

Susan Korbel, Ph.D. Owner, Core Research

Key Qualifications

Since receiving her Ph.D. in 1975, she has been conducting market research and consulting with hundreds of public and private organizations. After many years working in the media, Susan Korbel founded Core Research 32 years ago in 1989.

Dr. Korbel has been behind the scenes helping some of the premiere South Texas businesses chart successful courses with strategic and tactical planning. For the past 24 years, Core Research has conducted consumer, voter, and business-to-business research. The longevity of Core Research is due to the owner's expertise and conservative approach, which demands compelling evidence before any institutional change is justified. Susan Korbel has dedicated her research to learning how communications function between the source and receiver, and how information is best conveyed. Whether through personal conversations or mass media, the process is the same, but successfully delivering the messages and symbols has become more challenging with the plethora of outlets.

Education

- 1975 Ph.D. University of Michigan, Ann Arbor (Public Administration)
Dissertation title "The Distribution of Federal Funds Through a Competitive Grant Process: ESEA Title III as a Case Study"
- 1973 M.A. University of Michigan, Ann Arbor, Michigan (Labor Relations)
- 1971 B.A. Cornell University, Ithaca, NY Major: The Politics of Education

Professional Experience

- Owner, Core Research, 1989 to present
- Business development consultant, KWEX-TV 1996
- General Manager, KENS-II, Marketing Director, KENS-TV and other management positions at Harte-Hanks Communications 1983-1989
- Owner, Southwest International News Service, 1981-1983
- Proposal Development Specialist, Development Department KLRN/U-TV Austin, TX 1977-79
- Marketing Instructor, Antioch College/West & Columbia College (taught courses in Marketing, Labor Relations, Personnel Administration to military employees on the Oakland Army, Treasure Island Navy and coast Guard bases), political organizing, comedy management, San Francisco, CA, 1975-77
- Program Officer at the Michigan Department of Education, Office of Equal Educational Opportunity and Experimental and Demonstration Centers Program, and Office of Research, Lansing, MI, 1972 - 75

Business Membership: American Association of Public Opinion Researchers, Qualitative Research Consultants Association

Civic Leadership: Board Chair: www.SACRD.org
Bexar County Democratic Precinct Chair 3067 (elected)

COMPANY QUALIFICATIONS

Core Research seeks to assist advertising agencies in the execution of consumer survey design and data processing and analysis. As subcontractor, Core Research can fulfill all research requests for multi-methodology projects, including online, phone, personal interviews as well as mailed surveys. Core Research assures a high standard of quality control from sample recruitment to response intake and data collection in a secure environment that protects client privacy. The following describes Core Research capabilities to perform these functions:

- Conducts focus groups, phone, mail and online surveys, personal interviews, and strategic planning.
- Assists development of promotion and advertising campaigns
 - Consultation with over 100 organizations regarding brochure development, media relations, public relations outreach
 - 20 years research and promoter for events, such as the San Antonio International Auto & Truck Show
 - Developing audience profiles for ad agencies
 - Commitment to secondary data analysis prior to recommending any primary research for strategic planning purposes.
- Understands current market conditions
 - 20 years research for the Fredericksburg CVB
 - Quarterly tracking studies of visitors conducted in 1999, 2004 and 2008. Recent survey of winery visitors completed in 2018.
 - “Main Street” historical planning, web survey of Fredericksburg visitors
 - 30 years research of San Antonio residents for:
 - Harte-Hanks Communications and KENS-TV (1984-1989) and KWEX-TV (1996)
 - Over 200 proprietary studies, including personal interviews, telephone, web and mailed surveys of residents to determine interest in:
 - Entertainment, attractions and sporting events (Armed Forces Entertainment, San Antonio Spurs, Rampage, Silver Stars, Final Four, Opera San Antonio, Natural Bridge Caverns)
 - Civic issues (higher education, transportation, downtown redevelopment, political propositions, local foundations).

“Old School” compliments new technologies

Since the introduction of telephone, and then online surveys, print methodologies waned in popularity. Many research firms no longer even offer print alternatives when proposing research. However, since its inception 25 years ago, Core Research has always been committed to providing print survey research because it continues to be the most successful method to reach certain target audiences, notably those in households with low computer penetration as well as the hard to read high income households.

Core Research’s multi-methodology approach garners great success (as measured by response rates). We design and tabulate large responses aligned with online surveys. These studies range from:

- Family surveys regarding child mental health for a Bexar County non-profit child mental health facility. The multi-year studies included a random telephone survey segmented by region, as well as an online and mailed survey to professionals (including physicians, psychiatrists, school counselors and psychologists).
- Family surveys regarding child abuse mailed to a random sample of households in target service areas as well as distributed to social service and community centers. The survey was bilingual, scannable and a self-mailer.
- Comment cards distributed at events such as San Antonio Auto & Truck show or visitors in Fredericksburg.

Privacy Protection

Presently, Core Research conducts research projects that require a high level of privacy protection, including respondents in active military duty and families seeking treatment for child mental health. The most stringent privacy protection requirements are included under the research contract with Armed Forces Entertainment. Core Research conducts online, print, phone and personal interviews with active duty military and their spouses on location. The military contract authority allowing Core Research to conduct research was first granted in 2009, and updated to include personal collection at each installation since online response did not prove to be as representative as desired. A copy of the DD-P&R (AR) 2372 is available, as well as documentation of the Department of Defense Privacy Program DOD 5400.11-R under which Core Research must operate.

Core Research also understands the public perception of privacy issues, especially regarding medical records. In 2007, Core Research conducted a survey for Access to Care for the Uninsured (ACU) in Bexar County.

Since research projects are proprietary, no work product is available for review without a non-disclosure agreement.

Certification

South Central Texas Regional Certification: ESBE SBE WBE #219012846