

# SMU DataArts

## Making Your Workforce Demographics Study a Success

A successful study means achieving a high enough response rate among your workforce so that we can provide you with a meaningful analysis that will help you move your equity, diversity, and inclusion goals further. Below is an outline of what you can expect, how to prepare, and important dates to keep in mind.

*Don't worry, we'll help keep you on track with detailed instructional emails, reminders, and an available Support Center if you need further guidance. Email us at [help@culturaldata.org](mailto:help@culturaldata.org) or call us at 877-707-DATA (877-707-3282).*

### 9 Weeks Before Launch:

**Craft and share your unique value proposition for the study.**

Motivate participation by writing a strong value proposition that explains why your organization has decided to undertake this study and why your workforce should participate. Use this language in your communications with staff, board members, and independent contractors throughout the study.

Refer to our [value proposition worksheet](#) to craft your unique statement any time.

### 6 Weeks Before Launch:

**Plan your communications schedule.**

By this time, your value proposition is prepared and you can start to outline a communications schedule and identify your organization's study lead to carry out these tasks. We recommend planning 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!

### 2 Weeks Before Launch:

**Watch the informational webinar.**

We'll share a video walk-through of the workforce demographics survey and platform so you can feel confident administering the survey to your workforce. We'll provide easy access to this video so you can refer back at any time throughout the study.

### National Center for Arts Research

SMU DataArts | PO Box 750356 | Dallas, TX 75275-0356  
855-322-DATA | [help@culturaldata.org](mailto:help@culturaldata.org) | [smu.edu/dataarts](http://smu.edu/dataarts)

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## After Launch:

### Check your progress frequently.

We recommend logging into the platform to check your response progress at least three times a week over the course of an eight-week study. The study dashboard will provide a snapshot of how many responses have been submitted, but will not reveal who has or has not completed the survey.

If needed, adjust your communications schedule accordingly and use the pre-written email templates to send reminders to your workforce.

## Important Dates

**April 3, 2023**

### Platform Access

- You'll receive emailed instructions on how 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.

**April 10, 2023**

### Study Launch

- Log into your account and use the language provided to email the survey link and your value proposition to your workforce.

**April 10 – May 26, 2023**

### Reminder Emails

- 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.

**May 26, 2023**

### 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 at this time.

**Fall 2023**

### 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.

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