Calendar and Data Collection Team Tips

Creating your project calendar

    a. Start from the deliverable and work backwards: from data upload deadlines, set data collection dates, then data collector hiring and training dates.

    b. A shareable calendar should be created; we recommend Google, which is easy to share and update.

    c. Pick data collection dates that are as "regular" of a market day as possible- don't expect to collect data on the big event day or on the first or last day of the season or year.

    d. Your market calendar will depend on the metrics you chose, so the number of collection dates and their most suitable collection time will depend on those.

Collecting the team

    a. Start with the data collectors. How many do you need?

    b. Can you enlist support from partners?

    c. Hire the proper attitude for the job at hand. Surveyors must be able to approach people (not only those that look like them) easily and make respondents comfortable. Observers can be quiet, but able to scan large groups of people and not get easily distracted. Data entry staff should be able to work without a great deal of supervision but willing to ask for help when needed.

    d. Consider hiring vendor offspring or past volunteers.

    e. If there are other markets nearby that want to learn this process, ask if they can they spare a staff member.

    f. If feasible, consider hiring one team between two nearby markets in your region.

    g. If necessary, send your data collector job description to your email list, and post on your website.

    h. If possible, hire with the intent of using them for future data collection work.

Training/Managing the team

    a. Darlene and other project team members will help with this via phone and in person when possible. Just remember to hire the right attitude and personality for the job at hand.

    b. Schedule regular check-ins with any and all data collectors, even if it's just a "how's it going" call or email.

    c. Whenever possible, all data collection materials should be gathered daily and kept with market files Don't let it go home with data collectors.

    d. At least one webinar for the data collector team will be scheduled for spring, so add that into their schedule.

e. Data collectors will have check-ins with project team members, but should report any issues to you first and keep close track of hours spent on calls.