Data of Creative Economy Checklist / ToDo

Understand Your Purpose

- Is there a central research question?
- What type of data do you need?
- How will you know when you're done?

Locate Expertise

- Subject expert
- Researcher (& Survey Researcher)
- Document Design

Develop Survey

- Select intercept approach
- Right-size length
- Language/layout that fits audience
- Take steps to boost response rate

Other Tools

- Do you need GIS resources?
- Right-size length
- Language/layout that fits audience
- Take steps to boost response rate
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Leverage Collaborators

- Clearly convey goals of research
- Enlist networks of 'like minds'
- Have a launch and keep communication ongoing throughout project

Have Data Tell Story

- Most audiences are non-technical, make sure they 'get it' whatever 'it' is
- Don't get carried away with graphics/charts
- Tie findings to real-world, make it tangible
- Use a highly visible event to push your research agenda

Publish Your Results

- Build on engaged collaborators to disseminate work once it's done
- Learn social media
- Use multiple formats to show your work. Short/long, online/public

Data Sources

- Employment/Labor Force
  - BLS, www.bls.gov
  - local Dept. of Labor (www.mass.gov/lwd)
- GIS
  - www.data.geocomm.com
  - MassGIS
- NonProfit,
  - www.guidestar.org
  - IRS 990 and 990-N filings
- Demographic, www.census.gov
- Industry definitions: www.census.gov/eos/www/naics/