Some of this information was adapted from “The Survival Guide for Iowa School Administrators” (http://resources.sai-iowa.org); Indespensible Information – Data Collection and Information Management for Healthier Communities (The Urban Institute for Health Forum); and CLIP Inquiry Plan Template (InSites).
### Inquiry Question

**EXAMPLE:**
Have our business engagement efforts been effective at increasing the active participation of business members in advocating for early childhood issues?

### Information Needed to Answer Inquiry Question
- List of public engagement activities directed at the business community;
- Number of business people who actively champion early childhood issues;
- Change in awareness and opinion of business members about advocating for early childhood issues.

### Measurement Indicator
- # of business leaders championing early childhood issues;
- % increase in number of active business advocates or champions;
- % increase in business member awareness and opinion about early childhood issues.

### Data Sources
- Early Childhood Council records;
- Chambers of Commerce or other business associations.

### Data Collection Methods
- Track participation of business members on Council Committees (# and attendance rate);
- Track participation of business members in speakers bureaus;
- Track donations from business community;
- Conduct a survey of business awareness and involvement.

### Data Collectors
- Council staff/members;
- Business partners and/or business associations.

### Timing and Location of Data Collection
- Once before engagement efforts have been launched;
- Once after engagement efforts have been implemented;
- Locations:
  - Council events
  - Chamber or business association events
  - Business locations/via internet.
### Data Collection Guide and Template 2009

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**Describe how you will analyze (make meaning from) collected data:**

Think about what relationships you hope to uncover in the data and what different audiences you expect to present your data to.

**Describe any assistance you will need to carry out your data collection plan:**

Consider the type of assistance you may need, which partners will need to be on board, what kind of permissions you may need to get, etc.

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