

FAIRPAY COMPENSATION AND BENEFITS SURVEY - THE PARTNER MODEL

Sample Timeline and Proposed NCA/Partner Responsibilities

MONTH 1

Survey instrument preparation:

Decide on survey questions and jobs	NCA/partner
Format online questionnaire	NCA
Format pdf documents	NCA

Pre-production marketing:

Recruit financial sponsor(s)	partner
Develop list of potential participants	partner
Design and produce informational flyer	NCA/partner
Send initial email enrollment message	partner
Make initial enrollment telephone calls	partner

MONTHS 2 - 3

Data collection

Review submitted data, including follow-up as needed	NCA
Track participation and provide regular reports to partner	NCA
Send reminder emails to those not returned	partner
Make reminder calls to those not returned	partner

MONTH 4

Data analysis

Customize database	NCA
Import into database	NCA
Complete computer program run	NCA
Write text part of survey report	NCA

MONTH 5

Publication of report

Compile pdf report document	NCA
Design cover	NCA/partner
Distribute report to purchasers	NCA/partner

Post-production marketing:

Creation of marketing material	NCA/partner
Email to announce survey	partner
Publicity/press releases	NCA/partner
Make phone calls to sell survey	partner
Ongoing order fulfillment	NCA/partner

