Dabbling in the Data: Hands-On Data Analysis for Teams
Tech Forward, October 2018
Today

- Why participatory data analysis?
- Three steps to success
- Take it back
Why participatory data analysis?

• Find your “sole mates” to form a group of 3

• Introduce yourselves briefly

• Brainstorm 2 reasons why organizations should use participatory data analysis… and two reasons why not.

• Report back
• Guide is designed so that each activity category can be a stand-alone resource.

• Activities are organized by recommended uses, but we encourage mixing-and-matching as you get dabbling!
Three Steps to Success

Scan
- Mind the Gap

Diagnose
- Iceberg
- Solutions Brainstorm

Prioritize
- Magic Quadrant
Scan

• Mind the Gap

Diagnose

• Iceberg
• Solutions Brainstorm

Prioritize

• Magic Quadrant
Use of Evaluation Data

**Nonprofits**
- Report to Board of Directors: 94%
- Report to Funders: 93%
- Plan/Revise Program or Initiatives: 91%
- Plan/Revise General Strategies: 86%
- Advocacy or Influence: 57%
- Share Findings with Peers: 52%

**Funders**
- Report to Board of Directors: 87%
- Report to Funders: 45%
- Plan/Revise Program or Initiatives: 51%
- Plan/Revise General Strategies: 65%
- Advocacy or Influence: 20%
- Share Findings with Peers: 49%

Diagnose

Scan
• High/Low
• Mind the Gap

Diagnose
• Iceberg
• Solutions Brainstorm

Prioritize
• Magic Quadrant
Declining enrollment in our tutoring program

Popular staff member left and “his kids” have attended less often

Spring sports starting in our community

GameStop with a “players’ lounge” opened down the street

Cooking Class discontinued in the spring

7th graders’ homework getting harder and we aren’t as equipped to help.
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Popular staff member left and "his kids" have attended less often
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Diagnose: Iceberg Diagram

- Insufficient support from organization leadership: 13%
- Limited staff knowledge, skills, and/or tools: 48%
- Having staff who did not believe in the importance of evaluation: 25%
- Limited staff time: 79%
- Disagreements related to data between your organization and a funder: 8%
- Insufficient financial resources: 52%
- Not knowing where or how to find an external evaluator: 12%
- Stakeholders being resistant to data collection: 21%
Diagnose

Scan
- High/Low
- Mind the Gap

Diagnose
- Iceberg
- Solutions Brainstorm

Prioritize
- Magic Quadrant
Diagnose: Solutions Brainstorm

• On your own (5 mins):
  – List as many possible solutions as you can. Aim for 10 or more.
  – Pick your best 3 ideas, put one each on a Post-It

• As a team (5 mins):
  – Each person names their top 3 ideas.
  – Cluster similar ideas together.
Prioritize

**Scan**
- High/Low
- Mind the Gap

**Diagnose**
- Iceberg
- Solutions Brainstorm

**Prioritize**
- Magic Quadrant
Magic Quadrant

- High Impact, Low Effort
- High Impact, High Effort
- Low Impact, Low Effort
- Low Impact, High Effort
Common scenarios my program/team has

Diagnose
  – Change over time
  – Contribution
  – Categories
  – Presentation

Identify likely activities from the Guide
Looking Back
Looking Forward

What surprised you?
What confirmed your expectations?
What will you take with you?
Thanks & Keep in Touch!

Corey Newhouse
corey@publicprofit.net

www.publicprofit.net
@public_profit
510.551.5708