

DATA: Small Budgets, Big Impact

American Fraternal Alliance Spring Symposium

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Getting to know us...

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Putting your data to work

Lessons from the field

Mini Survey

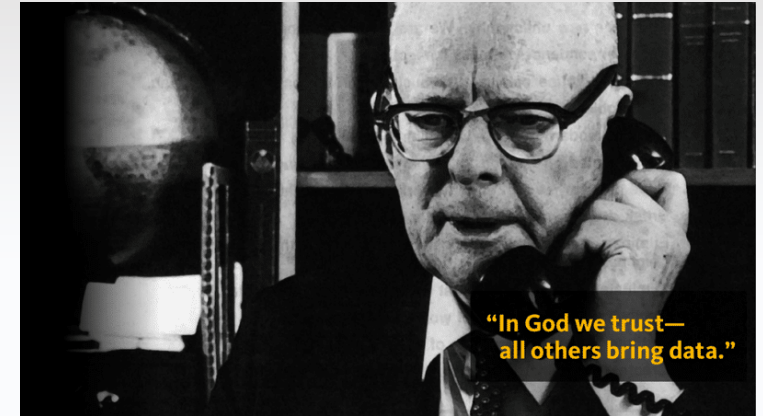
Please identify the response that most closely aligns with your perspective on the following statement.

At present, our organization is intentional about using data to inform your organization's service work:

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Why track and use data?

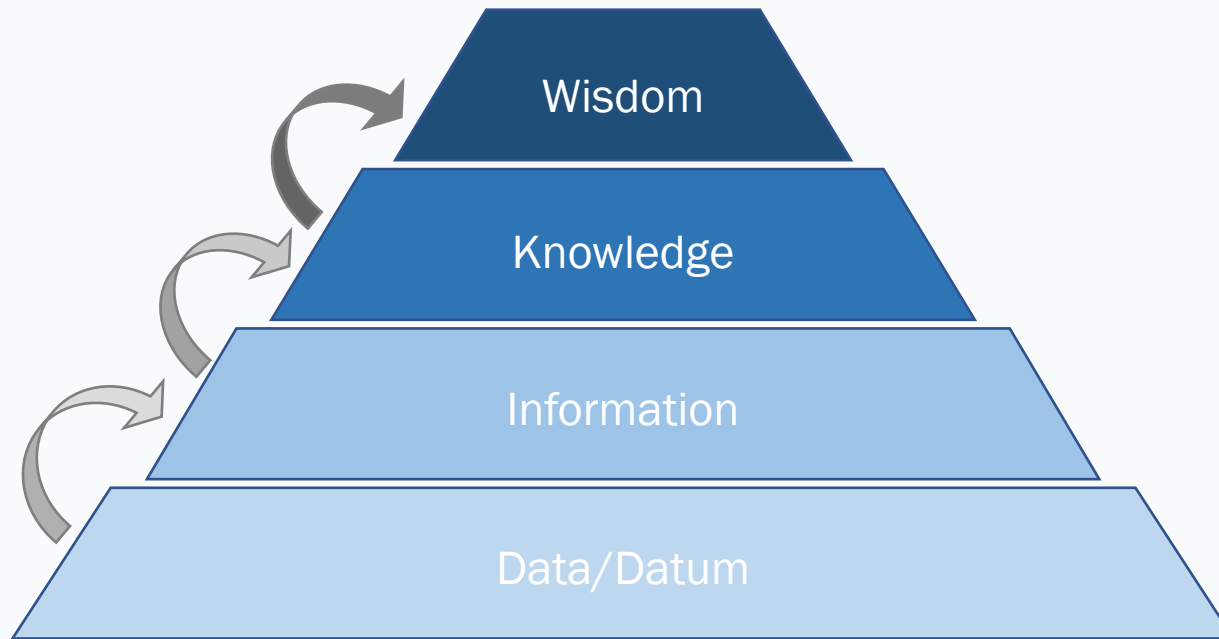
- Unique nature of 501(c)(8)
- Operations:
 - Understand markets, customers
 - Improve business processes, identify efficiencies
 - Track internal key performance indicators
- Community Service:
 - What does the community need and how does that overlap with what we can deliver?
 - What is the highest and best use of our human / financial resources?
 - Are there others with whom we can partner?
 - Are we being effective/efficient?
 - What does impact mean and are we achieving it?



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Conceptual Framework for Applying Data

The D-I-K-W pyramid



The Data Conundrum

- **Competing uses of data**
 - E.g., operations vs. programs
 - Executive vs. mid-level management vs. front-line worker
- **Developing consistent language and understanding**
- **Reconciling differences across the organization**

Typical Applications of Data

Who are your “internal customers” for data?

What do they need from “data”?

Where do these internal customers get the data they need?

Typical Applications of Data

Who are your “internal customers” for data?

- Program management/delivery
- Development/Fund Raising
- Budgeting/Finance
- Board (Governance)

What do they need from “data”?

- Planning, forecasting
- Storytelling
- Performance Measurement / Evaluation
- Strategy development/Strategic Planning

Where do these internal customers get the data they need?

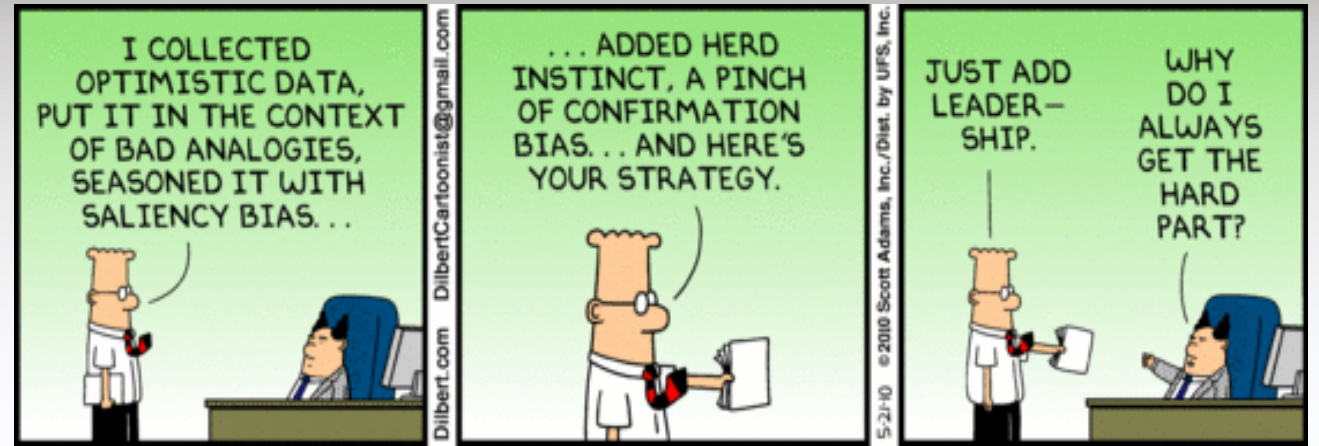
Internal sources of data

(client intake, finance data, program outcome data)

External sources

(public sources v. proprietary)

Planning/ Programs



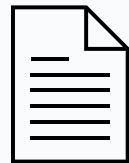
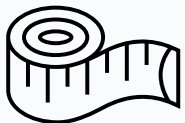
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- **Understanding context:**
 - *Education: the path from cocky ignorance to miserable uncertainty.*
- **Thinking Strategically:**
 - *"You've got to be very careful if you don't know where you are going, because you might not get there."*
 - *"Start with the end in mind"*

Metrics and Monitoring

Metrics are used to track progress toward your goals

- **Implementation**
 - Efficiency & effectiveness
 - Identify and address any trouble spots
 - Continuous improvement of processes
- **Reporting**
- **Planning**



Monitoring ensures activities are taking place



- **Completion of program functions**
 - What/how many activities have taken place?
 - Have program targets been achieved?
- **Coverage**
 - Have all those intended participated?
 - Are there groups that have been left out?
- **Exposure**
 - Have individual participation levels achieved goals?



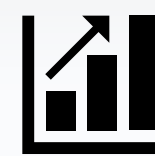
Evaluation

IMPLEMENTATION EVALUATION



- Are things going as they should?
- Is the program implemented as intended?
- Do the program's processes work as intended?

IMPACT EVALUATION



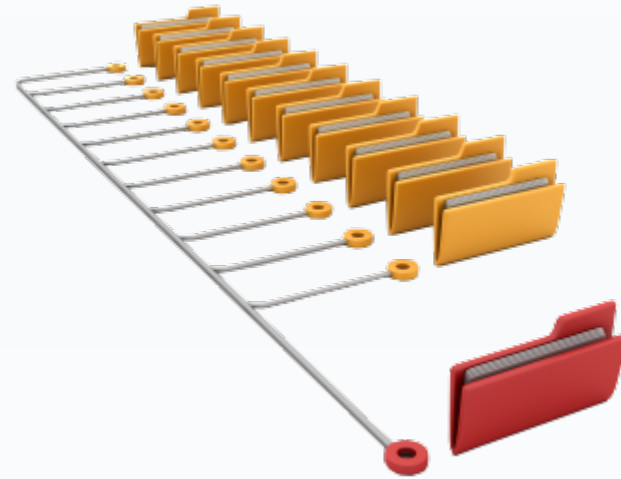
- Was the program goal met? To what extent?
- Can include analysis of metrics
- Usually summarizes accomplishments over time

Types of Data

Data inputs → data outputs

Data Sources: Your Own Data

- A by-product of your organizational and programmatic activities
- Administrative Data
 - Budgets
- Program data is one-time or ongoing data for that particular program
- Communications Data
 - Clicks, hits



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Data Sources: Secondary Data Use

- Secondary data = collected by someone else
- Public
 - Characteristics: Cheap or free
 - Examples: data.census.gov, onthemap.ces.census.gov
- Proprietary

State New Jersey Incorporated place _____ Ward of city _____ Unincorporated place Greystone Park
 County Essex Township or other division of county Troy Hills Block No. _____ Institution New State Hospital

DEPARTMENT OF COMMERCE
SIXTEENTH CENSUS
POPULATION

RESIDENCE, APRIL 1, 1925

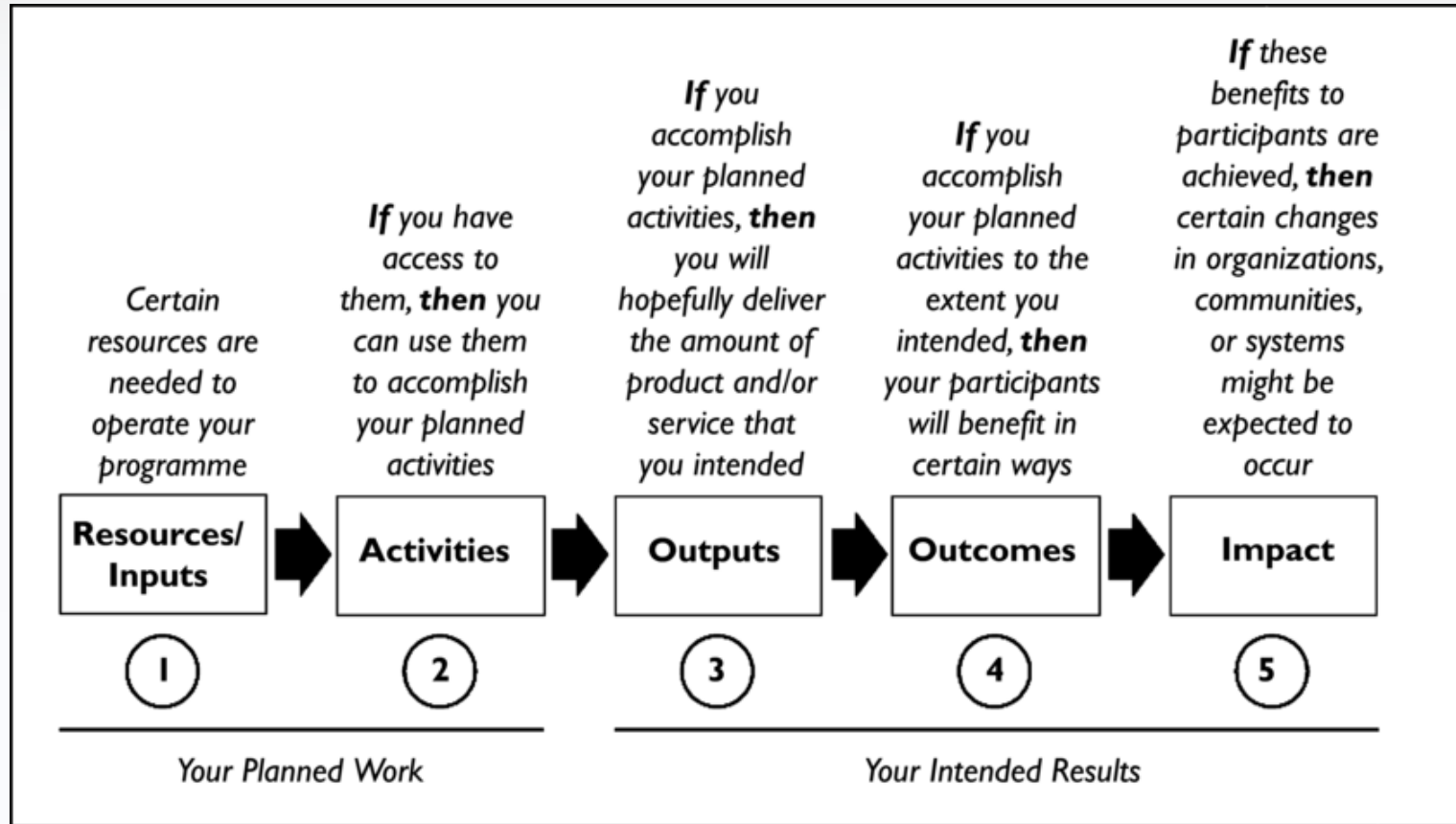
Line No.	LOCATION	HOUSEHOLD DATA						NAME	RELATION	SEX	AGE	MARITAL STATUS	EDUCATION	PLACE OF BIRTH	CITY, TOWN, OR VILLAGE	COUNTY	STATE OR TERRITORY OF BIRTH	IN WHAT PLACE DID THIS PERSON LIVE ON APRIL 1, 1925?	CITY, TOWN, OR VILLAGE	COUNTY	STATE OR TERRITORY OF BIRTH	
		1	2	3	4	5	6															
41							Banks, L.	Female	F	49	5	10	3	New Jersey			New Jersey					
42							Bennett, M.	Female	F	42	5	10	8	New Jersey			New Jersey					
43							Bensbach, Clara	Female	F	42	5	10	5	New York			New Jersey					
44							Benta, J.	Female	F	38	5	10	5	Penn			New Jersey					
45							Banta, M. M.	Female	F	40	5	10	10	New Jersey			New Jersey					
46							Barber, M.	Female	F	40	5	10	5	Georgia			New Jersey					
47							Barbajus, R.	Female	F	34	5	10	5	New Jersey			New Jersey					
48							Barding, A.	Female	F	47	5	10	1	Unknown			New Jersey					
49							Baril, A.	Female	F	42	5	10	5	Conn			New Jersey					
50							Bairly, C.	Female	F	42	5	10	5	Italy			New Jersey					
51							Barkler, C.	Female	F	42	5	10	7	Austria			New Jersey					
52							Barnard, J.	Female	F	40	5	10	5	New Jersey			New Jersey					
53							Baron, C.	Female	F	46	5	10	6	New Jersey			New Jersey					
54							Barrington, A.	Female	F	45	5	10	5	Carolina			New Jersey					
55							Barro, A.	Female	F	36	5	10	1	Italy			New Jersey					
56							Barry, M. H.	Female	F	43	5	10	8	New Jersey			New Jersey					
57							Barth, M.	Female	F	43	5	10	5	New Jersey			New Jersey					
58							Barthman, C.	Female	F	40	5	10	5	Ireland			New Jersey					
59							Baughman, B.	Female	F	44	5	10	1	Ireland			New Jersey					
60							Basserman, M.	Female	F	41	5	10	5	New Jersey			New Jersey					
61							Basson, M.	Female	F	47	5	10	5	Russia			New Jersey					

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Tools, Tips, and Tricks

Putting data to work in your organization

Tool: The Logic Model



A Simple Logic Model (W. K. Kellogg Foundation, 2004)

Tool: The RBA Framework



Source: assemblyresearchmatters.org

Partnerships (and Data)

"The only thing worse than fighting with allies..."



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- **Achieving highest and best uses of your financial and human resources may involve partnering**
- **Using Data to Assess Community Partnerships:**
 - Who else is working in this space?
 - How do your goals align with others?
 - What do you each bring to the table?
 - How can their data help orient your activities?
 - How can your collective efforts be measured efficacy and impact?

Words of Wisdom...

- Even if you invest millions in a data system; you'll still need Excel
- You can lie with statistics, but you shouldn't...
- Proceed with caution, but proceed
- Become comfortable with the inherent messiness of data analysis
- K-I-S-S principle

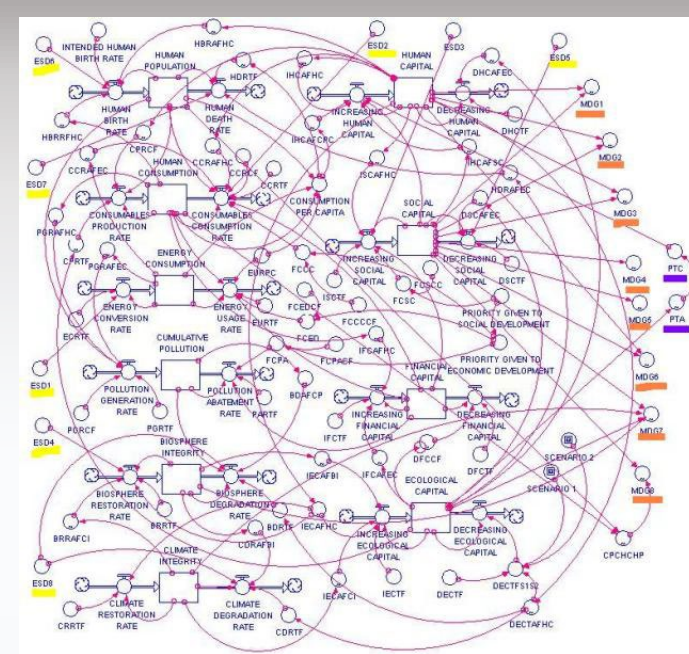


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Communicating using Data

- **Communications 101**

- Who is your audience?
 - What is their level of knowledge with your subject matter?
 - What is their level of sophistication with graphics/charts?
- What are you trying to tell them?
 - What are the most salient points you want them to take away?
 - What additional cues are important to help understand the salient points?




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Storytelling and Data


Use your data to select a representative story to tell

- Use data to identify the typical experiences of a participant
- Use data to identify the average progress of a participant
- Select a story to feature based on these parameters



SPOUSE SUCCESS
"Action is the foundational key to all success."
-Pablo Picasso

Congratulations, Sandra!



After working with MSCCN, Sandra was hired by HP Inc.

Hiring Challenges:

- Because I didn't know how the job seeking process works in the U.S. I wasted time, almost a year. A few months later, I learned about CASY & MSCCN at a job fair.
- Since I am an immigrant, I had to compete with local professionals and that discouraged me sometimes.
- Since I didn't have any employment experience in the U.S. before, I had no way to prove my professional experience.

Assistance Received:

- I took several online classes about targeting my resume, the job search, interviews, social media and networking, and LinkedIn.
- An Employment Specialist from CASY & MSCCN (Angelene Green) checked my resume and suggested improvements to it before I submitted it to a job posting.
- I also had a mock interview with my ES, Angelene, before my job interview.

Result of Assistance:

- A good and well written resume.
- Confidence about my knowledge and abilities.
- Confidence about applying for different jobs.
- Getting a job.

Value of Experience: I am glad that organizations like CASY & MSCCN exist. *I was completely lost as a job seeker last year, and they gave me the right guidance to fulfill my goal of getting a job. As an immigrant, I feel proud to say that I am finally practicing my profession in this country thanks to them.* It is also nice that they consider the difficult situations that military and Veterans spouses can face as unemployed individuals. I'll always be grateful for your assistance.

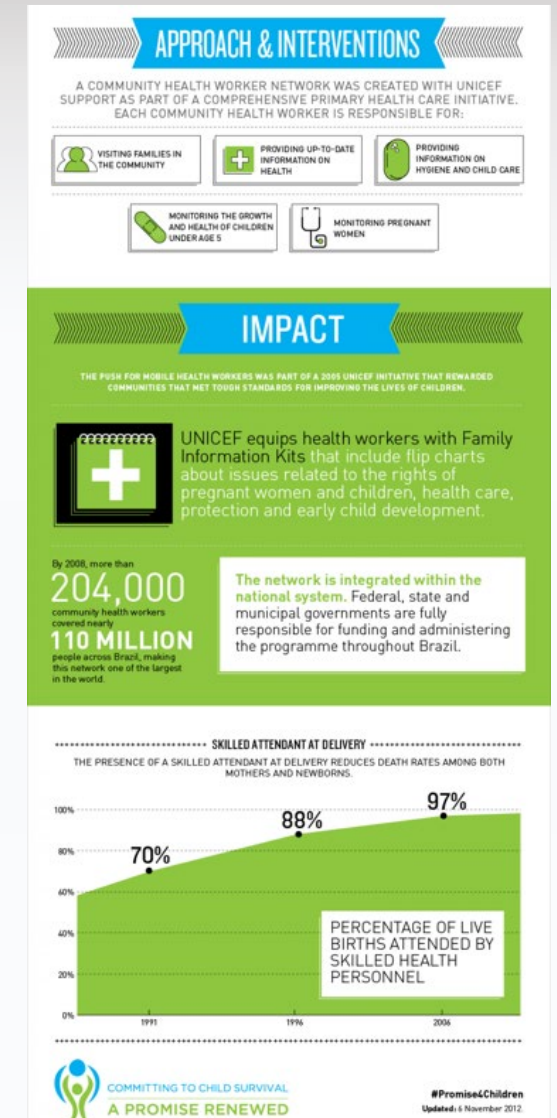
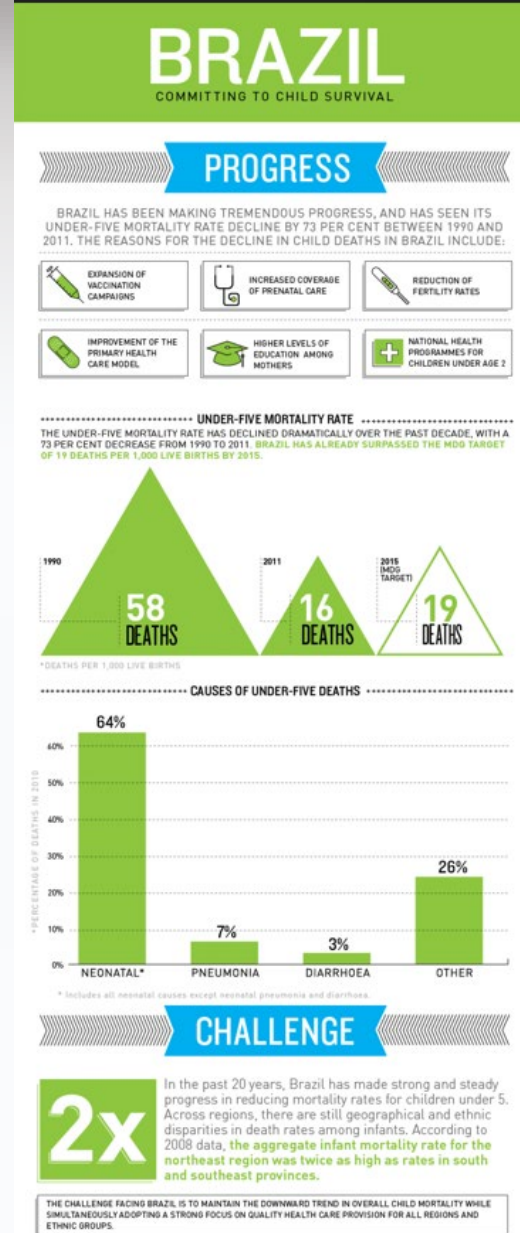
Source: <https://www.msccn.org/job-seeker-success-stories.html>

Storytelling and Data

Tell a story with your data

- Explain the reasoning behind an initiative
- Describe program activities that take place
- Communicate the impact of your wins

Source: UNICEF, 2012, infographic located [here](#)



The End

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