

**Workforce Demographics Study**

SMU DataArts offers a Workforce Demographics Study to help organizations 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 all the communities in which we work have equitable access to all the opportunities and benefits offered by the community.

**Data Collection:**

Starting at \$2250.00 for the first 25 organizations and an additional \$100.00 for every organization's workforce that is studied after the first 25, data collection includes:

- A unique link to a secure standard survey to collect survey respondent demographics such as:
  - Race and ethnicity
  - Age
  - Gender
  - Sexual Orientation
  - Disability Status
  - Workplace Perception Questions
- Study administration dashboard for our study partner, including on-demand status reports, community and individual organization response rate progress, and easy access to templated communications and online training
- Survey administration dashboard for participating organizations, including a progress tracker and an interactive to-do list with templated communications
- Webinar(s) for participating organizations
- Free access to the DataArts Support Center throughout the study

Link to example survey: <https://surveys.culturaldata.org/example-workforce-demographics>

**Reports for Participating Organizations:**

At the conclusion of the study, participating organizations that reach a high enough response rate receive a report on the demographics of their workforce.

*Note that organizations with seven or fewer in their workforce cannot receive an individual report without risking the confidentiality of the respondents and therefore no report will be generated for the smallest organizations.*

**Reports for Study Partners:**

With a base price of \$6,000, our community report will include the following:

- 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 research consulting hours
- Additional research (tables, analysis etc.) or consulting at our standard rate of \$150/hour

**Timeline:** A typical study takes roughly three months including prep, survey administration, and reporting. Option to extend the study at \$250 for each additional week.