



# TechTown Data Collection Plan

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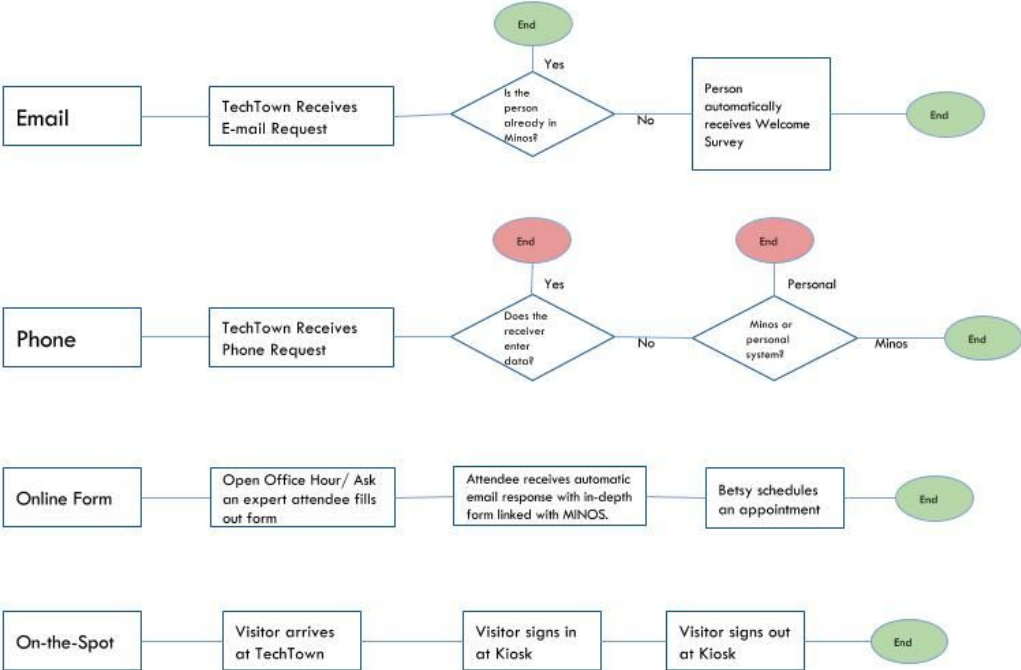
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# Summary

Several inefficiencies exist in the current LABS data collection process. Ultimately, there are two major problems. The first is that LABS personnel are busy and for the most part, unwilling to manually enter demographic data and other engagements into Minos. The second is that information, when collected, is stored in personal systems and computers rather than the universal Minos system.

In order to streamline and consolidate the process of data collection when it comes to online forms, email requests, and in-person conversations, we have created three basic recommendations. These plans, along with detailed implementation steps, can be found below.

# New Data Collection Process Map



[Prezi Process Map Link](#)

# 1. Online Forms

- a. The LABS departments currently maintains two online forms by which anyone can schedule meetings:
  - i. [Open Office Hours](#)
  - ii. [Ask an Expert](#)

These links allow people to get access to resources at office hours and ask an expert sessions, and records their appointments on separate systems. Open Office Hours submissions currently go to Betsy. Ask an Expert submissions go to a calendar currently run by Sergio. We believe that the online form information should be integrated into Minos, so that these appointments can be tracked and the contact information for these potential clients can be permanently recorded. This change should be implemented in the following manner:

1. On the website, there will be two separate online forms embedded through MINOS, marked clearly on the homepage, one for Ask and Expert, one for LABS office hours. These forms will ask for name, email, idea, and potential availability for appointment.
2. Upon filling out these forms, an attendee will automatically be sent a link to the more in-depth form, which was previously a PDF but will now be sent through MINOS and include race and ethnicity, gender, education level, veteran status, and country of origin.
3. The information will be stored in MINOS categories for Ask an Expert and Open Office Hours, and when submissions come through MINOS, Betsy will be able to quickly and easily schedule the appointment with the appropriate EIR.

## 2. Email Requests

- a. The LABS department receives email requests from many clients, potential clients, and other contacts. These requests may lead to valuable partnerships or referrals, but the engagements are difficult to track without time consuming manual data entry. In order to record contact information and other details on these clients, we recommend the following process:
  1. The exact Minos page referred to on the previous page will be used.
  2. A folder will be created in Minos for email contacts.
  3. The developer will create a simple software that checks new email addresses against the database. If the sender's address is already in the Minos system, there will be no change. If the sender's address is not in the Minos system, they will be sent an automatic response email with the link referred to in step 1, which will enter them into Minos. An example of a system like this can be found on Microsoft Outlook, which checks senders against a personal contact list and sends automatic emails to those not on the list.<sup>1</sup>

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[https://support.office.com/en-us/article/Video-Send-automatic-reply-email-cc0e480f-973e-4412-a27b-8a52108d6d51?ui=en-US&rs=en-US&ad=US#ID0EAABAAA=Try\\_it!](https://support.office.com/en-us/article/Video-Send-automatic-reply-email-cc0e480f-973e-4412-a27b-8a52108d6d51?ui=en-US&rs=en-US&ad=US#ID0EAABAAA=Try_it!)

### 3. In-Person Engagements

- a. According to our interviews with LABS staff, many of their interactions occur “on the fly,” often as random conversations in the TechTown space. These conversations can be valuable referrals, advice, guidance, and even lead to client-relationships. We can amend the lack of record of these engagements quite easily for those that occur within the building through the following Sign-in/ Sign-out process:
  1. TechTown will invest in a kiosk iPad that will be placed in the waiting area of the first floor.
  2. Anyone entering the building will be directed to sign-in at the kiosk by whomever they are there to see. Labs staff will be sure to remind building visitors to sign in.
  3. The sign-in link at the kiosk will be the exact link discussed on page 1.
  4. Before exiting the building, all visitors will be instructed to fill out a short sign-out page at the kiosk. This sign-out link will record any referrals that they received in the building (the businesses in BizGrid will all be pre-populated).
- b. Additionally, if possible, we recommend that any personal connection recording systems (i.e. Paul and Marlin’s special spreadsheet) be linked and integrated into Minos.

# Additional Tips From the Ecosystem

## 1. Front-end data collection

- a. We found from almost every incubator that collecting demographic metrics at the very beginning of a relationship is most successful—many peer groups require this information in applications or membership contracts. Additionally, one of our favorite creative solutions to the data collection problem was American Underground’s client directory. This system creates an incentive for clients to provide their demographic information by giving them access to an internal directory, sparking collaboration between client companies.

## 2. Creative, succinct inclusion and diversity reporting

- a. We found many incubators, of which explored creative ways to present their dedication to diversity. Some incubators used music videos and testimonials, and others used visually stunning and interactive digital reports to showcase their commitment to reporting information.