We’re so excited that you have decided to apply for this position. Now it’s time to show us what you got. This case study has 2 parts and is meant to replicate, as discussed, a few key responsibilities for a Project Coordinator.

***Task 1: Survey Draft Review and Prep for Programming***

* ***File:******PC Case Study - 1 – Questionnaire Review Paps Beer 103123***
* The Word document attached is typical of a questionnaire that we would receive for programming from a Research Manager or Numerator client. Please review the questionnaire draft provided. Make sure to spend time thinking about the overall specs, flow, content, and programming notation of the survey. What feedback would you give the team submitting this for programming? Compare the objectives to the design. Then, make suggestions about updates and/or edits that you feel would solve for the following:

1. Make the survey respondents’ experiences better,
2. Better meet the survey objectives as set by the client, and
3. Eliminate errors (grammar, answer options, logic, etc.).
   * ***Helpful tip: Most of our surveys (95%) are completed on a mobile phone – so point out any formatting changes that may make the survey better on a mobile device.***

* **Expected Deliverable Here:** Word document returned with your notes/edits as comments in the document. No comment or suggestion is too big or too small. We are looking for thoughtful, value-added suggestions that will enrich our research and deliver to perfection.   
    
  Please be prepared to highlight the types of changes you made in your review by walking us through this document.
  + If selected for presentation (the final step), you will only have about 10-15 minutes to present, so no need to go through all of your suggestions/comments; however, be prepared to give supporting examples. The team will then have 5 minutes to ask you any questions/give feedback to you on this exercise.

***Task 2: Survey Data – Scrutinize and Identify Errors in Data File***

* ***File:******PC Case Study – 2 – Paps\_Lone Star Data Tables***
* The excel file attached is typical of a deliverable we would create for a client report. With the objective being to deliver the strongest data set possible, please make suggestions about how you would ensure a high-quality data deliverable to your Research Manager/client.
* Our deliverable includes:

1. A cover page highlighting the project specs,
2. An overview of our banner cuts,
3. A table of contents,
4. Tables for all survey questions,
5. Verbatims for all Open-ended survey questions,
6. Word clouds for these same open-ended survey questions,
7. Tables for our demographic panel variables (We pass URL variables through from our panel as denoted by “URL Variable:” in the column headers.), and a tab with respondent level data for all variables, survey platform metadata, and survey questions.

* ***Helpful tips:*** 
  + - ***Review base sizes, table notation, labels, and titles for accuracy.***
    - ***Check for missing NETs (sum of a given row/column), sorting errors, and other missing information.***
    - ***Remove poor quality responses or poor-quality respondents (if warranted).***
    - ***Remove any PII (personally identifying information) to protect respondent privacy.***
    - ***Review the Project Overview tab, fill in additional information, and update existing information based on any changes you suggest.***
    - ***BONUS: Think about “value adds” for the Research Manager’s analysis. (Examples: Maybe you would want to create an additional table, recode responses, compare some additional subgroups, or add some NETs to certain questions.) Take it one step further and even pull out 3 insights you see coming out of the data.***
* **Expected Deliverable Here:** Written summary that 1.) highlights updates or changes you would make in the provided excel file (Please feel free to reference columns and/or cells and elaborate on your reasoning.), and 2.) Fill out the blank Project Overview tab regarding the project specs using both the questionnaire and the data tables provided (based on your suggestions).

Remember again that if selected to continue to case study presentation, you will only have about 10-15 minutes to present. So, no need to go through everything, but be prepared to walk us through the updates you made and the reasoning behind your decisions. The team will then have 5 minutes to ask you any questions/give feedback to you on this exercise.

***What’s Next?***

If we are impressed by the deliverables that you submit back to these exercises, our next step would be for you to present them in-person on Zoom or in a Google Hangouts call.

The interview will likely be around 60 minutes. You should be prepared for:

* About a 5-minute introduction to the team where you will provide a little background about why you would be great in this role,
* About 10-15 minutes talking through each of your work examples (as described below) followed by a 5-minute period where you may answer questions about the task from a few of the people you will be working with day-to-day, and
* The remainder of the interview (~10 minutes) will be for Q&A, going both ways. This is your time to get to know us too! Bring any questions you may have about the role or the team.

Please let us know if you have any questions and do not hesitate to reach out at all. We can’t wait to see what you have to share with us!