



# **Grow the Crop**

## **Handout 30**

### **Data Collection Plan**

#### **Demonstrated**

## EXAMPLE OF THE APPLICATION OF A COMPLETE DATA COLLECTION PLAN

Illustrating the Steps in Data Collection Farmer Green owns six farms.

He needs to evaluate how well the managers of the farms are working. As part of this exercise, information is to be collected from farm workers about the performance of their managers. Below are a description of the steps in a data collection process.

- State the purpose of the study. The objective is to get information from subordinates about the performance of their managers. This project is important because changes in organizational structure, salary adjustments, and advancement opportunities will depend on the outcomes. Data will be collected with a questionnaire given to all workers. Responses will be confidential.
- Determine the data to be collected. Performance variables might include the following: ability to communicate goals and objectives; accessibility; leadership ability; ability to delegate; commitment to quality; management of resources; interpersonal skills; availability of feedback; and overall effectiveness. Questions related to these variables will be included on the questionnaire. The response to each performance variable question will be indicated on a 5-point scale.

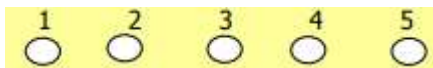
1      2      3      4      5

Almost never

Almost always

A sample question follows:

*My supervisor: Gives me honest feedback that helps me improve my performance.*



In addition, the top of the questionnaire will have a space for the manager's name. The respondent will also indicate the length of time with the current supervisor by checking one of the three response categories: less than 1 year, 1-2 years, or more than 2 years.

- Describe the plan for collecting the data. The data will be collected from all workers. A two-person team has been designated to construct and distribute the questionnaire. The questionnaire will be limited to a single page. The team will help workers to fill in the questionnaire, and tabulate and summarize the data.
- Train personnel. Each of the team members has completed a short training course on questionnaire construction and ways of dealing with people. Farmer Green has instructed each of the team members on the importance of this project. A draft version of the questionnaire will be tested with a small group of people to be sure the questions are clearly stated and provide the information required.

- Analyse the data. After the questionnaires are produced and distributed, the team will allow a week for the questionnaires to be completed. As the questionnaires are returned, they will be checked for the manager's name and to see if all the questions have been answered. Data will be entered into a file in a spreadsheet program as the completed questionnaires are received. One member of the personnel team is responsible for data entry. Another member of the team will check a printout of the file for errors.
- Report on the data. Reports for each manager, including a sample questionnaire and the data summaries, will be prepared and forwarded. Each report will also indicate where the raw data are stored and how they can be accessed. The members of the team will be identified as the authors of the reports.