

Workforce Demographics Survey

A Community Study

SMU DataArts offers the Workforce Demographics Survey to help communities evaluate how diverse and inclusive its leadership, workforce, creative talent, patrons and participants 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 that the communities in which we work have equitable access to all the opportunities and benefits offered by the community.

A typical study requires roughly three months including prep, survey administration, and reporting. We provide four to six weeks for survey administration and data collection. Optional time extension is available for \$250 per week thereafter.

The Survey – Starting at \$2,250

Our services include:

- A secure standard survey to collect respondent demographic and perception information on **race and ethnicity, age, gender identity, sexual orientation, disability status, and workplace perception from up to 25 organizations***
- A study administration dashboard for our study partner, providing on-demand status reports, community and individual organization response rate progress, and easy access to templated communications and online training
- A survey administration dashboard for participating organizations, providing a progress tracker and an interactive to-do list with templated communications
- Webinar training and online tutorials for participating organizations
- Full access to our Support Center throughout the duration of the study
- Individual workforce reports with demographic profile details for each participating organization**

** Include additional organizations for participation at \$100 each*

*** Organizations with nine respondents or fewer will **not** receive an individual workforce report due to the risk of compromising respondent confidentiality.*

The Community Report – Starting at \$6,000

Get more out of the survey from an in-depth community analysis. This report includes all services listed above and:

- Aggregated tables (charts) for all survey questions and, following a conversation with our research team, five additional cross tab aggregated tables (for example: age by discipline)
- Text and analysis to accompany tables and Excel/Tableau-generated graphics with explanatory text and bullet points
- One round of review and edits
- Five hours of research consulting
- Option to include additional research (tables, analysis, etc.) or consulting at our standard rate of \$150/hour

Contact us at businessdevelopment@culturaldata.org to get started.