

Demographic Perspectives, LLC

Demographic, Survey, and Market Research

Primer on Data Driven Decision-Making

- Step 1. Articulate core issue, along with challenges and opportunities.
- Step 2. Develop specific project mission and goals.
- Step 3. Seek stakeholder and target population* input via interviews, focus groups, survey research.
- Step 4. Gather and integrate existing data such as demographics, recruitment and retention statistics, user statistics, building or bed inventory, etc.
- Step 5. Benchmark main product (e.g., housing) with peers, and review best practices in the industry.
- Step 6. Prepare report that analyzes data gathered in Steps 3 to 5, and ties in with mission and goals.
- Step 7. Present report to high-level staff, board or trustees, administrative directors, and day-to-day managers who work directly with target population, facilities, etc. Document their feedback, and incorporate into larger project plan.
- Step 8. Prepare excerpts from report to utilize as communications tools for target population recruitment, retention, or community-building efforts.
- Step 9. Develop list of next planning steps that emanate from the report and high-level feedback; prioritize; and determine budget, timeline, and staffing.
- Step 10. Begin implementation of plan.
- Step 11. Develop assessment tool and regularly use it to measure progress towards goals.
- Step 12. Utilize feedback from assessment to modify plan, as needed.

* Target Population: Current or potential students, staff, faculty, parents, residents, users, subscribers, community members, donors, etc.