**Situation:** We have 800+ responses to our [survey](https://drive.google.com/file/d/1fjc3DT7YFUBjJt6y-zuci4LR9OhAxpv3/view?usp=sharing). We need to create a plan for how we will analyze these responses and turn them into a shareable “moment” with the community.

[Yummy Clean Data](https://drive.google.com/file/d/1fjc3DT7YFUBjJt6y-zuci4LR9OhAxpv3/view?usp=sharing)

**Principles:**

* We are analyzing this data out of context to what Rosenfeld Media is currently pursuing in terms of event planning. We will use what we find in making decisions about the conference we are currently planning but the results will be presented outside of that frame.
* We are purposefully slowing our analysis process down to involve members of the community
* We see value in involving folks who would benefit from the experience
* We want to find a way to reward volunteers contributions in terms of gifts and recognition

**Proposal:**

**Step 1:** Work with an Analyst to segment the quantitative responses into potential persona groups

**Step 2:** Assign out each persona group to a researcher to go deep on the qualitative responses submitted by that person group. We will arm them with the questions we want to answer about each persona group but also ask them to bring us themes they are seeing within that persona group.

**Step 3:** Provide a persona + findings about that persona group template for researchers to use to present back their findings to each-other. Decide as a team which groups have meaningful distinction and refine those into personas that are distinct and actionable.

**Step 4:** Work with Sean to get all our quant data available via Tableau

**Step 5:** Release our findings as a report to be presented to the community via a variety of channels (community call, podcast, panel at the actual conference - meta nerdy ideas here)

**Staffing Plan:**

|  |  |
| --- | --- |
| **Project Coordinator** | Abby |
| **Analyst** | Johan |
| **Qual Researchers** | Rocio & Trisha |
| **Tableau** | Sean |

**Timing**

**Goal:** Publish findings in late August, potentially announcing date, venue, early bird tickets and CFP at the same time.

|  |  |
| --- | --- |
| Identify Team | By 7/16 |
| Analyze Quant to identify Potential Persona Groups | Week of 7/14 |
| Create instructions, templates and organize data for assignments | Week of 7/14 |
| Brief Researcher Team on their Assignments | Week of 7/21 |
| Meet to Review Assignments | Week of 8/4 |
| Revise and Review with Curation Team | Week of 8/11 |
| Revise and Publish | Week of 8/18 |

**How does this fit into the high level conference curation timing?**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **July** | **August** | **Sept** | **Oct** | **Nov** | **Dec** | **Jan** | **Feb** |
| Research | | CFP | Curate | Announce | Prep Speakers | | |