



THE CENTER FOR PUBLIC POLICY

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Consulting and Research

As a public policy consulting and research center, **we serve as the trusted partner** for state, regional, and local leaders to evaluate and enhance decision-making capabilities, organization systems, and service delivery to positively impact their communities. Our work includes a wide range of services, including strategic planning, group facilitation, surveys, organizational assessments, and more.



VCU

L. Douglas Wilder School of Government and Public Affairs
Center for Public Policy



Leadership Training



Strategic Plans



Survey Design & Analysis



Workforce Development



Group Facilitation



Change Management



Leadership Coaching



Evaluations



Policy Analysis & Legislative Impact



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SURVEY DESIGN & ANALYSIS

At CPP, we recognize that data is the cornerstone of informed decision-making. Our dedicated team excels in crafting surveys that not only capture relevant information but also provide invaluable insights. From meticulously designing survey instruments, through fielding based on effective sampling methodology, to implementing comprehensive data analysis, we ensure the integrity and reliability of your research.

Our Process

1

Meet with client to collaboratively establish research questions and work plan.

2

Conduct a review of prior literature and identify the best methodologies to answer the research questions:

- Surveys
- In-depth interviews & focus groups
- Secondary data analysis
- Observation

3

Design research plan based on selected methodologies and develop appropriate data collection instruments.

4

Coordinate with client to execute research activities and/or data collection.

5

Develop reports and presentations that analyze the data, articulate findings and craft context-aware recommendations.

6

Present deliverables:

- Research reports
- Executive Summaries
- Presentation of findings



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