

Making Your Workforce Demographics Study a Success!

We want you to know what to expect as you begin your workforce demographics study with SMU DataArts. Our goal is to help you administer the study successfully, and achieve high response rates among your workforce. Here's how you can prepare for a successful study:

- **Craft and share value proposition for the study**
 - Motivate participation by writing a strong value proposition that explains why you are undertaking this study, and why your workforce should participate. You will use this language in reminder emails throughout the study.
 - Refer to our [value proposition worksheet](#) to craft your unique statement.

- **Watch the informational webinar**
 - Before your study launches, SMU DataArts will share a webinar with a walk-through of the workforce demographics survey and platform so you will feel confident administering the survey to your workforce.
 - The link to this webinar will be provided to you in one of your pre-launch emails.

- **During the study, send frequent emails to your workforce**
 - You should plan to send two emails before the study launches and three to five more throughout the study.
 - Our workforce demographics platform provides a timeline for these emails as well as suggested text – all you have to do is copy and paste!

- **During the study, login to the SMU DataArts workforce demographics platform to check progress**
 - You should plan to log into the platform three times a week over the course of an eight-week study.
 - Use the dashboard to track progress and see how many responses have been submitted.
 - Use the email templates to send reminders through your own email client to your workforce to complete the survey.

- **Reach out with questions**
 - We are available for questions and assistance M-F 9am to 7pm ET at help@culturaldata.org or call us at 877-707-DATA (877-707-3282).

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Important Dates

October 4, 2021

Platform Access

- On this date you will receive an email to activate your account in our system. Be sure to watch the informational webinar before you login.
- Complete the first few tasks – set your workforce numbers in order to track your progress throughout the study.
- Send the provided email to your workforce to let them know that the study will be launching soon.

October 11, 2021

Study Launch

- Today is the day you will launch the study. You can log into your account and use the language provided to email the survey link and your value proposition to your workforce.

**October 18 –
November 29, 2021**

Send out regular email reminders to your workforce!

- We provide you with language to send reminders to your workforce throughout the study time frame. We recommend sending three to five reminders over the course of the eight-week study.

December 10, 2021

Study Closes

- Once the study closes, simply email your workforce to let them know the survey period is over. We actively seek feedback on the survey process and welcome you and your workforce to share your thoughts and experiences.

January 2022

Individual Reporting Available

- If your organization reaches our response rate threshold you will be notified and receive a report on the demographic breakdown of your organization.