



VISION, MISSION AND VALUES

VISION

LEADERS AND BEST

DCO's overarching goal is to be **Leaders and Best in Social Science Data Collection**. We strive to be the model that social science researchers and data collection centers throughout the world look to as their model for how **quality data** are collected.

MISSION

HIGH QUALITY IN THE PUBLIC INTEREST

DCO conducts **high quality social science data collection in the public interest**. We recognize the trust that **our sponsors** deserve in return for their funding of data collection conducted by DCO. Our data must be reliable, meaningful, and of the highest quality, and must be collected as efficiently as possible within those constraints.

VALUES

FIVE CORE VALUES

DCO has 5 core values that help us to achieve our vision and mission. Our values are associated with principles that guide their implementation.

CORE VALUES

- 1** **Quality** is measurable and key to our integrity as a research organization
- 2** **Interviewers** are key to our success
- 3** DCO will be **good stewards of our sponsors' money**
- 4** DCO staff adhere to a **professional code of conduct**
- 5** DCO seeks **continuous process improvement and innovation**

DCO VALUES AND PRINCIPLES

1 **Quality** is measurable and key to our integrity as a research organization

- We have well-defined quality standards that are applied on projects within the constraints of cost, benefit, and risk trade-offs
- DCO maintains a robust data collection training program for interviewers
- Data collection must have active quality assurance and control in place
- We retain data collectors who meet SRO quality standards

2 **Interviewers** are key to our success

- We value and encourage a diverse team to allow us to better engage the world in which we work
- DCO provides interviewers with tools and training to be successful
- We expect and engage in honest and respectful communication
- A positive team spirit is essential to our success
- Be kind, positive, and grateful in our professional interactions to make our work environment more positive

3 DCO will be **good stewards of our sponsors' money**

- Data process and data collection decisions should be data-driven; evaluation of decisions should be based on cost, benefit, and risk
- Anticipate challenges whenever possible and recognize when to change course
- Be responsive and able to adapt
- Be able to understand and explain cost drivers
- Analyze results in real time and after data collection completion to develop constant adjustment models

4 DCO staff adhere to a **professional code of conduct**

- We will treat each other with respect
- We expect honest and respectful communication
- We pledge to maintain absolute data confidentiality
- We treat our respondents with dignity and respect

5 DCO seeks **continuous process improvement and innovation**

- Innovations and improvements must proactively account for the trade-offs of risk, costs, and benefits of implementation