

DATA COLLECTION AND ANALYSIS FOR THE ARTS

OVERVIEW:

Use this document to start summarizing the type of data you collect and use to inform the work you do, the audiences you reach, and more. You can use this template or create your own working document.

STEP 1:

Think about and make note of the kind of data collection you are already doing and where you are collecting it from!

- Do you have a contact list? (What kind of contact information do you collect?)
- Are you using a mass emailing application (e.g. mailchimp, constant contact)?
- Are you reviewing your social media analytics/performance dashboards?
- Does your website have a built-in dashboard for reviewing interactions?
- Are you tracking and charting sales records?
- Do you collect testimonials and feedback from your audience?

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STEP 2:

Now that you have an idea of what kind of data you are already collecting, how are you using this data?

- What has it revealed to you about your work/audience/people you interact with?
- What is your quantitative data telling you?
- What is your qualitative data telling you?
- How are you sharing this data with peers/funders/audience/clients? (e.g. storytelling, reporting, networking, etc.)

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STEP 3:

What other data would you like to collect? Why do you think collecting this kind of data would be helpful to you?

STEP 4:

Do you have any other questions about data collection and analysis? Record them here so you remember them for future discussions!

