questionnaire. These correlations can be

found in Figure 10. Due to our interest in these correlations, we attempted to run several regression models to find out if there were any dependent relationships between our research variables. During this analysis, we compared the effects of becoming aware of new ideas or concepts that altered research direction because of TSRC and making new contacts that led to a collaborative project or publication on having submitted or published a paper because of data or ideas that came about through a TSRC workshop. We found it interesting that these factors both had a significant, positive effect on having submitted or published a paper because of data or ideas that came from a TSRC workshop. These effects, however, are only predicted to be small. It is not suggested that any decisions be made from these results alone. We solely found the relationship to be of interest. Again, these results are not entirely conclusive. The complete regression analysis can be found in Figure 13.

## RECOMMENDATIONS

After analyzing the results from our questionnaire, we feel that TSRC is achieving their goal to set new, innovative directions for scientific research while inspiring scientific breakthroughs and discoveries. We do feel, however, that there are a few areas TSRC could improve upon. After going through this data analysis, we recommend carefully looking through the areas we found to be weakly correlated. Analyzing these areas first could lead to further improvement in setting innovative methods of scientific research and discovery. We also recommend conducting a follow-up questionnaire or survey in order to get more thorough information other than what was collected from the initial questionnaire. We did include a short, five question follow-up survey with this report (see Appendix C).

Some minor recommendations we have for increasing attendance at workshops would be to list workshop dates as soon as possible so the scientists and attendees can take advantage of

cheaper travel expenses. More advertisement of scientific success stories could be beneficial in attracting more scientists to TSRC. Such advertisements could create more hype about attending a workshop or meeting. Another route for advertisements would be to stress the prestige of the scientific work done at meetings throughout the science community. Include any stories of ground-breaking research being done, honored works done by scientists, and awards won by any past attendees. Increasing the awareness of such achievements to the science community and to the funders could further prove TSRC's objectives being met, which in turn could lead to much higher funding.

TABLES AND FIGURES

FIGURE 1 **TSRC sets new directions for scientific research.**

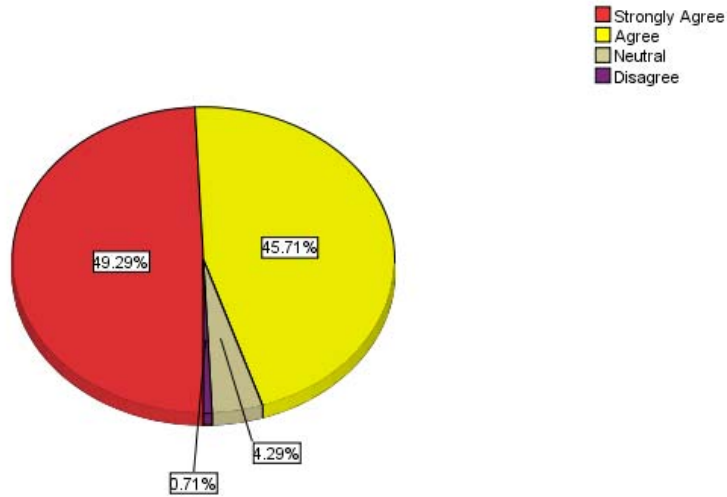


FIGURE 2

One-Sample Statistics						
	N	Mean	Std. Deviation	Std. Error Mean		
TSRC sets new directions for scientific research.	140	1.56	.614	.052		
One-Sample Test						
	Test Value = 0					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
TSRC sets new directions for scientific research.	30.139	139	.000	1.564	1.46	1.67

(Summary of Figures 1 & 2)

The data shows, with strong confidence, that those surveyed Strongly Agree or Agree that TSRC sets new directions for scientific research.

FIGURE 3

		Independent Samples Test				
Count						
		I have submitted or published a paper because of data or ideas that percolated from a workshop that I probably would not have thought of.				
		Strongly Agree	Agree	Neutral	Disagree	Total
Because of a TSRC workshop, I became aware of new ideas or concepts (either openly stated or created in your mind) that altered the direction of my research.	<b>Strongly Agree</b>	20	14	13	2	49
	<b>Agree</b>	6	26	23	9	64
	Neutral	0	1	16	8	25
	Disagree	0	0	0	1	1
	<b>Total</b>	26	41	52	20	139

FIGURE 4

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	49.947 <sup>a</sup>	9	.000
Likelihood Ratio	52.295	9	.000
Linear-by-Linear Association	35.747	1	.000
N of Valid Cases	139		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is .14.

FIGURE 5

		Symmetric Measures			
		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.509	.060	6.921	.000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.498	.064	6.726	.000 <sup>c</sup>
N of Valid Cases		139			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

FIGURE 6

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
I have won recognition (an award, a title, etc) for scientific work that was influenced by a TSRC workshop.	Equal variances assumed	7.468	.008	-3.146	62	.003	-.729
	Equal variances not assumed			-2.688	20.579	.014	-.729

Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.509	.060	6.921	.000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.498	.064	6.726	.000 <sup>c</sup>
N of Valid Cases		139			

- a. Not assuming the null hypothesis.
- c. Based on normal approximation.

FIGURE 7

Group Statistics

		N	Mean	Std. Deviation	Std. Error Mean
Because of a collaboration begun at TSRC or because of a breakthrough in my own thought process during a discussion at the meeting, I made a new scientific discovery.	Strongly Agree	16	2.25	1.000	.250
	Agree	48	2.98	.729	.105

FIGURE 8

**ANOVA**

I have won recognition (an award, a title, etc) for scientific work that was influenced by a TSRC workshop.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	27.769	3	9.256	16.546	.000
Within Groups	76.081	136	.559		
Total	103.850	139			

(Summary of Figures 6 – 8)

The data shows strong significance and moderately positive correlation between “Winning recognition for scientific work that was influenced by a TSRC workshop” and “Making a new scientific discovery due to a breakthrough in thought process during a discussion at a TSRC meeting.”

FIGURE 9

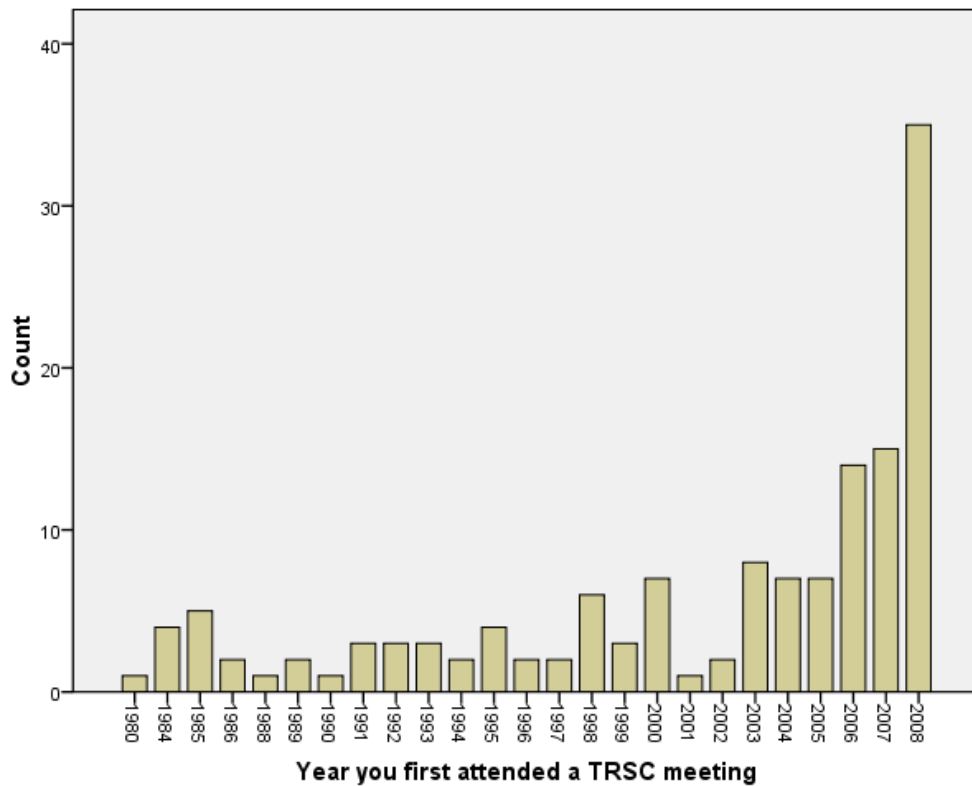


FIGURE 10

Correlations

		Because of a TSRC workshop, I submitted a grant proposal that was funded.	I have submitted or published a paper because of data or ideas that percolated from a workshop that I probably would not have thought of.	Because of a collaboration begun at TSRC or because of a breakthrough in my own thought process during a discussion at the meeting, I made a new scientific discovery.	I have won recognition (an award, a title, etc) for scientific work that was influenced by a TSRC workshop.
Because of a TSRC workshop, I submitted a grant proposal that was funded.	Pearson Correlation Sig. (2-tailed) N	1.000  140.000	<b>.561**</b>  139	<b>.591**</b>  140	<b>.595**</b>  140
I have submitted or published a paper because of data or ideas that percolated from a workshop that I probably would not have thought of.	Pearson Correlation Sig. (2-tailed) N	<b>.561**</b>  139	1.000  139.000	<b>.492**</b>  139	<b>.445**</b>  139
Because of a collaboration begun at TSRC or because of a breakthrough in my own thought process during a discussion at the meeting, I made a new scientific discovery.	Pearson Correlation Sig. (2-tailed) N	<b>.591**</b>  140	<b>.492**</b>  139	1.000  140.000	<b>.503**</b>  140
I have won recognition (an award, a title, etc) for scientific work that was influenced by a TSRC workshop.	Pearson Correlation Sig. (2-tailed) N	<b>.595**</b>  140	<b>.445**</b>  139	<b>.503**</b>  140	1.000  140.000

\*\* . Correlation is significant at the 0.01 level (2-tailed).

FIGURE 11

Correlations

				Because of a TSRC workshop, I became aware of new ideas or concepts (either openly stated or created in your mind) that altered the direction of my research.	I have submitted or published a paper because of data or ideas that percolated from a workshop that I probably would not have thought of.
<b>TSRC sets new directions for scientific research.</b>	Pearson Correlation	1.000	<b>.302**</b>	<b>.239**</b>	<b>.391**</b>
	Sig. (2-tailed)		.000	.005	.000
	N	140.000	140	139	140

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

FIGURE 12

Correlations

			At a TSRC workshop, I made a new contact with someone that led to a collaborative project or publication.	Because of a new contact made at a TSRC workshop, my career was enhanced.	I share information and ideas gathered at TSRC with colleagues who did not attend.
<b>At a TSRC workshop, I made a new contact with someone that led to a collaborative project or publication.</b>	Pearson Correlation	1.000		<b>.398**</b>	<b>.194*</b>
	Sig. (2-tailed)			.000	.022
	N	140.000	140	140	140

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

FIGURE 13

**Regression** (Includes the following 4 tables)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.618 <sup>a</sup>	.381	.372	.759

a. Predictors: (Constant), At a TSRC workshop, I made a new contact with someone that led to a collaborative project or publication., Because of a TSRC workshop, I became aware of new ideas or concepts (either openly stated or created in your mind) that altered the direction of my research.

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.306	2	24.153	41.921	.000 <sup>a</sup>
	Residual	78.356	136	.576		
	Total	126.662	138			

a. Predictors: (Constant), At a TSRC workshop, I made a new contact with someone that led to a collaborative project or publication., Because of a TSRC workshop, I became aware of new ideas or concepts (either openly stated or created in your mind) that altered the direction of my research.

b. Dependent Variable: I have submitted or published a paper because of data or ideas that percolated from a workshop that I probably would not have thought of.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.739	.200		3.687	.000
	Because of a TSRC workshop, I became aware of new ideas or concepts (either openly stated or created in your mind) that altered the direction of my research.	.495	.094	.380	5.277	.000
	At a TSRC workshop, I made a new contact with someone that led to a collaborative project or publication.	.371	.072	.373	5.186	.000

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.618 <sup>a</sup>	.381	.372	.759

## APPENDIX A – Questionnaire

\*\*Again, these were provided to us to analyze. We did not take part in the making of this questionnaire.

1. Contact Information:  
    Name:  
    E-mail Address:  
    Phone Number:
2. Year you first attended a TSRC meeting.
3. TSRC sets new directions for scientific research.
4. At TSRC, scientific discussions are free from typical academic restraints; they are open, uncompetitive, free-from-distraction, and dynamic.
5. The science discussed at TSRC meetings is at the highest level and promotes deep scientific inquiry.
6. The traditional small size of the TSRC workshops, with plenty of free time for getting out into the mountains for informal conversations about science, is a major reason I attend TSRC meetings.
7. The beautiful resort setting of Telluride is a major factor in my decision to attend TSRC meetings.
8. The expense of traveling to Telluride and its high cost of living is a major deterrent to attending TSRC meetings.
9. TSRC meetings are a great opportunity to bring the family along for a vacation.
10. Because of a TSRC workshop, I became aware of new ideas or concepts (either openly stated or created in your mind) that altered the direction of my research.
11. I have submitted or published a paper because of data or ideas that percolated from a workshop that I probably would not have thought of.
12. At a TSRC workshop, I made a new contact with someone that led to a collaborative project or publication.
13. Because of a collaboration begun at TSRC or because of a breakthrough in my own thought process during a discussion at the meeting, I made a new scientific discovery.

14. Because of a TSRC workshop, I submitted a grant proposal that was funded.
15. Because of a new contact made at a TSRC workshop, my career was enhanced.
16. Because of a new contact made at TSRC, our department offered someone a position at our institution.
17. I share information and ideas gathered at TSRC with colleagues who did not attend.
18. I have won recognition (an award, a title, etc.) for scientific work that was influenced by a TSRC workshop.
19. In terms of science, what are TSRC strengths? What are its weaknesses? Please comment.
20. In terms of science, what differentiates TSRC from other meetings? Please comment.
21. In your mind, what does TSRC do that the larger world might care about or want to learn about? Please comment.
22. Can you assess the cost of attending a TSRC meeting compared with attending an ACS, Gordon Conference or the like, and what the relative value/cost ratio is? Please comment.
23. What leisure activities do you engage in while in Telluride? Do you take advantage of activities and places in the surrounding four corners region such as the Durango/Silverton narrow gauge train, the ruins at Mesa Verde, or Arches National Park? Please comment.
24. How do you typically get to Telluride? What mode of transportation do you use? Which airport do you typically use if you fly? Please comment.
25. Is there a little anecdote you would like to share? Something memorable? Funny? Poignant? Something particularly TSRC? Please comment.
26. TSRC has my permission to use my written comments with my name.

## APPENDIX B – Question Coding

1. Contact Information:  
Name, E-mail Address, Phone Number  
**No Code**
2. Year you first attended a TSRC meeting.  
**No Code**
3. TSRC sets new directions for scientific research.  
**1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree**
4. At TSRC, scientific discussions are free from typical academic restraints; they are open, uncompetitive, free-from-distraction, and dynamic.  
**1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree**
5. The science discussed at TSRC meetings is at the highest level and promotes deep scientific inquiry.  
**1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree**
6. The traditional small size of the TSRC workshops, with plenty of free time for getting out into the mountains for informal conversations about science, is a major reason I attend TSRC meetings.  
**1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree**
7. The beautiful resort setting of Telluride is a major factor in my decision to attend TSRC meetings.  
**1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree**
8. The expense of traveling to Telluride and its high cost of living is a major deterrent to attending TSRC meetings.  
**1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree**
9. TSRC meetings are a great opportunity to bring the family along for a vacation.  
**1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree**
10. Because of a TSRC workshop, I became aware of new ideas or concepts (either openly stated or created in your mind) that altered the direction of my research.  
**1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree**
11. I have submitted or published a paper because of data or ideas that percolated from a workshop that I probably would not have thought of.  
**1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree**
12. At a TSRC workshop, I made a new contact with someone that led to a collaborative project or publication.  
**1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree**
13. Because of a collaboration begun at TSRC or because of a breakthrough in my own thought process during a discussion at the meeting, I made a new scientific discovery.  
**1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree**
14. Because of a TSRC workshop, I submitted a grant proposal that was funded.  
**1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree**
15. Because of a new contact made at a TSRC workshop, my career was enhanced.  
**1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree**
16. Because of a new contact made at TSRC, our department offered someone a position at our institution.  
**1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree**

17. I share information and ideas gathered at TSRC with colleagues who did not attend.  
**1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree**
18. I have won recognition (an award, a title, etc.) for scientific work that was influenced by a TSRC workshop.  
**1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree**
19. In terms of science, what are TSRC strengths? What are its weaknesses? Please comment.  
**No Code**
20. In terms of science, what differentiates TSRC from other meetings? Please comment.  
**No Code**
21. In your mind, what does TSRC do that the larger world might care about or want to learn about? Please comment.  
**No Code**
22. Can you assess the cost of attending a TSRC meeting compared with attending an ACS, Gordon Conference or the like, and what the relative value/cost ratio is? Please comment.  
**No Code**
23. What leisure activities do you engage in while in Telluride? Do you take advantage of activities and places in the surrounding four corners region such as the Durango/Silverton narrow gauge train, the ruins at Mesa Verde, or Arches National Park? Please comment.  
**No Code**
24. How do you typically get to Telluride? What mode of transportation do you use? Which airport do you typically use if you fly? Please comment.  
**No Code**
25. Is there a little anecdote you would like to share? Something memorable? Funny? Poignant? Something particularly TSRC? Please comment.  
**No Code**
26. TSRC has my permission to use my written comments with my name.  
**No Code**

## APPENDIX C – Follow-Up Questionnaire

We created a follow-up questionnaire for TSRC but Nana said the Board of Directors would not approve it. These questions would have aided us in getting more precise answers instead of the strongly agree to strongly disagree questions in the first questionnaire. For future reference if need be:

1. Since attending a TSRC workshop, has it aided in publishing any research papers?
  - No, I have not published any papers
  - 1 – 2
  - 3 – 4
  - More than 4 papers
  
2. After attending a workshop, have you connected with someone you view as a mentor or become a mentor for another person?
  - Yes
  - No
  
3. Do you believe TSRC is creating a path for new and innovative means of scientific research? If yes, in what areas?
  - No
  - Yes (please specify): \_\_\_\_\_
  
4. Since attending a TSRC workshop, has it aided you in pursuing any new research directions?
  - Yes
  - No
  
5. After attending a workshop, have you formed a new collaboration with another colleague you have not collaborated with before?
  - Yes
  - No

## APPENDIX D – Interview with Nana Naisbitt

1. What is it you are hoping to find from this research project?

TSRC is 25 years old this summer. For the first 18 years, it was managed by a summer camp, but only ran for extra cash. No one really minded the store. It grew but it never had a main focus. 8 years ago, Nana asked to take over. There were 90 scientists and now there are 500. Two years ago, Nana became first executive director. The organizations were split apart – TSRC and science non-profit. TSRC does not have a good communications plan, any clear sense of what has been accomplished and any history or list of workshops and attendees. TSRC can't communicate to funders what are their core values and can't move to next step until they can be clear about strengths. Also, TSRC needs narratives to tell stories at the 25<sup>th</sup> anniversary. TSRC wants 25 stories in the form of posters to enable everyone to see them. TSRC needs statistical data that says "Yes, we set new directions for research," "Is their philosophy really working?" "Are new directions of research being set," and obtain better networks.

2. What is it that you think sets TSRC apart from others?

TSRC is unique in that the topics of discussion are determined by a scientist. Scientists can be very quick to study new things in science, all on their own. TSRC supports their venue by providing location, coffee, and help. Gordon Research Conferences is much more top down where TSRC is much more democratic and work from bottom up.

3. I've noticed a trend in responses to the weaknesses of TSRC. Many people have mentioned the cost. Do you do anything to minimize costs to participants? Special deals or discounts?

4.

TSRC can't because they are too small of an organization. There are discounts for lodging and tax free lodging which saves about 12%. TSRC can't get funding to help with costs until they have pull with their own funding. TSRC needs to know that cost is a deterrent and wants to know breakdown.

5. Do your speakers for these workshops all come to you or do you seek them out at all?

They work very hard and are very dedicated. They talk non-stop science. The scientist contacts Nana about their topic and they send dates to Nana. The job of the scientist is to invite whoever they want to invite once approved. TSRC does not determine who comes.

6. What kind of participation rate do you have currently with the workshops and town talks?

Refer to answer in Question #1

#### WORKS CITED

Gordon Research Conferences. 28 April 2009. <http://www.grc.org>.

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Nana Naisbitt, Executive Director, TSRC. (970) 708-0004

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