## Sampling and Recruitment Plan Flowchart Example and Worksheet

#### Flowchart Example

It is helpful to diagram a flowchart**[[1]](#footnote-1)** prior to writing up your sampling plan so that you can see all the steps involved. As you will see in the example, the sampling plan needs to be very specific, detailed, and replicable.

Here is an example of a flowchart for a sampling plan:

**Sampling strategy:** nonprobability sampling.  
**Sampling design:** convenience sampling.

**Sample size:** *N* = 150 Hispanics.

Researcher posts flyers about study in ten ethnic minority grocery stores and  
seven churches soliciting volunteers. Includes researcher contact information.

Researcher also takes out ads in local Latino newspapers. Includes researcher contact information.

Researcher visits local Latino churches, informational interview with pastors and leaders about study, leaves study brochures for pastors and leaders to distribute. Brochures include researcher contact information.

Interested volunteers phone or e-mail researcher. If e-mail, researcher responds with e-mail request for phone interview at volunteer’s convenience.

On phone, researcher screens for eligibility (i.e., adults, self-identify as Hispanic   
or Latino, immigrated to United States less than one year ago, currently reside in New York City). Describes study, answers any questions, repeats as needed. Asks if volunteer is interested in joining study.

If volunteer agrees, researcher obtains address to mail consent form and self-addressed, stamped envelope, and obtains phone or e-mail information for later contact. (If participant does not agree, research is terminated for participant, with thanks for interest.)

After signed consent form is mailed back to researcher, researcher contacts   
participant to schedule face-to-face interview for survey administration.

**Things to notice about the example:**

* Note the level of detail. Another researcher replicating this study could repeat the procedures easily.
* Note multiple forms of recruitment. It is safer to have more than one method of recruitment (in this case, public flyers, newspaper ads, and brochures distributed by pastors.)
* The researcher would be required by the IRB to ensure that the pastors, being in a position of authority with the parishioners, do not unduly coerce or pressure participation.
* Interested volunteers contact the researcher first, not vice versa. This leaves everyone free to decide whether to pursue the impersonal invitation.
* More than one method of contacting the researcher is also wise. It allows volunteers greater flexibility and autonomy.
* There must be a chance for discussion of the study, questions and answers, information in general, before requesting that a volunteer join.
* A no is taken as a no and no further recruitment is done with that person.
* Signed consent can be done this way or it can be scheduled at the time of the data collection encounter. But the study must be fully described and time for quations and answers allotted before asking for participation and before scheduling data collection encounters, even if the document itself will be signed at the data collection meeting.
* Obtaining signed consent is the formal end of the recruitment and sampling plan.

Note that the interested person is a “volunteer” (or a “potential participant”) until the consent documentation is signed. Only then is he or she called a “participant.”

#### Flowchart for Your Sampling Plan

Directions: Diagram the sequence of events for how you will hypothetically obtain your sample for your dissertation research. We realize your actual recruitment plan cannot be described fully until you are much closer to the final version of your research design and Scientific Merit Review Form.

Insert your cursor before the arrow and type. The space will expand to your text. You do not need to use all the arrows, and if you need more, simply select one and Copy-and-Paste it where you need it.

**Sampling strategy:**   
**Sampling design:**

**Sample size:** *n* =

*Start typing here*

1. Do not put the flowchart into the actual dissertation proposal. [↑](#footnote-ref-1)