

# One-Stop Data Shop



**The Social Research Lab provides quality research and data analysis that can help establish you as a true thought leader in your industry.**

## Social Research Lab

UNIVERSITY OF NORTHERN COLORADO

### About the Social Research Lab (SRL):

The Social Research Lab, founded in 2007, is housed at the University of Northern Colorado. The SRL is staffed by professionally trained, unbiased researchers who tailor projects to the unique needs of individual clients in the public and private sectors as well as supporting grant and assessment efforts on campus. The lab is run by Dr. Josh Packard, Associate Professor of Sociology, with assistance from other faculty in sociology who oversee undergraduate and graduate students who have been extensively trained in research methods. The lab works to simultaneously provide quality data to clients so they can make better, more informed decisions while also providing hands-on learning experiences for UNC students. In the last five years, over 150 students have worked an estimated 7,500 hours on dozens of projects ranging in size from small surveys to large, multi-site data collection, analysis and reporting efforts. All associates of the lab are trained in data security and confidentiality.

*See our article, "Making Data Deliciously Relevant" in Speaker Magazine, December 2017*

### Previous and current clients include:

National Speakers Association  
Human Facets  
Connie Dieken  
Colorado League of Charter Schools  
United Jewish Federation of New York  
Evangelical Lutheran Church of America  
Greeley Chamber of Commerce Education Task Force  
Community Foundation Serving Greeley and Weld County  
United Way of Weld County  
Northern Colorado Health Alliance  
Sexual Assault and Victim's Advocacy Center  
Mental Health Coordinator's Association  
City of Greeley Culture, Parks and Recreation  
High Plains Library District

### Research services

At the Social Research Lab, we have experience with a wide-variety of data collection services. Types of projects include:

- Market Research
- Focus Groups
- Policy Analysis
- Report Writing
- Program Evaluation
- Phone, email and mail surveys
- Interviews
- Needs Assessments
- Quality of life studies

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I was looking for someone to conduct Reliability and Validity testing on one of my instruments and Dr. Josh was recommended to me by a colleague from the National Speakers Association (NSA). I heard Dr. Josh speak at NSA and immediately reached out to hire him for my project. Not only was he a delight to work with but he and his research team did an outstanding, professional, efficient and thorough job for me. I could not be more pleased and am happy to recommend him to others without hesitation.

-Dr. Helen Turnbull, CEO of Human Facets

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