

# WORKSHOP 1:

## Why focus on data and evidence?

*Thinking about how data can be strategically aligned to support organizational needs.*

Facilitated by  
Xinjie Cui

**DATA**  
to  
*Action*

**ABNN**  
Alberta Nonprofit Network

June 4, 2019

**CC** empowering  
**VO** nonprofits



**PolicyWise**  
for Children & Families

## Workshop overview

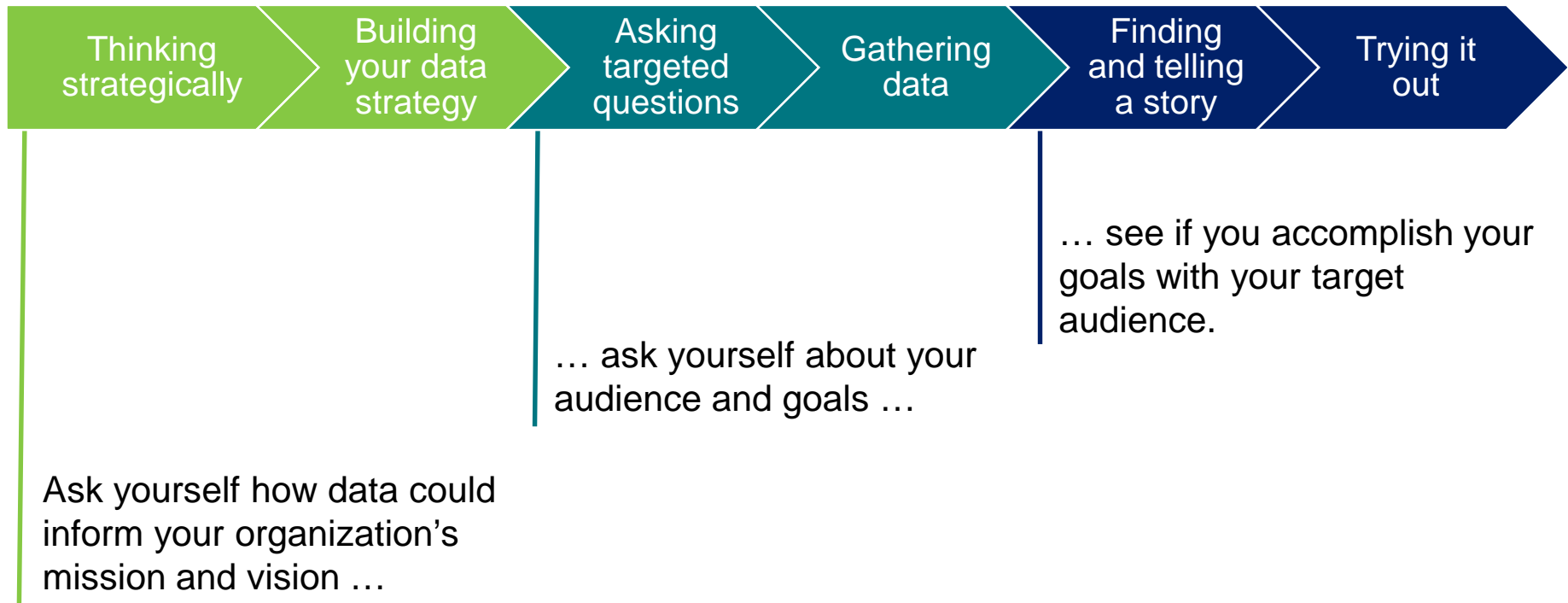
10 min.	Intro and welcome activity
2 min.	Workshop connections
10 min.	Setting the stage
50 min.	Workshopping pieces of data strategy
	Planning & discovery
	Prioritize, roadmap, make the case
	Encouraging change
10 min.	After Action Review (AAR)

# Welcome activity

Please answer the following questions

1. What is a common way that your organization uses data?
2. Does your organization have a data strategy? Or strategic conversations?

# Workshop connections



# “Data” is one piece



# What we know

- 75% of nonprofits collect data; only 6% feel they are using it effectively

Janus, K. “Creating a Data Culture”, *Stanford Social Innovation Review*,  
March 2018.

# What we know

- Less than 50% of organizations' structured data is used for decision making
- Less than 1% of unstructured data is analyzed or used at all
- 80% of analysts' time is spent discovering and preparing data

DalleMule, L. & Davenport, T.H., "What's your data strategy?", *Harvard Business Review*, May-June 2017.

# Why data strategy?

## Traditionally

What data to keep/toss?

How to structure/ store/  
integrate/ data?

How to protect and share  
data?

**DATA  
MANAGEMENT!**

Discrete data projects for  
different purposes

**LITTLE  
ALIGNMENT!**

## Today

Examine:

WHY data is important

HOW it can inform and  
support mission and  
visions

**DATA STRATEGY!**



# What's data strategy?

A comprehensive vision across an organization:

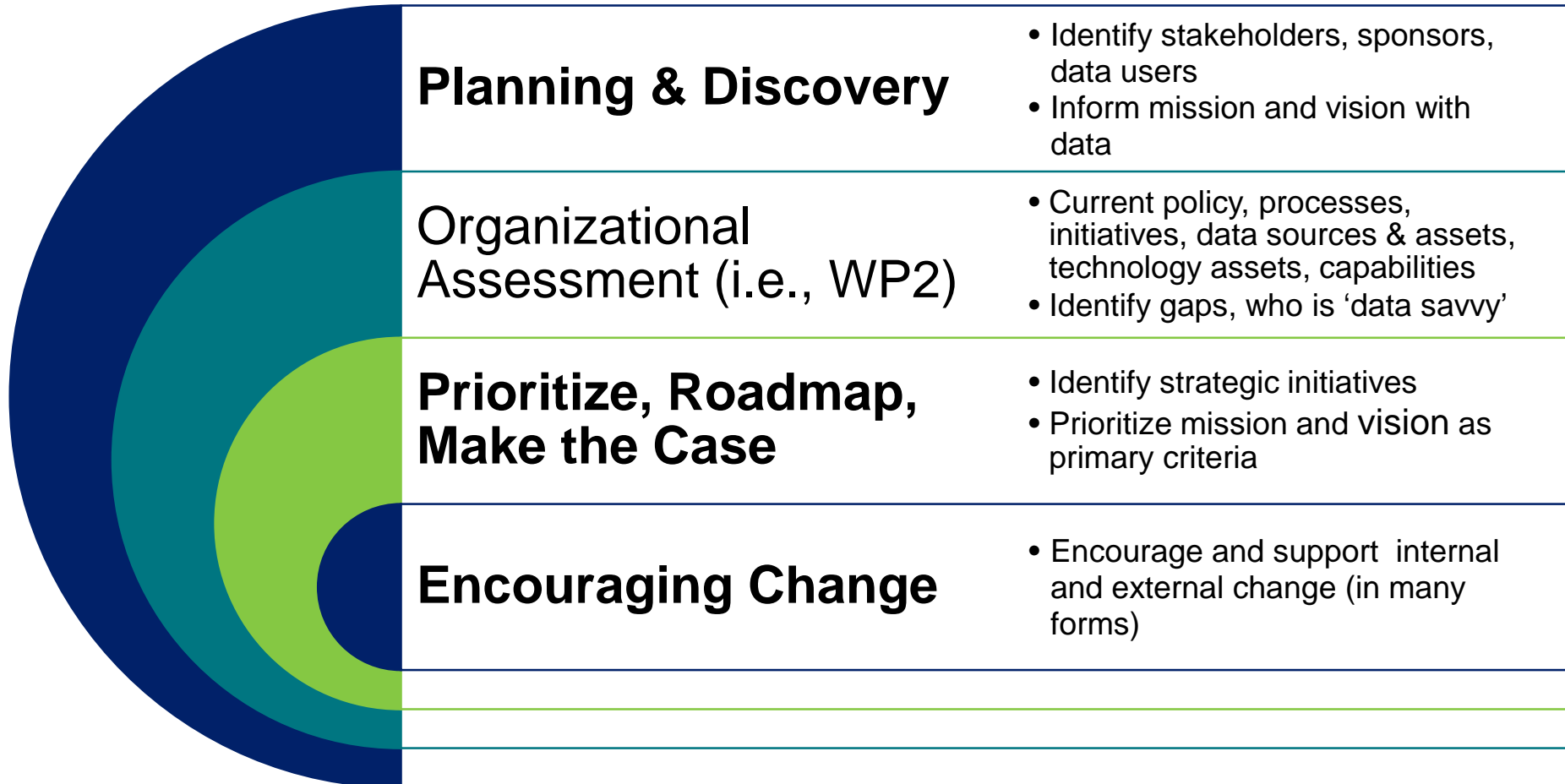
- a foundation to support data informed- decision making, service improvement, collaboration.
- a road map to developing data-related or data-dependent capability, infrastructure, reporting.

***Without a data strategy → many data initiatives with no way to align or leverage value.***

# Table talk

- What do you think about what has been presented?
- Does it represent your organizational reality?

# Workshopping (pieces of) data strategy



# Identify ‘data’ users & needs

1. What kind(s) of data/information are they asking for?

2. Who is asking for data (broadly speaking)?

3. Why are they asking?

- If it fits into multiple categories use dark blue and put it under the most important/common category

## Who is the audience?

Internal?

External?

Accountability and transparency

Program Planning, resource allocation

Quality improvement

Service coordination

Measuring impact /Performance measures

Identify gaps (new opportunities)

Support grant application

Innovation

Other

What & Why is information needed?

# Beyond unconnected projects



Unconnected  
data projects

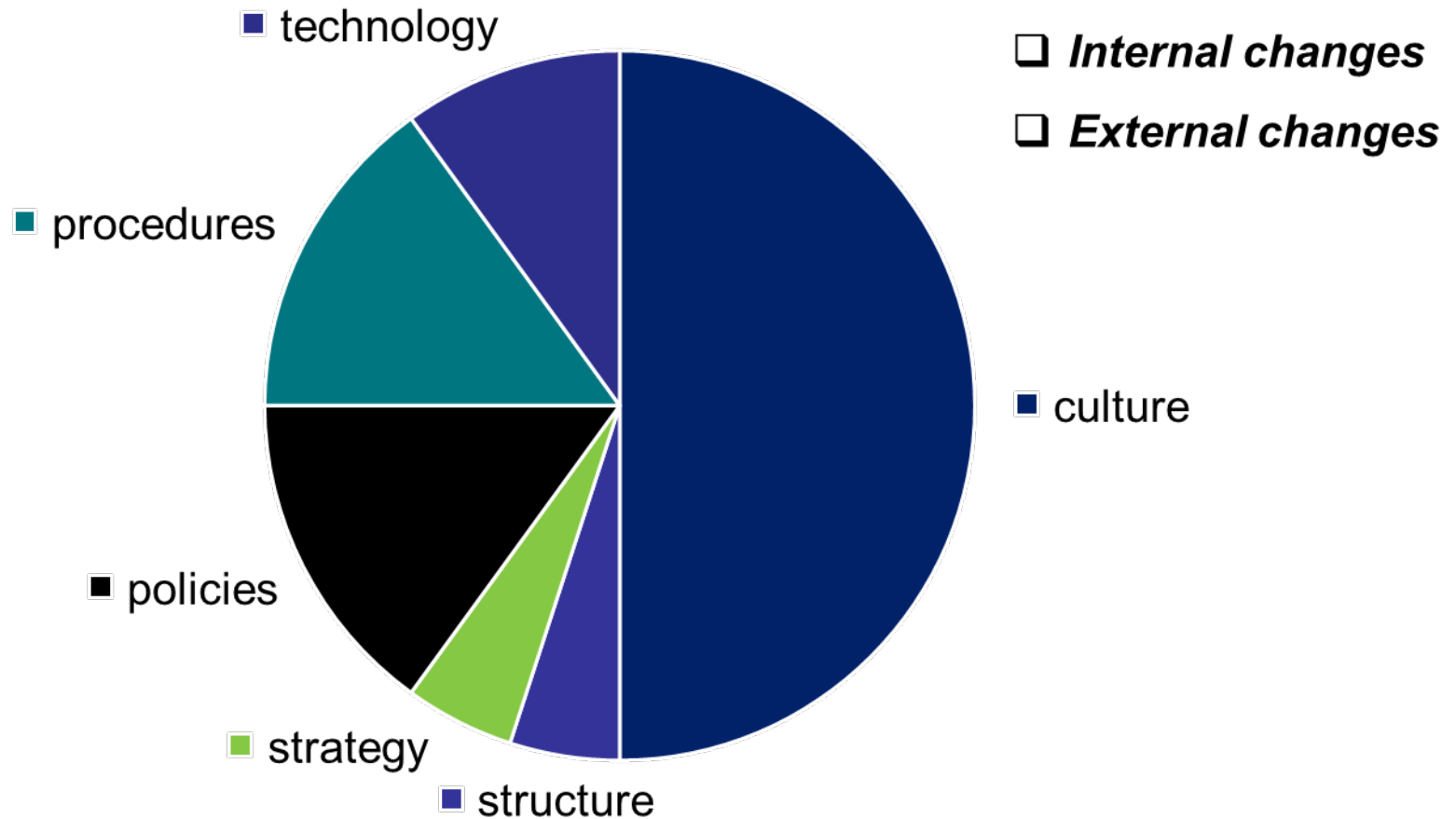
Attempt to align  
and extract value

# What's the case?

## **Creating the 'case' for aligned, purposeful data-informed projects and initiatives?**

- What knowledge will be produced (during & after)?
- What outcomes do you hope for?
- Who cares? What difference will knowledge make?
- What is the receiving environment like?
  - e.g., organization, economic, political, social, sectoral?

# Strategic Use of Data → Changes

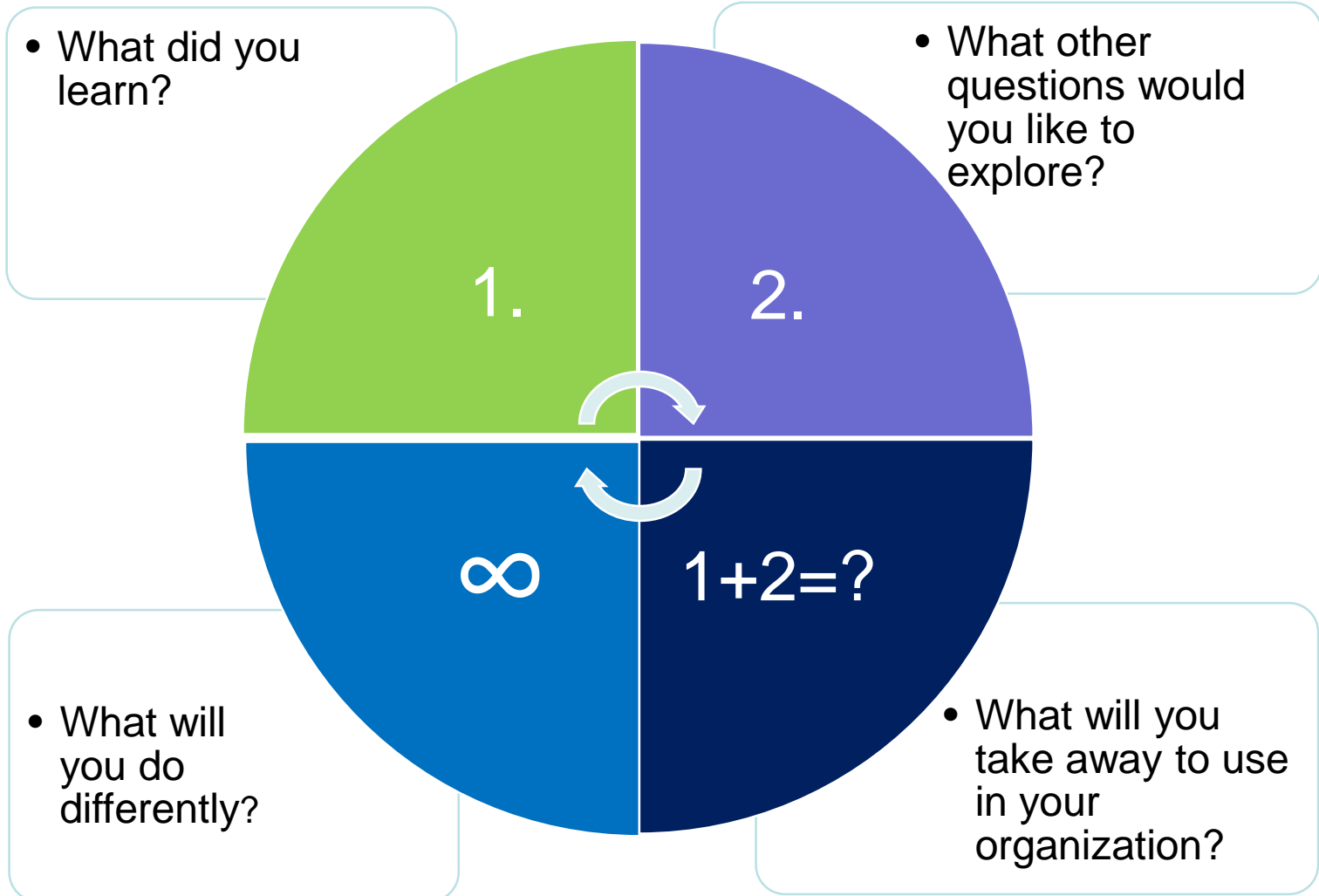




# Take away: what's in a data strategy document?

<b>Background / Context</b>	Describe background that led to Data Strategy, e.g.: change in service direction, increased pressures to report, services integration
<b>Business case</b>	Articulate how and why data can better inform mission and vision (i.e., what the organization does)?
<b>Goals</b>	Identify specific goals. Consider a SMART approach (Specific, Measurable, Agreed upon, Realistic, Time-based)
<b>Implementation roadmap</b>	Connect strategy to implementation actions/resources/tactics over time.
<b>Risks and Success factors</b>	Identify and address risk factors (high/med/low) and success enablers (or accelerators). Note, don't forget about change!
<b>Budget estimates</b>	Include budget estimates. Be realistic and comprehensive.
<b>Measurement metrics</b>	Identify measures to assess whether strategy and implementation is on track, and where adjustments might be needed.

# How did you find the workshop?



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