

# WORKSHOP 2

## WHAT: Building the Foundation for Using Data and Evidence

Facilitated by  
Jason Lau & Naomi Parker

DATA.  
to *Action*

**ABNN**  
Alberta Nonprofit Network



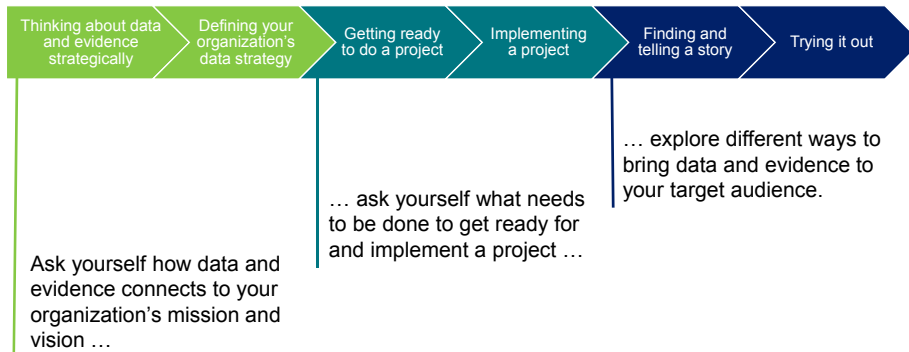
**Policy Wise**  
for Children & Families

February 5, 2019

# Welcome



# Workshop connections



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# “Data” is one piece



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“Here is our new data strategy”

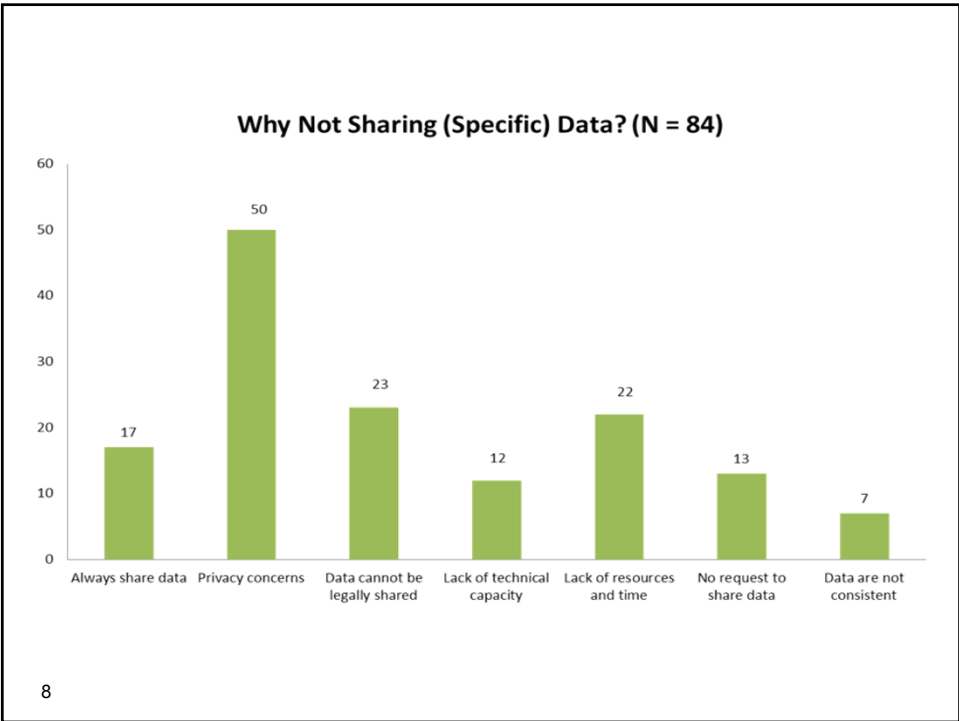
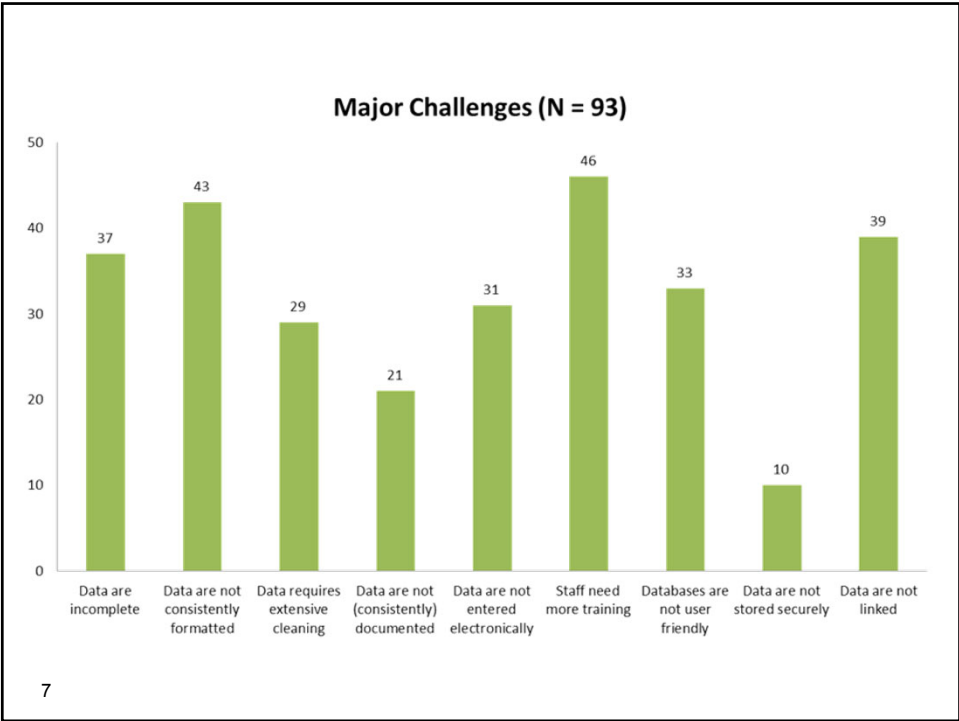
“We are committed to using data and evidence”

“Go prove we’re achieving our **‘why’**”

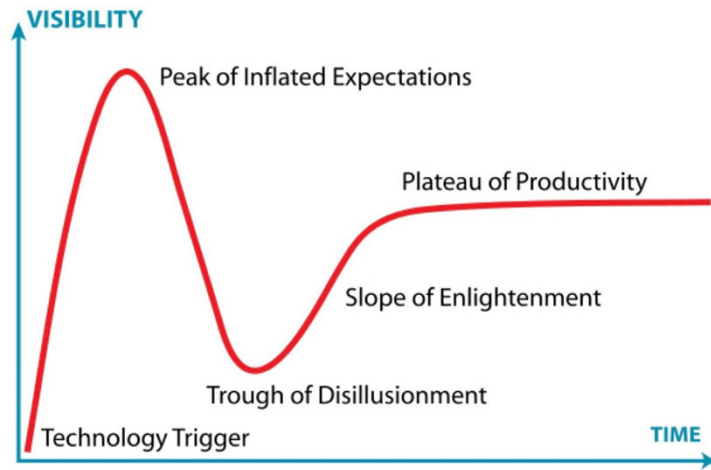
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## Welcome activity

What do you think is the most important component to build to realize the CEO’s vision of better data competency?

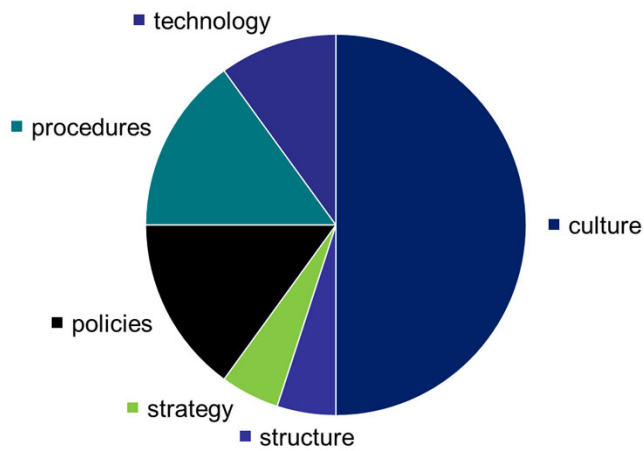


# Gartner Hype Cycle



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## Strategic Use of Data → Changes

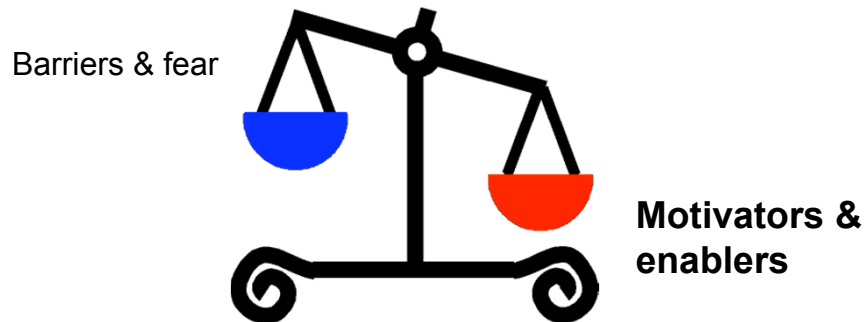


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Don't forget about change

# People

- Support to get past the initial excitement/mandate
- Go beyond pilots and sustain the change



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# People

- Value to organization, value to staff, value to clients
- Competencies, capabilities, capacity
  - Opportunities to learn
  - Making it feasible
  - Accounting for time

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# Policies

- Provide clarity and safety
  - Reduce uncertainty and fear
  - How we commit to do it responsibly
- Policies for collection and use of data
  - Compliance with legislation and best practice
  - Consent
- Storage and security
- **Who makes decisions**

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# Practice

Evaluation

Analytics

Research

Business Intelligence

Survey

- Matching the appropriate methods to the right question

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People



Policies



Practice



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**5 Minute Break**



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# Activity

In small groups, work through the worksheet to consider how to conduct a specific project.

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## Conducting a Project Key Messages



Value each 'step' of the process



Don't rush (this is not the same as move slow)



Embed evaluative thinking



Embrace an iterative approach



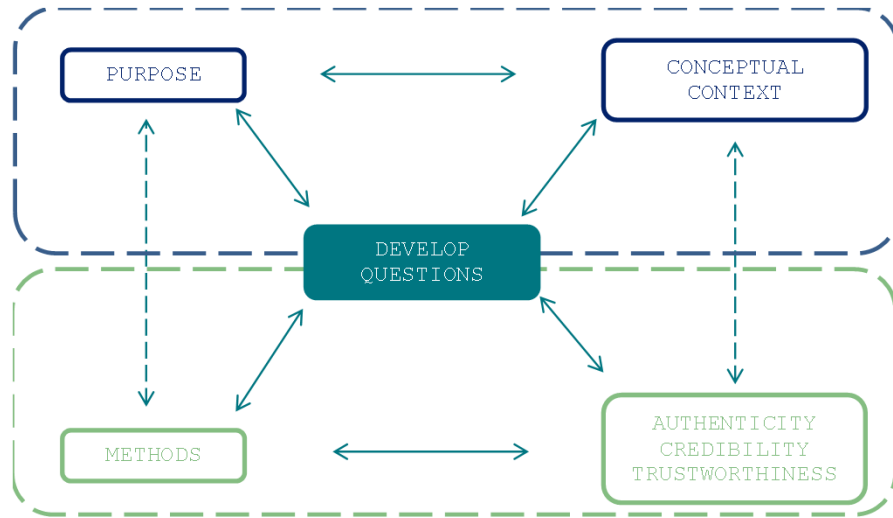
Take stakeholders on the journey with you



Prioritize quality

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# Go!



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Adapted from Maxwell (2004)

# Define

## PURPOSE

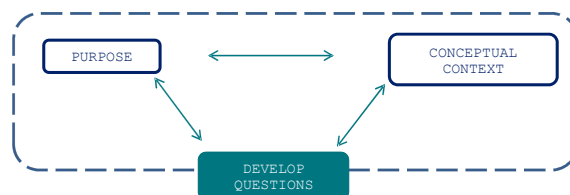
the why and what of your project, desired objectives and outcome

## CONCEPTUAL CONTEXT

issues, settings, beliefs, prior findings, cost, scope, resources

## QUESTION

the specifics, what do we want to learn and understand



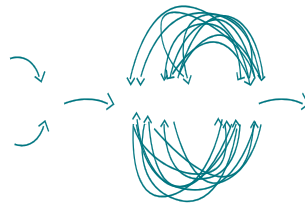
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# Define

**PURPOSE**  
desired objectives and outcomes

**CONTEXT**  
setting, prior findings, cost, scope

**QUESTION**  
what do you want to learn?

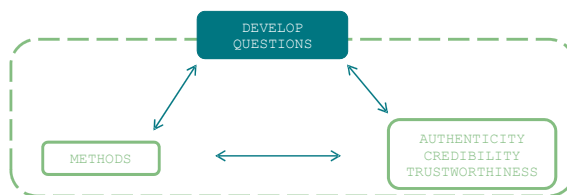


## ACTIVITIES

- Communication and engagement plan
- Project charter
- Literature review / environmental scan

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# Plan



## METHODS

What will you actually do to the data (i.e., the pieces of information that comprise any sort of raw fact or points of reality. It is typically expressed by numbers, words, images, sounds, experiences, etc.)

## AUTHENTICITY, CREDIBILITY, TRUSTWORTHINESS

How you will you confirm the validity of your data collection, analysis and interpretation

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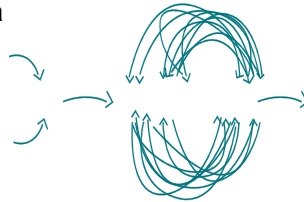
# Plan

## METHODS

how you will collect data

## AUTHENTICITY, CREDIBILITY, TRUSTWORTHINESS

confirming validity of  
data collection, analysis  
and interpretation



## ACTIVITIES

- Work plan development
- Knowledge synthesis (e.g., environmental scan)
- Communication and engagement

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# Implement, Refine, Repeat

## ACTIVITIES

- Implement the work plan
- Data collection, analysis and synthesis
- Validation
- Regularly evaluate the project quality
- Reflection for improvement and adaptation to changing contextual conditions
- Organize team
- Share information, preliminary findings
- Document, progress reports, as needed
- Monitor scope, cost, and time



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## Conducting a Project Key Messages



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Embed evaluative thinking



Embrace an iterative approach



Take stakeholders on the journey with you

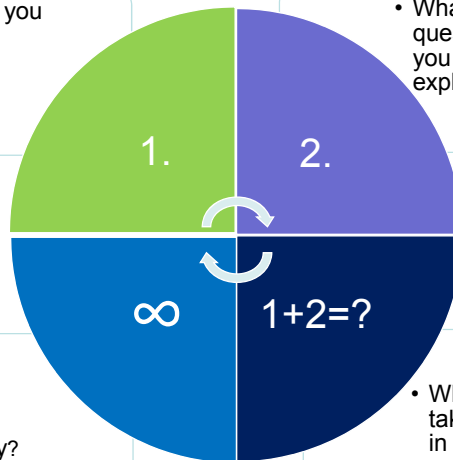


Prioritize quality

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## How did you find the workshop?

• What did you learn?



• What other questions would you like to explore?

• What will you do differently?

• What will you take away to use in your organization?

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