



## **COMMUNITY DATABASES: TURNING RESEARCH INTO ACTION FROM THE BOSTON BIG LIST TO THE BERKSHIRES AUDIENCE INITIATIVE**

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### **PROJECT CHECKLIST:**

#### **KEY PLAYERS**

- ✓ Project Manager – Arts Service Organization
- ✓ Advisory Committee – Funders, Arts Orgs, ASO
- ✓ Participating Cultural Organizations – Full Cultural Community
- ✓ Vendor

#### **5 MONTHS BEFORE DATA IS COMPILED**

- ✓ Identify influential arts organizations and target participation.
- ✓ Establish taskforce to outline participation guidelines and project timeframe.
- ✓ Hold Community Information Sessions to build project interest.
  - Educate potential participants on Community Databases: History, Function, and Future Goals.
  - Confirm supporters of the project.
  - Identify participant concerns – opportunity for project focus.

#### **4 MONTHS BEFORE DATA IS COMPILED**

- ✓ Taskforce defines project name and project mission statement; determines fee associated with participation (For Berkshires Audience Initiative, vendor and administrative costs were \$400 per organization) as well as criteria to determine who is eligible to participate.
- ✓ Taskforce develops a RFP and creates Vendor selection criteria.
- ✓ Taskforce selects a Vendor – (For Berkshires Audience Initiative, this was TRG Arts).
- ✓ Project Manager sends project proposal to vendor; negotiations are finalized.

#### **3 MONTHS BEFORE DATA IS COMPILED**

- ✓ Taskforce creates participation agreement.
- ✓ Selected Vendor hosts information sessions with interested organizations.
- ✓ Final community recruitment effort made.
- ✓ Organizations confirm participation through signed agreement with Project Facilitator.

#### **2 MONTHS BEFORE DATA IS COMPILED**

- ✓ Vendor presents services to participating organizations.
- ✓ Vendor trains organizations on how to segment and import their data.

#### **1 MONTH BEFORE DATA IS COMPILED**

- ✓ Participating organizations have one month to compile and submit data.

#### **ONCE DATA HAS BEEN COMPILED**

- ✓ Data is completed, processed and finalized.
- ✓ Vendor hosts User Group meetings to establish baseline audience data and to show how best to utilize the system.
- ✓ Participants use data to learn about audience participation.
- ✓ Evaluation of first year compiled by Project Manager and Taskforce.