

Community Accelerator Program
Thursday, April 25th Worksheet

1. Audience Identification and Objective Setting

Identify the primary audiences for the survey results (e.g., local policymakers, community residents, broadband providers). What specific actions do you hope to influence or encourage with these results? How will understanding your audience's perspective shape your questions?

2. Engagement and Distribution Tactics

What innovative engagement strategies could you employ to maximize survey participation? Choose two methods (e.g., incentives, public events, digital campaigns) and discuss how these will appeal to your identified audiences.

3. Survey Scope and Methodology

Between conducting a statistically valid survey and achieving a high response rate from those desiring improved broadband, which is more critical for your objectives? How will your choice impact the design and distribution of your survey?

4. Collaboration and Promotion

Who are the key local partners (e.g., schools, businesses, community organizations) that could assist in distributing, promoting, and collecting the survey? Describe a potential collaboration strategy that could leverage these local resources effectively.

5. Data Analysis and Utilization Partners

Consider potential partners who could assist in analyzing the survey data (e.g., local universities, statistical consultants). What specific expertise will they provide, and how will you engage them in your project?

6. Data Sharing and Transparency

With whom will you share the survey results, and how will you manage the confidentiality and ethical considerations of the data, especially any contact information collected? Detail your plan for transparent and responsible data handling.

7. Application of Results

How do you plan to use and disseminate the survey results? Discuss how the insights gained will be implemented to drive broadband initiatives and policy within your community.