

### **Individual Organization Workforce Demographics Study**

SMU DataArts offers a Workforce Demographics Study to help organizations evaluate how diverse and inclusive their leadership and workforces are in order to remain relevant to and representative of our changing society. Knowing the demographic makeup of a workforce is one key element to help ensure all the communities in which we work have equitable access to all the opportunities and benefits offered by the community.

#### **Data Collection:**

Conducting an organizational workforce demographics study starts at \$2,250.00 for up to 100 respondents, and includes:

- A secure third party (SMU DataArts) survey to collect up to 100 survey respondents personal demographic statistics such as:
  - Race and ethnicity
  - Age
  - Gender
  - LGBTQ identification
  - Disability status
  - Workplace perception (optional)
- Initial collection of study relevant information and materials to brand the survey for your organization
- Platform set-up, which includes resources on how to use the platform and a demo for point person administering the survey.
- Support center access throughout the study
- 4 week study length
- A standard individual-organization report at the end of the study if a high enough response rate is reached (within one week of completion)

#### **Time Commitment:**

A typical study takes roughly three months including preparation, survey administration, and reporting. Organizations have an option to extend the study at \$250 for each additional week of survey administration.