

# Data Management for Engagement

Information Sheet



**Do you struggle to know what data you need to collect and analyse for your engagement process?**

**Do you need help in knowing how to collect the data you require?**

**Is your data management approach reflective of 'best practice'?**

The Data Management for Engagement course will assist engagement practitioners to apply a robust methodology to the design, collection, processing, analysis and reporting of data that are aligned to engagement processes.

To enrol in this course, you must have completed Essentials of Engagement training as the pre-requisite course to others in the curriculum.

## Course Aim

**To apply a process for data collection and storage, processing and analysis to include in an evaluation report for an engagement purpose or process.**



## Course Objectives

- Use scenarios to practice aspects of data collection, data cleansing, analysis and reporting
- Reflect on current practice in comparison with best practice data management approaches
- Explain qualitative and quantitative data collection processes
- Making sense of the data, data analysis techniques, digital engagement and limitation of results.



## Learning Outcomes

- Apply a stepped process to the design, collection, processing, analysis and reporting of data and findings
- Identify key considerations for data management and analysis including bias, ethical and legal considerations and diversity, equity and inclusion requirements
- Identify the design elements that will inform data management approaches, tools and methods
- Select data collection methods, including quantitative and qualitative data methods, designing appropriate questions to gather the required data
- Describe methods to store and de-identify data collected
- Describe approaches to be used to cleanse and code data collected.



## Course Content

- The 5-step process
- Design, purpose and collection of data
- Data processing, analysis and reporting
- Presenting engaging and meaningful data.

## Benefits

- This course will assist you to understand what data is required to be collected and how to collect data to ensure that your engagement processes are meaningful and fits the purpose of the outcomes you are aiming to achieve
- Learn how to analyse and present data for your target audience
- Access to and can ask questions from IAP2A's experienced trainers, who are also highly experienced engagement practitioners.
- Provide you with an opportunity to explore your engagement learning journey, build on your own professional development and provides you the opportunity to develop and/or enhance your own professional network.

## Who Should do this Training?

- The Data Management for Engagement course is suitable for engagement practitioners with two or more years' experience in engagement
- If you wish to obtain a professional qualification by completing the IAP2 Australasia Certificate in Engagement.

