



YOU run a great civic leadership program.

We can help you reach even further. Let's talk.

Program like yours have been running, on average, for more than 25 years and have 800 or more graduates. So, we know you run an amazing leadership program. You are stewards of a priceless community asset, driven by relationships and your unique needs and values.



As research-based strategists and communicators, we bring a complementary set of skills and perspectives. We have proven success with associations, non-profits, campaigns and corporations. As “applied social scientists,” we see opportunities to learn from the universe of more than 650,000* graduates across the U.S. and increase the impact of *your* program.



We deliver strategic insights and actionable recommendations for programs like yours, typically identified by interviewing your graduates. **You use these insights as guidelines while designing your activities and communications without changing the content of your annual class programs.** And, we provide ongoing consultation at no charge.



Examples of Strategic Questions We Might Explore with You

“When we interact with graduates, what are the things we want them to be aware of? What are the values and attitudes we want to reinforce? What types of behaviors do we want to encourage?”

“Are enough of our graduates working on the hardest and most important problems facing our community?”

“What are ways to connect with leaders with different skills sets, such as entrepreneurs and technology?”

“What are ways to keep attracting the best, the diverse and the brightest?”

“We want to provide our funders and potential funders with a better measurement of our impact.”

“Can we grow our organization? Which services should we offer?”

“How do we build or use our influence as non-partisan leaders in important policy areas?”

“What make our organization special; does this match up with how our graduates and funders see us?”

“How do we compare against programs in communities similar to ours?” “What are reasonable goals to set for the next year?” “Which metrics and behaviors are statistically proven to drive more value to our community?”

**Our database currently has more than 830 active adult civic leadership programs, with diverse participants, across all 50 states.*

Organizations like yours work with us because we are:

- **A HIGH VALUE, PROVEN INVESTMENT:** It's a no-brainer from a cost-benefit analysis that our actionable recommendations pay off. For civic leadership programs this means increasing social capacity or capital well beyond our costs. We have a track record of successfully working with well-known public issue campaigns, associations, non-profits, and corporations;
- **ACTIVE THOUGHT LEADERS:** Our fingers are on the pulse of civic leadership programs from a national and local perspective, and **we readily share our thoughts** on our website, blog and research reports;
- **STRATEGIC:** We have a strategic perspective and the necessary expertise in communications, engagement, policy and measurement to raise your impact – while staying true to your existing program and values;
- **RESILIENT AND INNOVATIVE:** We meet new challenges by developing fresh ways to collect and analyze data. This stems from our political roots, where, for example, we developed rapid ad testing and psychodemographic voter profiles that campaigns still consider “innovative” 20 years later. We have solved some of the most complex public policy and communication challenges;
- **COLLABORATIVE AND FLEXIBLE:** We work with you. This means we incorporate your unique culture and values, identify the right fit of strategic and actionable paths for your organization and work patiently with stakeholders until everyone is on board. We enjoy explaining what we do, how we do it and why it works;
- **INDEPENDENT:** As a non-partisan, third party, methodologically rigorous partner, we have more credibility with your stakeholder. This allows us to delve deeper into your challenges;
- **COMMITTED, LEAN, SOCIAL ENTREPRENEURS:** Like you, we want to improve communities now and for future generations. We believe the same instruments we provide multinational corporations should be available to our community leaders. But, at highly reduced rates;
- **EXPERTS IN THE TECHNICAL ASPECTS:** We apply methodologically rigorous research standards and subscribe to the professional standards of AAPOR. Our interviews are strictly confidential. For each project we develop a **research proposal/plan** with objectives, methodology, timeline, deliverables and costs. The **survey process** includes drafting the questionnaire, preparing lists of potential respondents, programming and deploying the survey, monitoring responses, tabulating the data and coding open-ended responses. We can **deliver** an easy-to-read topline summary, detailed memorandum, slide presentation and news release. We are well-respected focus group practitioners, where we can gain a deeper understanding of assumptions and behaviors and develop hypotheses on ways to influence them.



Let's talk. There is no obligation to learn about our approach and discuss what we can do for you. **Call Joshua Starr at 202-494-1141 or email him at jstarr@starr-research.com. Learn more about us at www.starr-research.com.**