

MEASURING  
RESEARCH AND  
COLLECTIONS  
DIVISION'S  
IMPACT:

A GUIDE TO COLLECTING  
INFORMATION ON  
EXTERNAL  
ENGAGEMENTS

March, 2020

1 **COLLECTING DATA: SURVEYS**



- Record each contact's information on the "external contact tracking form" on a regular basis
- Identify external contacts to be surveyed
- Review external survey which investigates:
  1. Purpose
  2. Satisfaction
  3. Outcomes
  4. Benefits

[Click here for external survey\\_](#)



- Facilitate focus groups for survey feedback



[Click here for focus group discussion guide](#)

- Review staff survey which investigates:
  1. Purpose
  2. Benefits

[Click here for staff survey\\_](#)



- Allow ~ 2 weeks in the field for each survey

- Send reminder emails partway through

2

## ANALYSING DATA

1

Download survey data into spreadsheet

2

Code open-ended responses using standard qualitative coding guidelines

3

Produce a top-line report of frequency responses to each question

4

Develop required analyses such as crosstabs & gap analysis

3

## VISUALISING DATA

Using Microsoft Power BI Desktop:

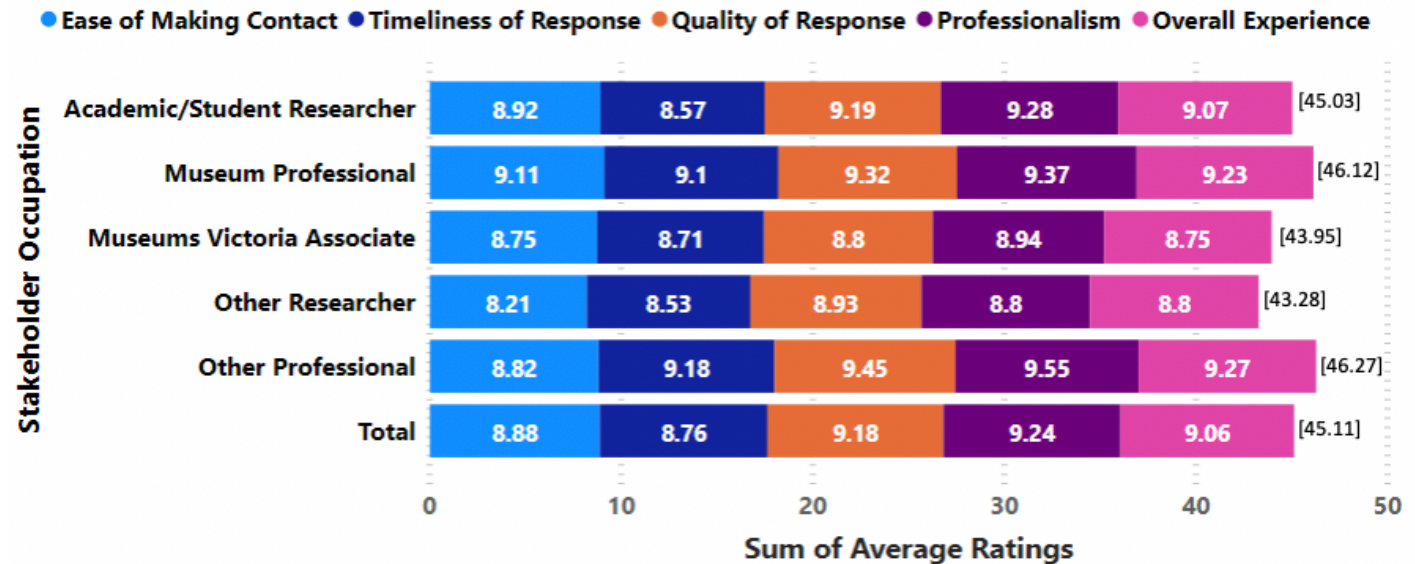
1. Select data to be represented
2. To nicely visualise, plot:

- Benefits
- Satisfaction
- Outcome of engagement

by

- Occupation
- Purpose

Example (Satisfaction by Occupation):



[Click here to download Microsoft Power BI Desktop for free](#)

[Click here to watch an in depth video of how to use Microsoft Power BI Desktop](#)