

Is Our Information Good Enough?

The Ultimate Data Checklist for Associations

Is your data working for your organization? Use this checklist to find out if you have the right data and processes to achieve the goals of your association. Then you can score the health of your data at the bottom.



1 What big questions are we trying to answer with our data?

We know what our organization needs from data.

Our data is usable for these given purposes.

We are collecting the data we need to answer these questions.

We have the lists we need to fulfill member benefits (badges, newsletter, magazine, events packets, etc.)

We know which engagement activities lead to membership renewals.

We know which engagement activities lead to new memberships.

We know which engagement activities lead to event registrations.

We know which engagement activities lead to product purchases.

Our events staff have a weeks-out report showing the number of registrants per week.

Our membership staff have a report of the number of new members compared to the number of existing members we have retained or lost over different time periods.

We have a report of new product sales by category or title.

We know the demographic makeup of our current volunteer base (gender, race, ethnicity, age).

We know the demographic makeup of our current membership base.

We have the feedback we need from members about the value of our membership.

We have the feedback we need from attendees about our events and speakers.

We have the feedback we need about our books and other products.

2 Where is our data located?

We know whether our data is in a database or a file.

We know how many databases or files our data is in.

We know which database(s) or file(s) store our data.

We know whether our data is in a hosted or dedicated environment.

We know whether we have “raw” data or if it’s in presentation format.

3 What is the quality of our data?

We are not missing key information we need to manage our association.

We know which data fields are incomplete.

We have a plan to ensure key data fields are complete.

We have the right resources in place to execute this “data completeness” plan.

The responses recorded are valid and relevant answers.

We know which data fields have wacky or invalid information.

We have a plan in place to fix invalid data.

We have the right resources in place to execute this “data validity” plan.

Our information is accurate (we don’t have irrelevant, outdated data).

Our data is recent and timely enough.

We know which fields we need to collect on a routine basis.

We have a plan in place to regularly collect this information.

We have the right resources in place to execute this “data recency” plan.



4 How do we access that data (and answer THE questions identified in #1)?

We know who has access to this information.

We know who administers this information.

We know the means by which we access this information.

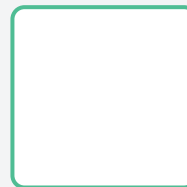
Our staff have been trained on how to access this information.

Our information is secure yet accessible to the right people.

We have the right balance between data privacy and transparency.



How'd You Score?




Count the number of checks you placed in the boxes above to measure the health of your data.



30+ Not too bad!

20–30 Needs some work. 

10–20 Your data isn't working for you.  

0–10 Your data problems are significantly holding you back.   

If you scored less than 30, there are some **crucial holes** in your data health. Get a plan in place today to close those gaps and ensure your organization is getting the most out of your information.

Email us at info@cimatri.com or call 1-844-446-8478 to get started.

[Request a Data Quality Assessment](#)

