WORKSHOP 2
WHAT: Building the Foundation for Using Data and Evidence

Facilitated by
Geoff Zakaib & Jason Lau

DATA to Action

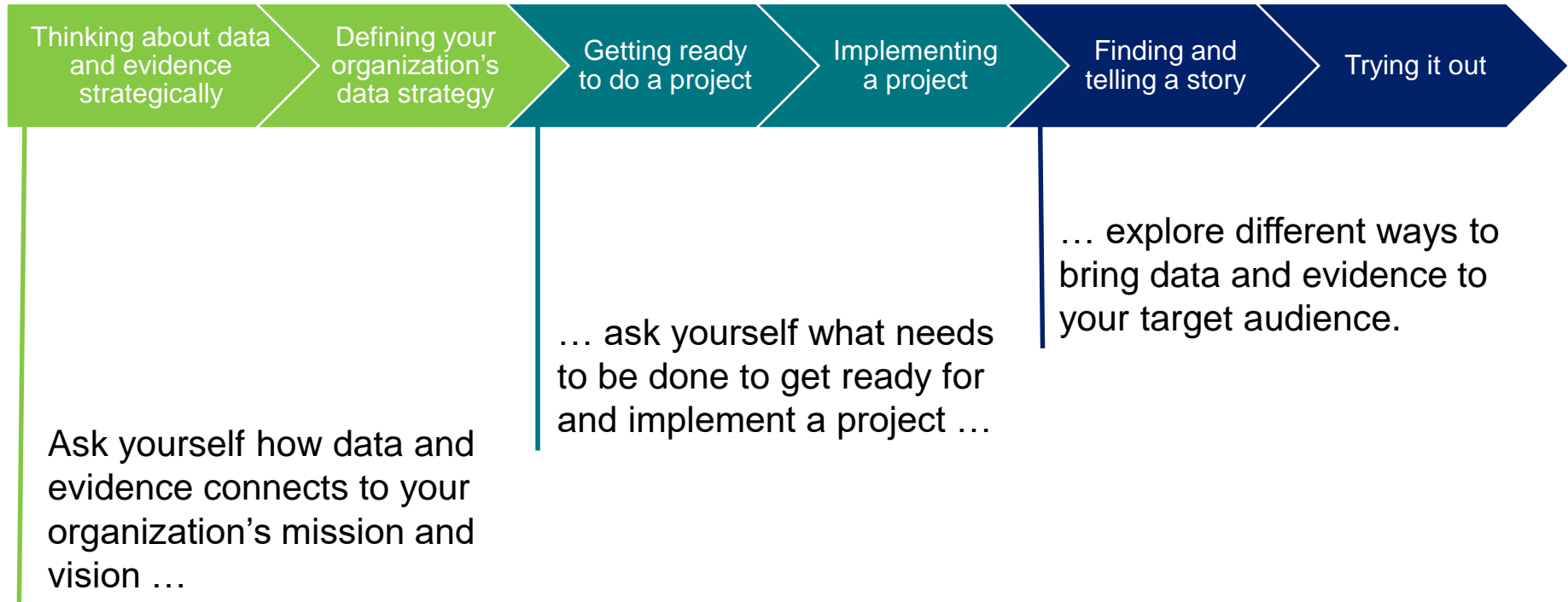ABNN | Alberta Nonprofit Network

Policy Wise for Children & Families

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June 4, 2019

Welcome

2

Workshop connections

Thinking about data and evidence strategically	Defining your organization's data strategy	Getting ready to do a project	Implementing a project	Finding and telling a story	Trying it out

Ask yourself how data and evidence connects to your organization's mission and vision …

… ask yourself what needs to be done to get ready for and implement a project …

… explore different ways to bring data and evidence to your target audience.

3

"Data" is one piece

"Here is our new data strategy"

"We are committed to using data and evidence"

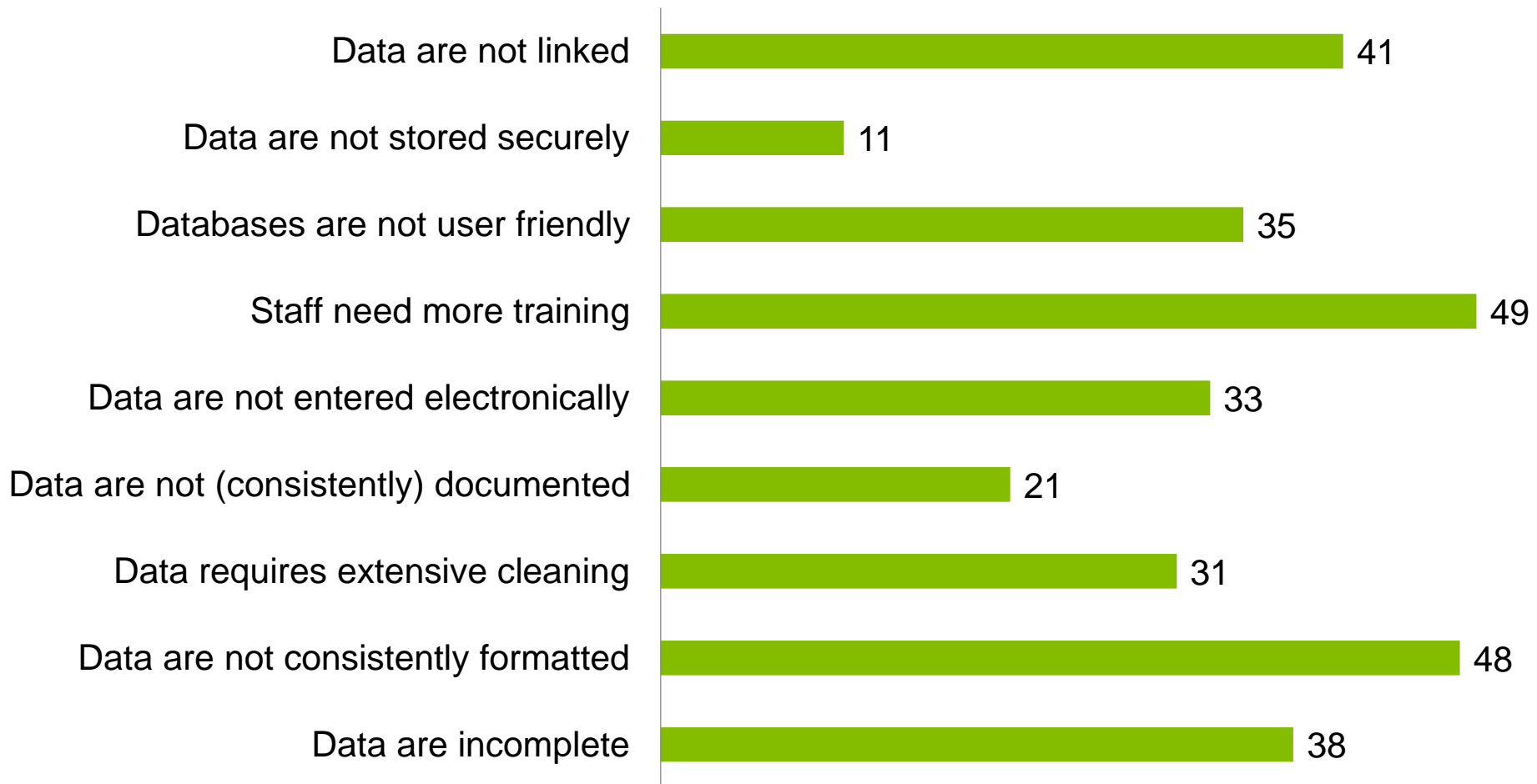"Go prove we're achieving our '**why**'"

Welcome activity

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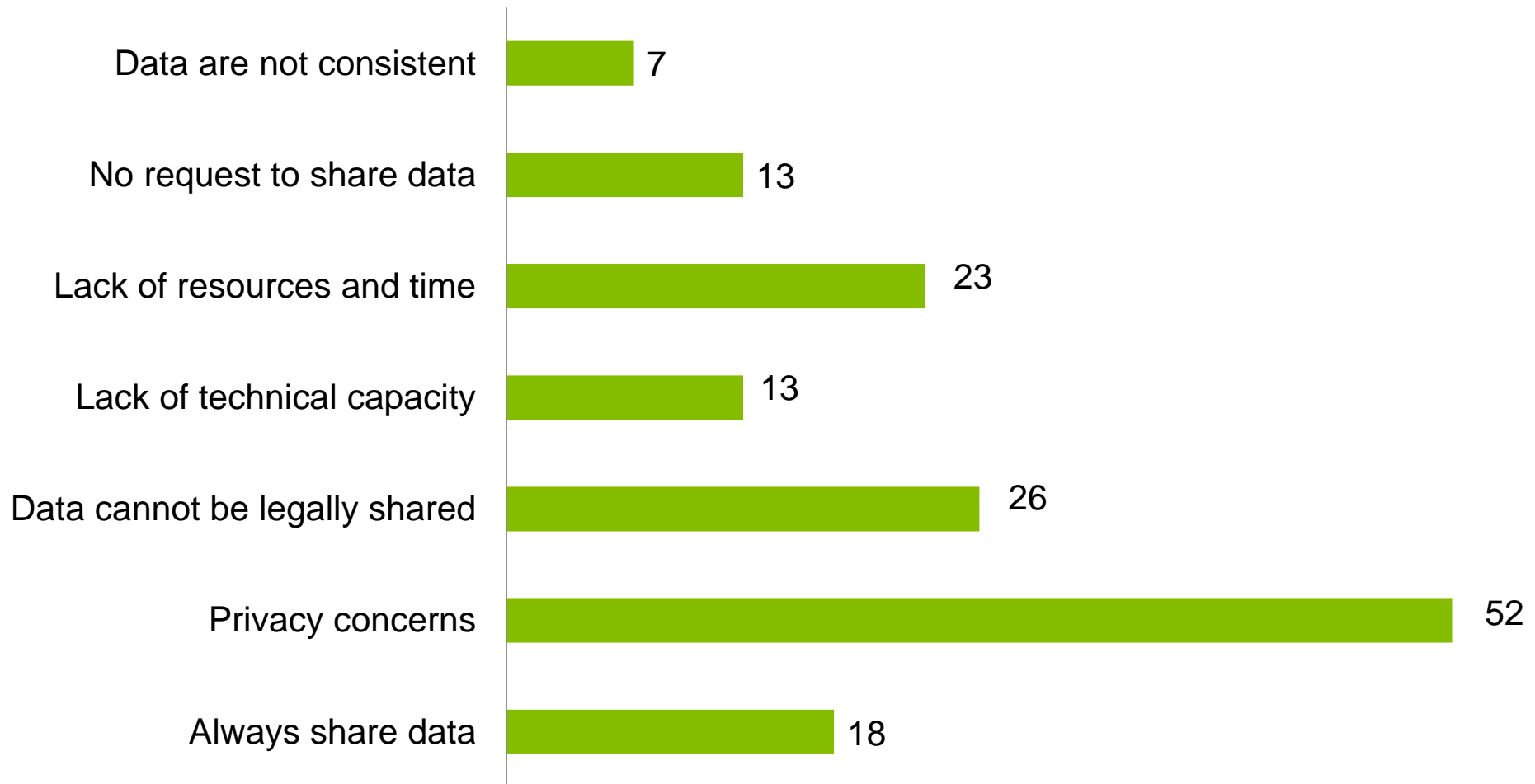
Welcome activity

– Staff competencies/capacity

– Technology

– Process/methodology

– Legal/privacy issues
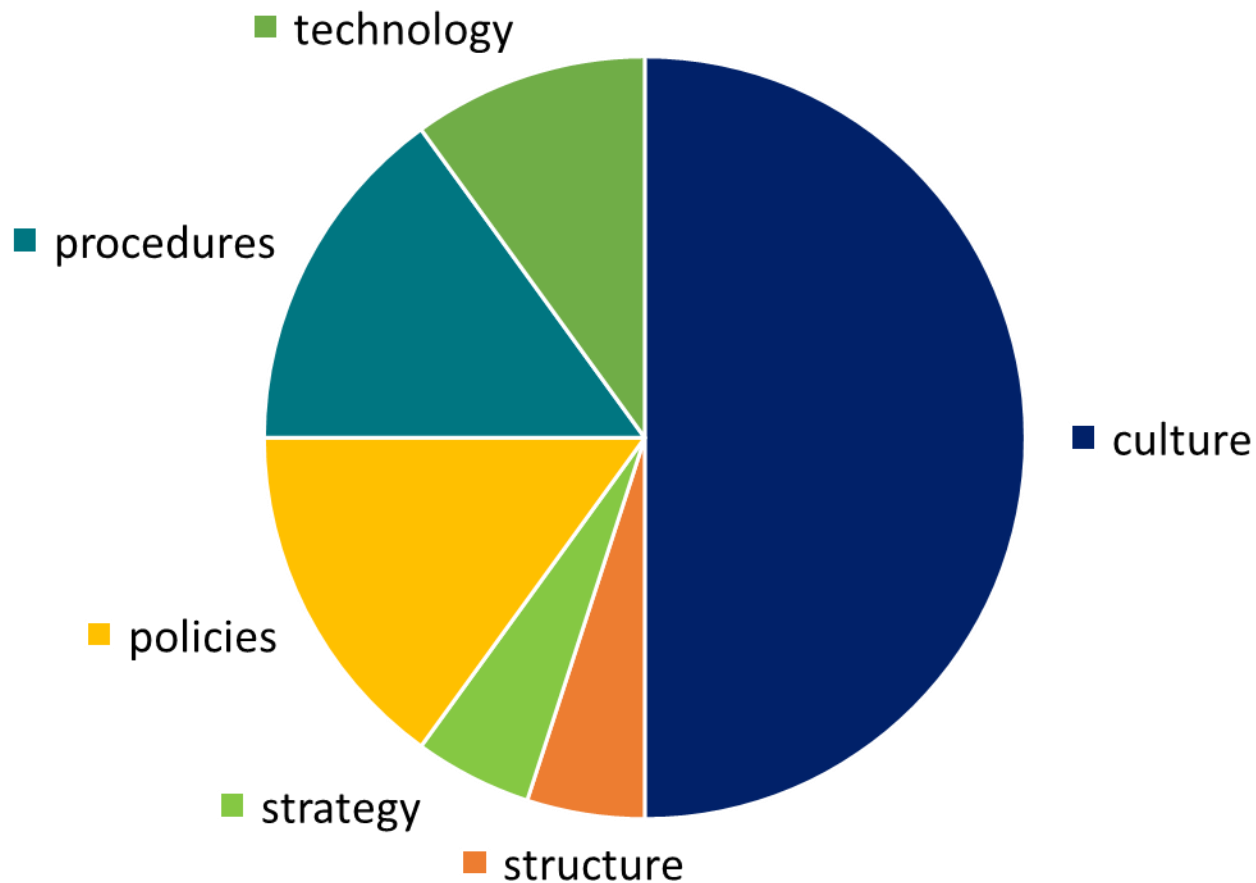
– Sector/System level support
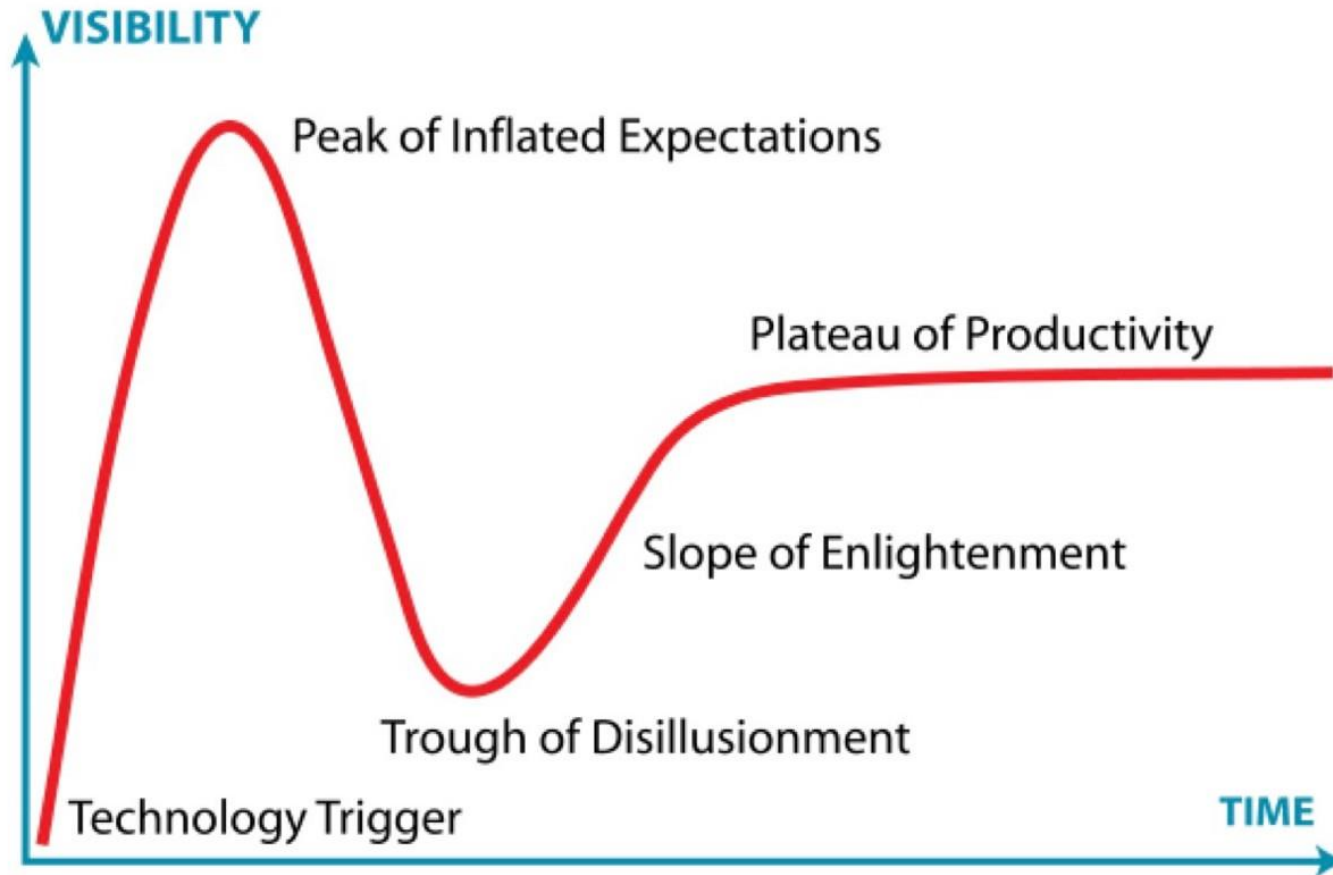
– **Other** (Describe)

Common Challenges

Challenge	Value
Data are not linked	41
Data are not stored securely	11
Databases are not user friendly	35
Staff need more training	49
Data are not entered electronically	33
Data are not (consistently) documented	21
Data requires extensive cleaning	31
Data are not consistently formatted	48
Data are incomplete	38

8

(N=100)

Common Challenges

Data are not consistent — 7
No request to share data — 13
Lack of resources and time — 23
Lack of technical capacity — 13
Data cannot be legally shared — 26
Privacy concerns — 52
Always share data — 18

(N=89)

Change is Complex

technology · procedures · culture · policies · strategy · structure

10

Change is Hard

Source: Gartner Hype Cycle

Change is Systemic

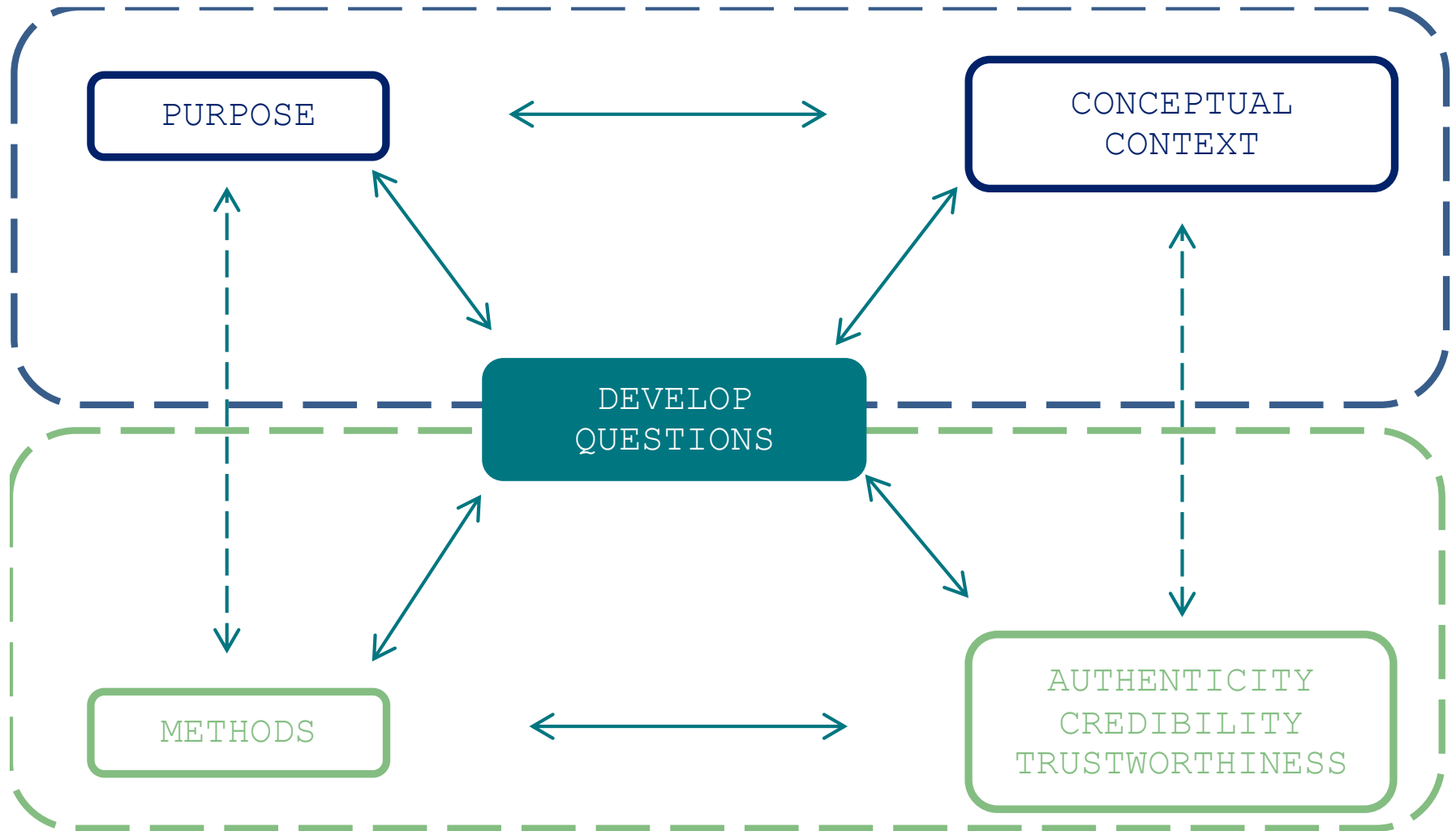People   Policies   Practice

5 Minute Break

Activity

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

- Evaluation project
- Operational use of data
- Collaboration and data sharing

Go!

PURPOSE

CONCEPTUAL CONTEXT

DEVELOP QUESTIONS

METHODS

AUTHENTICITY
CREDIBILITY
TRUSTWORTHINESS
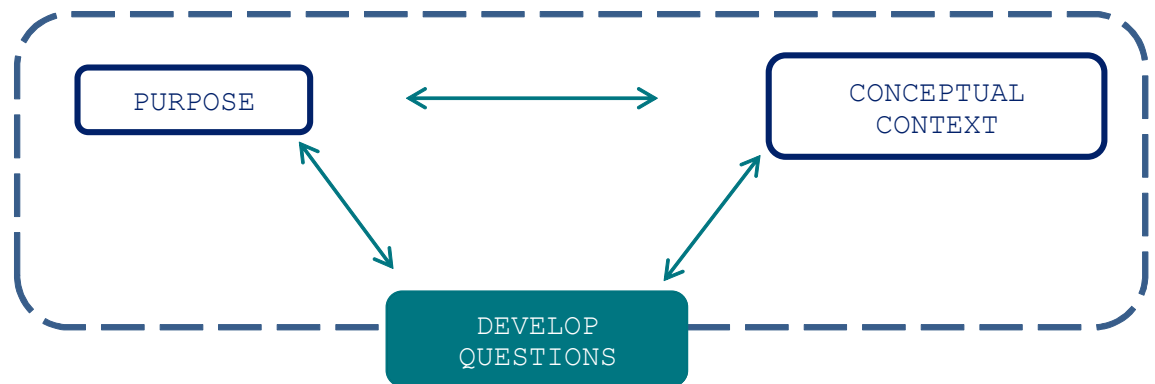
15

Adapted from Maxwell (2004)

Define

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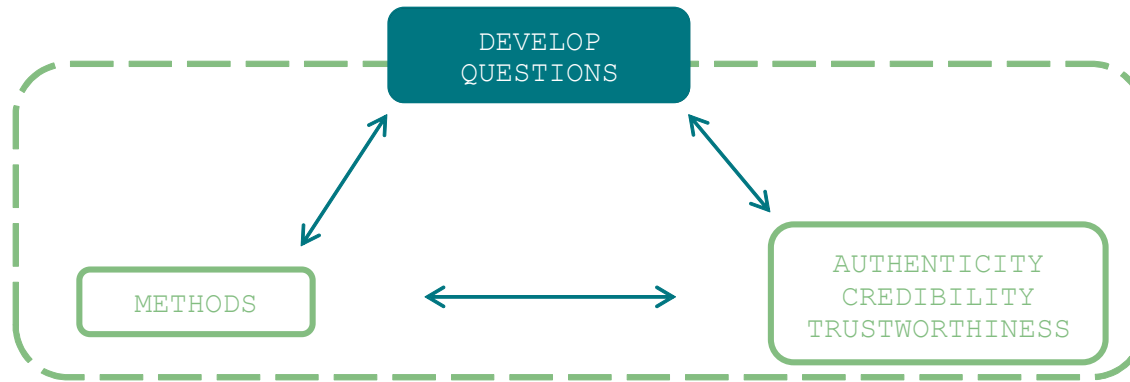the why and what of your project, desired objectives and outcome

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

QUESTION
the specifics, what do we want to learn and understand

Plan

DEVELOP QUESTIONS

METHODS

AUTHENTICITY
CREDIBILITY
TRUSTWORTHINESS

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.)
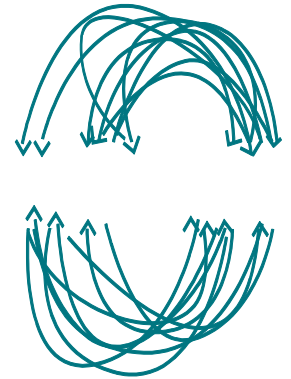
AUTHENTICITY, CREDIBILITY, TRUSTWORTHINESS
How you will you confirm the validity of your data collection, analysis and interpretation

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

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
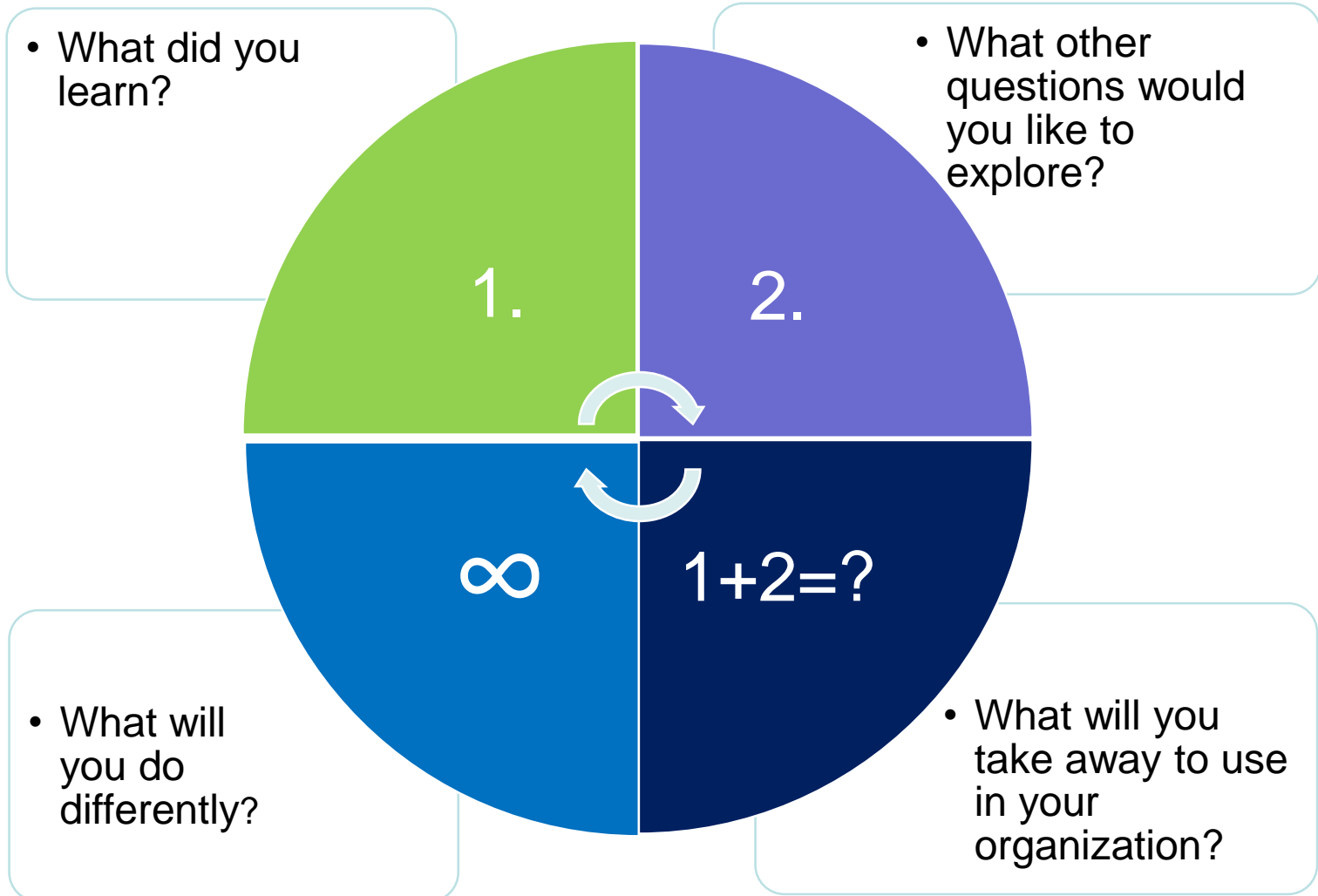
Embrace an iterative approach

Take stakeholders on the journey with you

Prioritize quality

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?

1.

2.

∞

1+2=?

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