

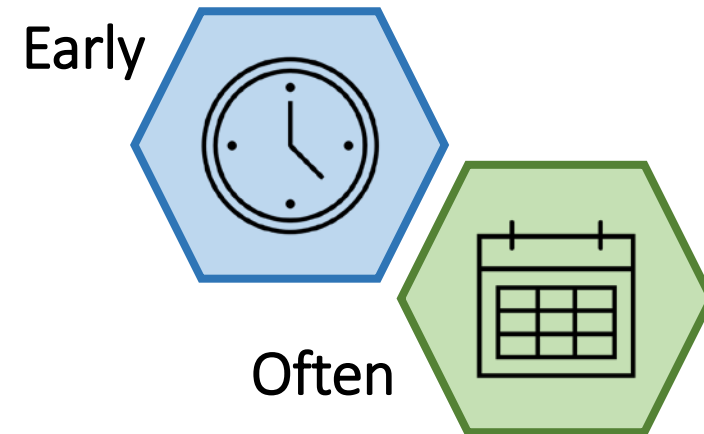
Working with Data Users

When?

Data users should be brought in **before** the questionnaire content is finalized.

Questionnaire content work should be guided by a dissemination plan developed with data users.

Consulting data users should **not** be a one-time event.



Working with Data Users

Data users should be partners in the process, not critical observers.

How?

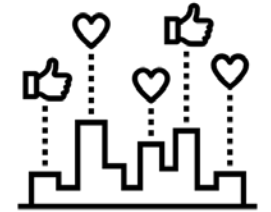
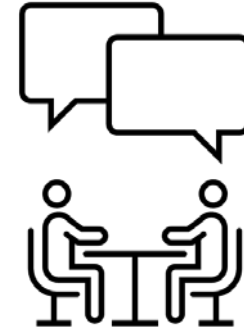
Organize regular conferences

Create or maintain data user groups, such as:

- A national statistical council to provide advice on policy and priorities for statistical programs
- Professional advisory committees in major subject areas
- Liaison agreements with key federal government ministries
- Regional consultative councils on statistical policies to maintain awareness of regional statistical needs
- Agency-wide client database

Scheduled and documented communication with clients

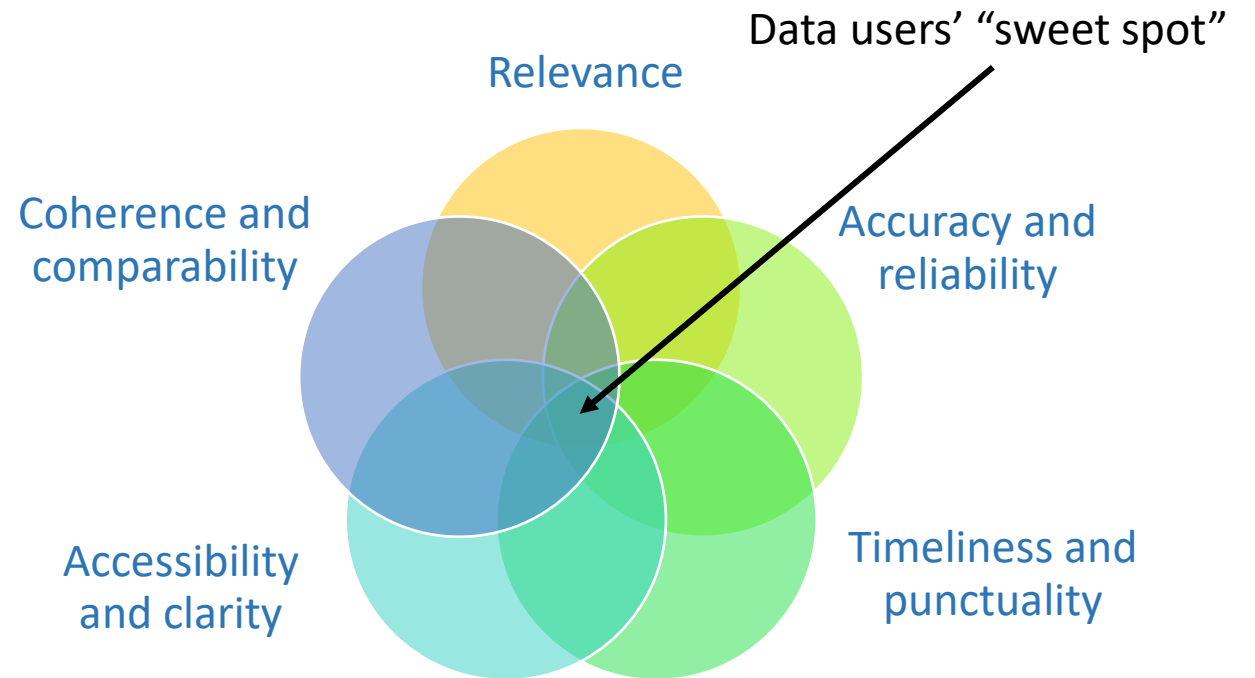
Meetings with major industry and small business associations



Data Users Interpretations of Quality

“Quality” is not determined solely by scientific accuracy.

It is the **data user**, your customer, who decides if your data products have “quality.”



Determining Priorities

Requires us to consider, and act upon, the information gleaned from user consultations.

The **highest priority** should be releasing information and data products that the NSO is legally obligated to produce.

Requires the exercise of judgment in weighing the diverse needs of different user groups.

Be aware of deadlines and expectations from ministries, government leaders, and other stakeholders.

Involves recognizing and pursuing opportunities for new funding to meet high priority information needs.

Communicate with your stakeholders regularly, especially if you anticipate delays.



Feedback is Important

The key to improving your products and services is for the people inside your organization to **seek out** and **talk to** the people outside the organization.

You remain relevant

Seeking out users and asking for their ideas on how to improve your products and services is the best way to stay relevant.

You don't have to say "yes" to everything, but you must respond with a change or an explanation.



Users remain engaged

If data users have no participation throughout the process, they will give you little support when the products are released.

Data users, including the general public, are more likely to cooperate in future data collection activities if they can see that their participation results in high quality data products.

Your responsibility to the data user does **not** end after the data products are released.

Engaging Data Users Exercise

(15 minutes)

How will you engage each of your data users?

For each data user you've identified, create a strategy to involve them in your dissemination planning and activities.

- How do you involve them in dissemination planning?
- What do you think their priorities will be?
- How will you continue to support these data users after initially disseminating the data?
- When/At what points will you continue to engage them?
- How will you align their priorities with the NSO's priorities?