Session 2: Discovery

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Today's agenda

Welcome: Check in & ground rules

Data Maturity Assessment peer sharing & reflection

Break

Co-production & goal setting

Data collection strategy

Lunch (1 – 2)

Makerble – Q&A session

Defining a hunch

Break

Investigating your hunch with peer collaboration

Shaping the next session

Check out

Data Cohort Ground Rules - Collated

Zoom etiquette, using mute and chat function etc

Active listening

Giving other's time to speak

Patience - working around the technology and in different settings

Everybody arriving promptly for session starts

Be present during the sessions and engage fully (or as much as possible)

In a group discussion, make sure you get everyone views.

Confidentiality (flag when something shouldn't be shared beyond the group)

Organisational sharing should stay within the group

Be understanding of potential distractions or interruptions in home working environment

Adequate breaks

Sharing expertise / ideas / knowledge

Encourage collaboration

Cooperation among colleagues

Supporting each other during and between sessions

Respect for everyone's contributions

Don't be afraid to ask for support!

Doing any preparation for the next session

Letting us know if you can't make a session or are struggling with capacity etc

Making use of comms tools

Value what each person has to offer

Be open minded

No question's a silly question

A question from us – are you happy for sessions to be recorded?
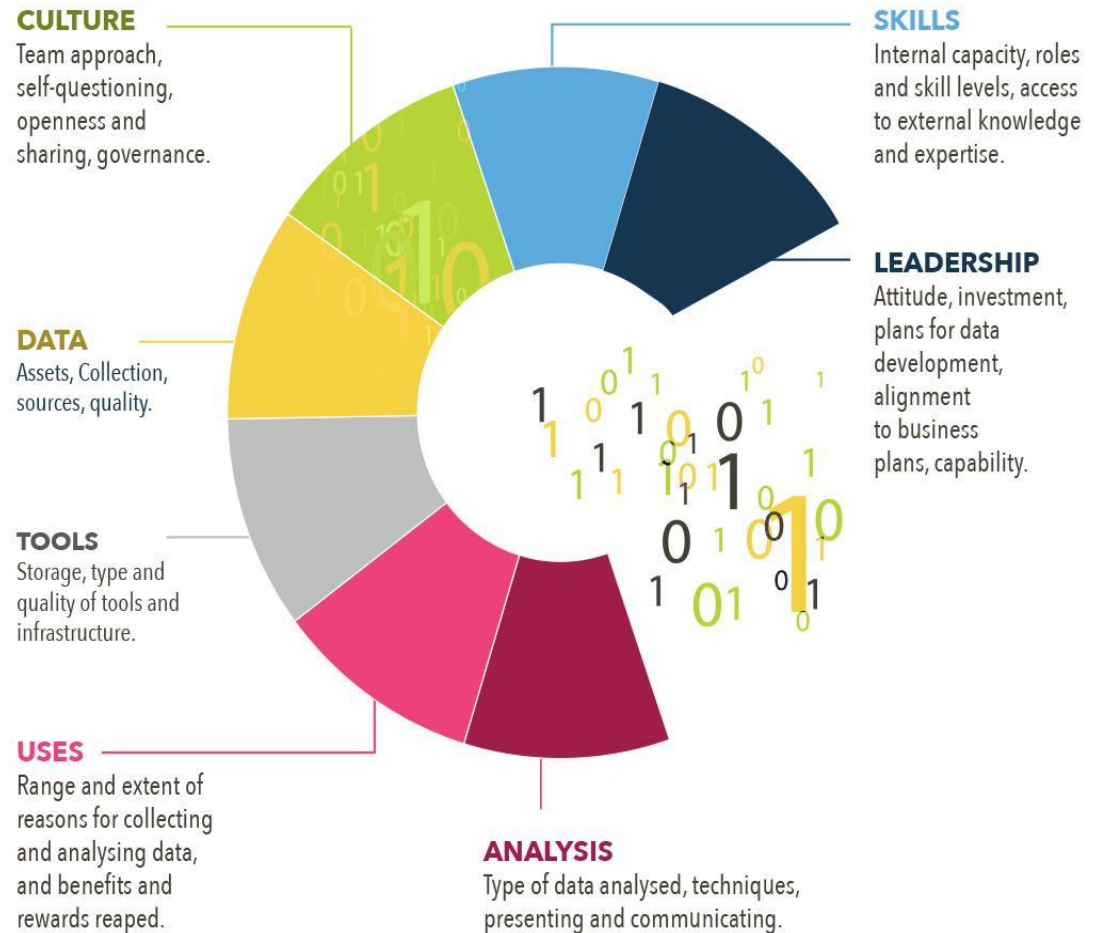
Data Maturity Assessment

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How data mature is your org?

The Themes of Data Maturity

Developed by: DataKind UK & Data Orchard

CULTURE
Team approach, self-questioning, openness and sharing, governance.

SKILLS
Internal capacity, roles and skill levels, access to external knowledge and expertise.

LEADERSHIP
Attitude, investment, plans for data development, alignment to business plans, capability.

DATA
Assets, Collection, sources, quality.

TOOLS
Storage, type and quality of tools and infrastructure.

USES
Range and extent of reasons for collecting and analysing data, and benefits and rewards reaped.

ANALYSIS
Type of data analysed, techniques, presenting and communicating.

Break

Coproduction & goal setting

SORREL & ALICE

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Datawise London Cohort Programme

Discover Session 1 & 2

I have a better understanding of where our organisation is now and where we want to be

Learn Session 3&4

I know what tools can help me collect & analyse data

I have the improved skills to better collect, use and analyse data

Analyse Session 5 & 6

I am able to access & use external data sources

I can analyse and share my findings

Data collection strategy

KATE

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Types of data

User data	Engagement data
Asks: demographics, characteristics, reason for coming service	**Asks:** how people engage, frequency, why they stop
Establishes: your target audience, who you are serving	**Establishes:** the extent to which people use your services and how

Service data	Outcome data
Asks: what they liked / didn't like, why, what they would change, what is special	**Asks:** what has changed as a result of using the service, what have people gained
Establishes: whether users are satisfied and your service is working as intended	**Establishes:** short-term and long term impact on people's lives

What data do you collect / generate?

Data you collect / generate internally
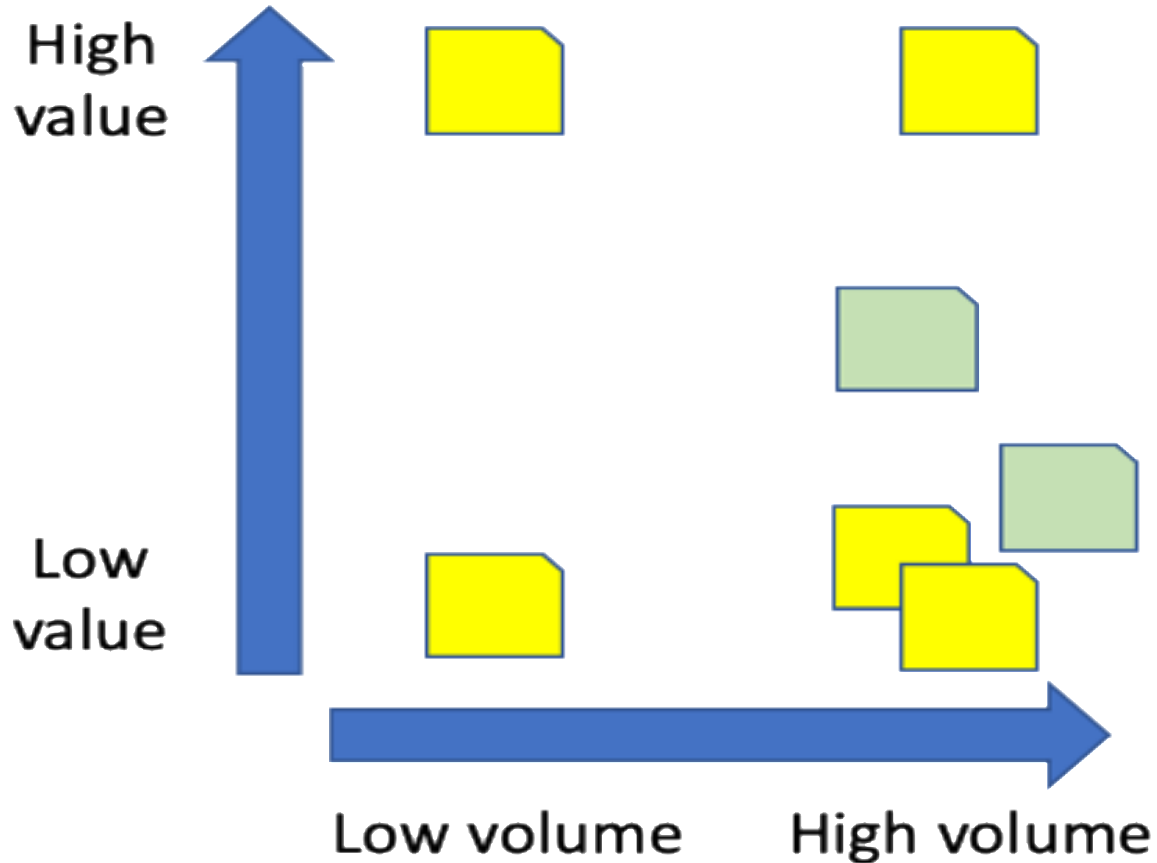
Post-it exercise goes remote!

4 whiteboard tools to try:

- Google Jamboard

- [Microsoft Whiteboard](#)

- [Conceptboard](#)

- [Miro](#)

What DATA does AFRIL collect?

Individuals

Clients - Adults & Children
Volunteers
Staff
Trustees

Profile info

name, contact details, DBS, languages, age / DOB, borough, EOP(?),

Attendances e.g

Foodbank register (who, how often)

Rainbow club

Volunteers

Roles
Recruitment
Activity
Project attendance

Monitoring & Evaluation

Case studies

Stakeholders

Funders / Donors
Deliveries
Collections
Referrers

immigration status, DOB, dependents, income, housing, school reports

Advice (currently on AIMS)

Appointments
Issues
Advice areas
Case notes

Photos

Progression

Student attainment (Oxford OWL)

Case progress

Communications

Mailchimp data
Website data

Safeguarding

CP concerns
Referrals

+ health & allergies etc

Internal

Staff - HR & payrol
Training

Finance

Project costs
Salaries
Budgets Forecasts
Funding

How do you use it – sorting exercise

- Measuring impact
- Influencing funders
- Promoting services to the public
- Ensuring accessibility

Reviewing Existing Data Worksheet

✓ What information you do and don't have about the people you work with

✓ What information is useful to you right now

✓ What information is missing and needed to make an effective decision

✓ So you can identify what information you should continue collecting, what to stop collecting, and what to start collecting

INSPIRING IMPACT

Download and complete it now!

This worksheet contains step-by-step guidance to help you review the type, quality, and purpose of your existing data to ensure you can make effective decisions during a crisis. We have also created an excel version to support you with larger quantities of information.

DOWNLOAD THE WORKSHEET NOW   ⬇

DOWNLOAD THE EXCEL VERSION   ⬇

Keen to review your data as a team?

We know reviewing your data in isolation can lead to gaps in knowledge, so we have created a quick 30 – 45 minute team exercise to help start unpicking the info you need to fill in the worksheet.

We have prepared a series of slides (with notes) to help you run the exercise with your team.

DOWNLOAD NOW!   ⬇

Part 1: What routine data have you already got?

Use the five types of data framework to think about the routine data you *already* collect and hold. Don't forget some of this information might be found/could be reused for GDPR compliance purposes.

Type of data (Find out more about the 5 types of data here.)	Do you have any of this type of data? Y / N	What data do you collect? Who do you collect it from? *Do you collect data from service users, their family or carers? Do you collect any data from referral agencies?*	How is the data collected? *Who collects the data? How, when and how often? Do you use paper forms, an online survey, chats?*	Where is this data held? *Is this in a database, spreadsheet or paper? Is it held on local computer files, shared files or online? Who is it available to? Do you still have access to it?*	How is this data used currently? *Who analyses the data and who uses the results of the analysis? Is it used internally or externally?*

Part 2: How can we use this data?

Once you have mapped out the data you currently collect in Part 1, it's time to consider how useful that data really is to you. This will help you to decide what information to review when making decisions about your services. It's worth starting with what's useful to you **right now,** and then considering what might be useful to you in the future.

Type of data	Why is this data useful? *What does this information tell you? Who do you collect it for? Can you pinpoint the data that is useful to you?*	Do you really need this data? *Does it help to inform decision-making for your work? Could you get the same info elsewhere?*	Is the data accurate and consistent? *Data is only useful if it is accurate and consistent.*	Are we missing anything important? *Consider what you would like your data to tell you. What questions aren't being answered? Does anyone else have this info?*

Part 3: What do we do now?

Consider what you have learned about your data from the questions in Part 1 and Part 2 and outline what this means for your day-to-day work. Also, remember to think about how you can use this information to communicate with your stakeholders in marketing documents, commissioner reports, funding bids etc. You might structure your actions like this:

"I will [continue or start] collecting…"	… "because it will help us to…" *Remember: You could use your notes from above to answer this*

Lunch

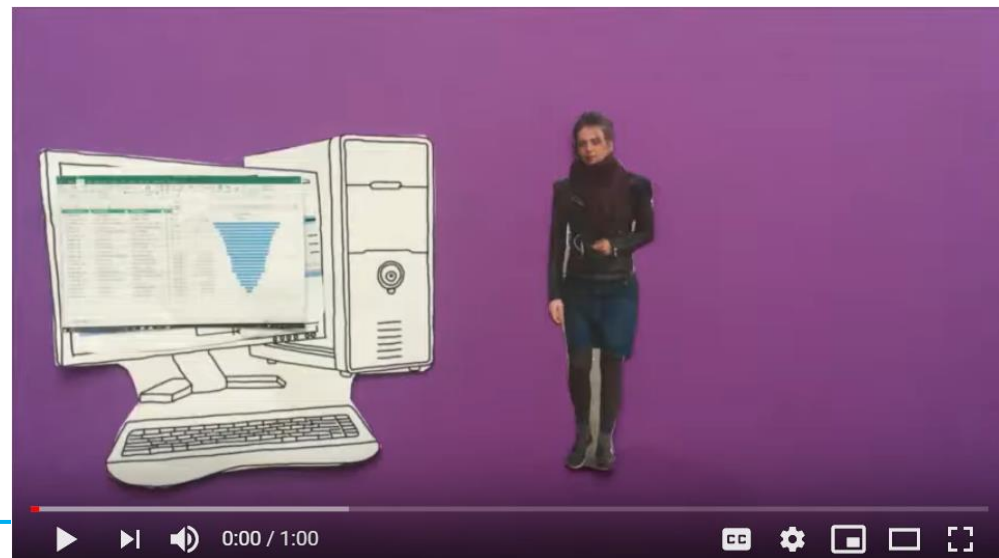# Makerble Q&A

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Defining a Hunch

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Defining a hunch – video exercise…

✓ "Young people in the south of the borough aren't accessing our youth group"

✓ What could Alice do next?

✓ Discussion in breakout rooms (10 mins) then feedback 2 ideas for further exploration

Recap on steps

- ✓ Exported current data on numbers of young carers on their database

- ✓ Used Excel to analyse spread across top level post codes (used Split columns and Pivot tables to Count nos & Charts to visualise)

- ✓ Compared against attendance at the Youth club

- ✓ Used to evidence the gap and source funding for the mini bus (using a local Community transport scheme)

- ✓ Compared 6 months later to see the change

12+ Youth group Attendance before transport grant and introduction of minibus service
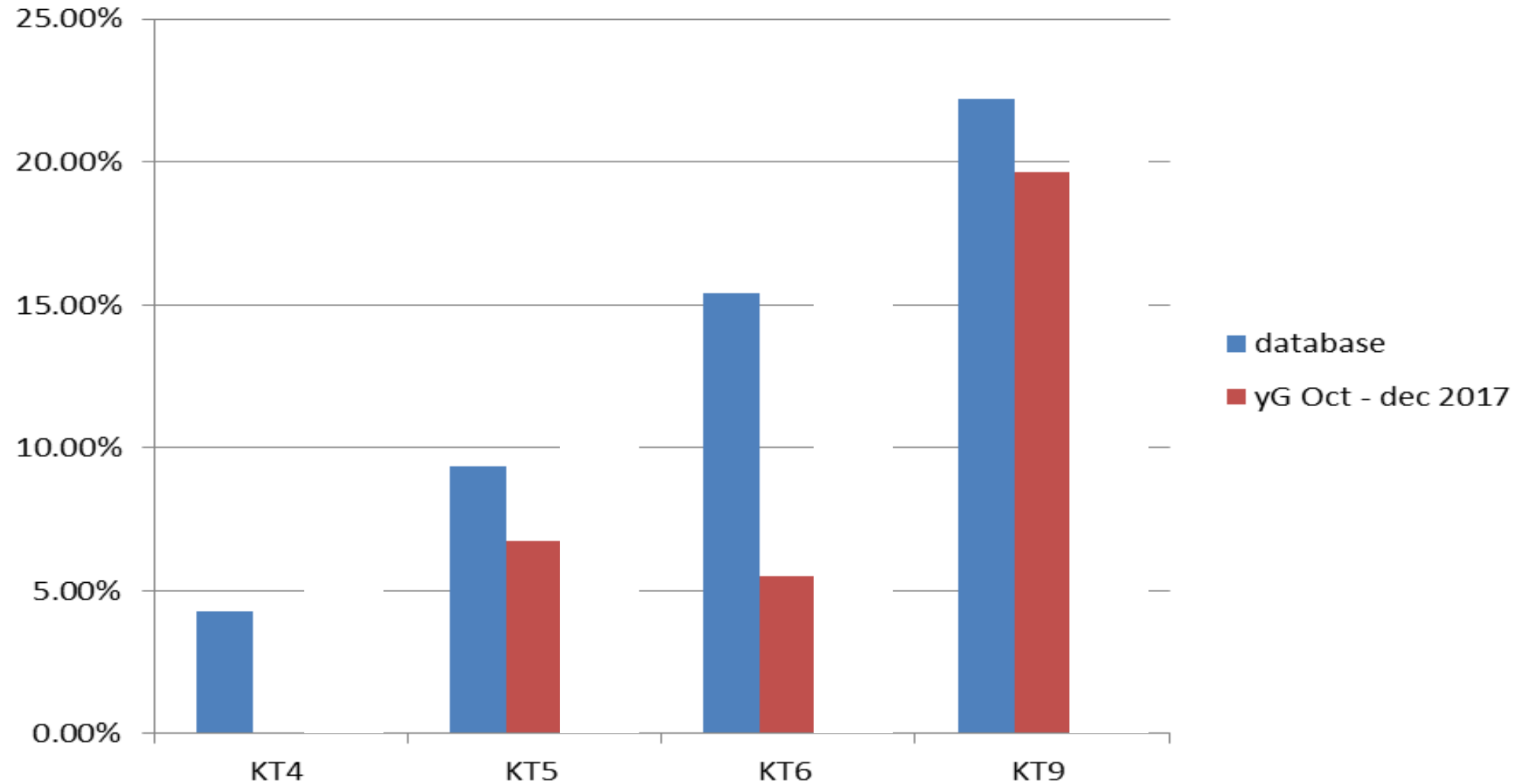
12+ Youth group Attendance before and after transport grant and introduction of minibus service
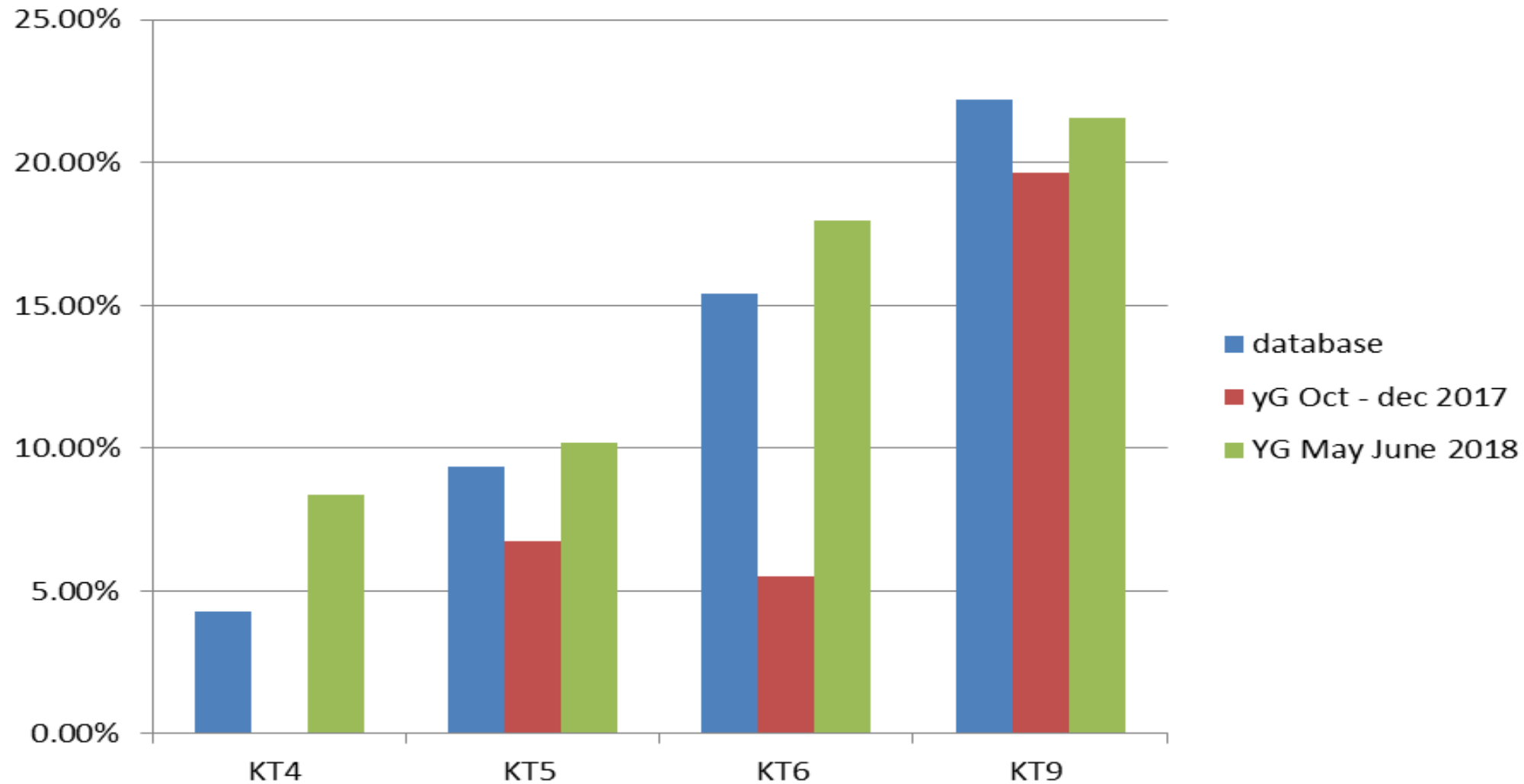
Best practice data tips

✓ Compare like with like – use full data sets

✓ If your sample size is less than 50, use numbers instead of percentages

✓ Be mindful of factors that can skew your data
  ✓ Can you generalise? Is it representative? Response rate? External factors? Timing? Halo effect?

✓ Investigate unused data - are there similarities in people who drop-out or don't use a programme? Do you ask why?

What is YOUR data hunch?

I'd like to investigate...

My hunch is...

- ✓ Have a think now
- ✓ We'll come back to this after the break...

Break

Trojka Consulting

1. *Peer 1 acts as 'client', Peers 2 & 3 as 'consultants'*

✓● Peer 1 shares their challenge (2 mins)

✓● Peers 2 & 3 ask clarifying questions (2 min)

✓● Peer 1 turns off their video & mic while Peers 2 & 3 discuss the challenge - sharing ideas, suggestions, advice (4 mins)

✓● Peer 1 switches on camera & mic & shares reflection (2 min)

✓● *Switch to the next person & repeat the process x 3*
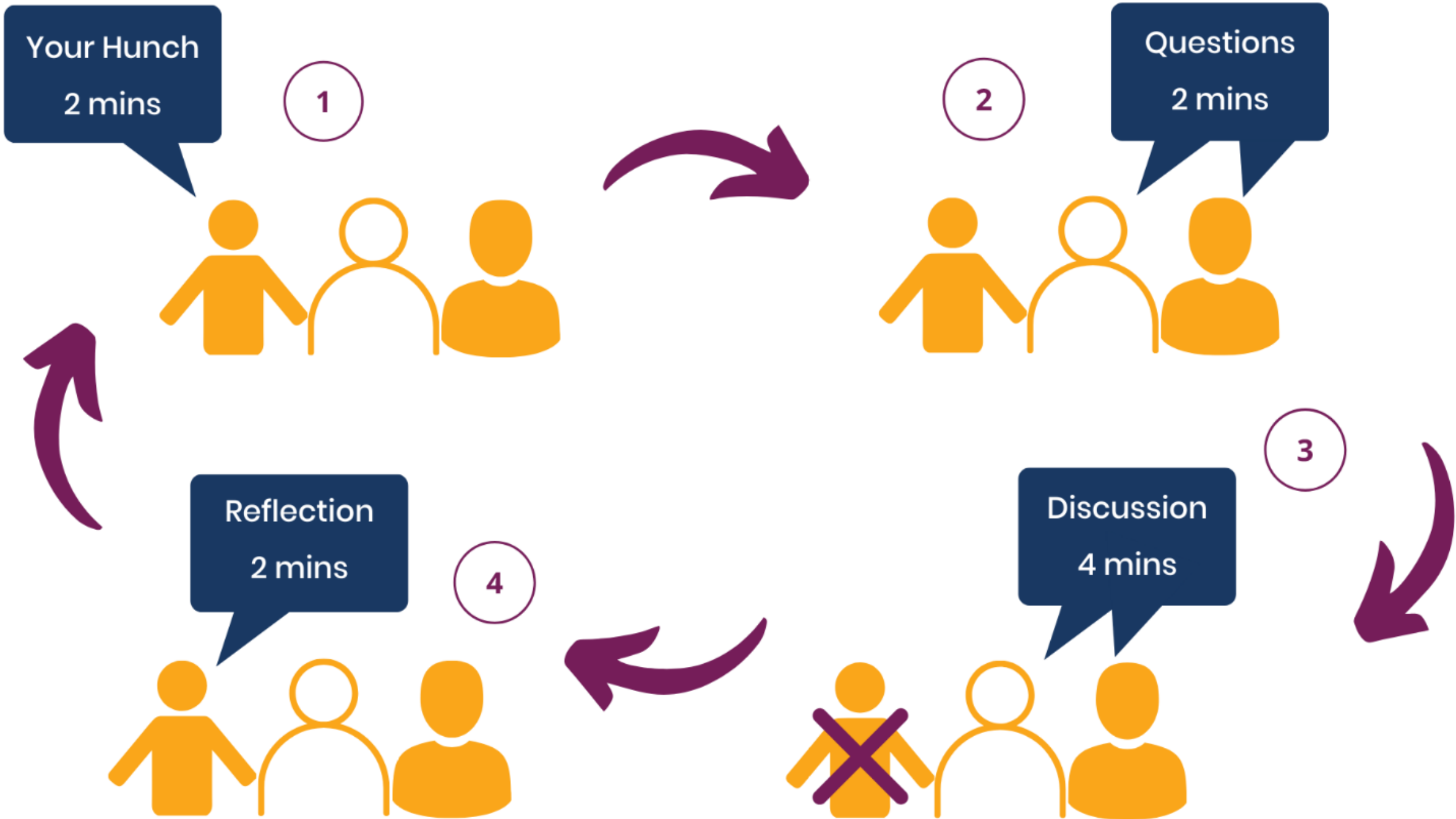
Defining the next session

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Shaping the next session

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Potential topics

- Outcome frameworks/Theory of change
- How to tie different projects & outcome frameworks together
- Mapping your data to your outcomes
- Consolidation - aligning all the systems where data is held, implementing or improving a CRM
- Automisation/integration/streamlining of processes
- Creating a data driven culture – training for staff & vol/enabling engagement with findings.
- Automated, easy to understand, interactive, up to date accessible reports
- Social media – effective use to collect data & how to interpret that data
- Using external data sources to help put your own data into a geographical context & to demonstrate need & impact
- How to identify new uses for data
- Share Goal setting

Next steps

✓ Meet with your mentor to discuss your hunch so that you can present it to the cohort in session 3

✓ Get more staff to do the Data Maturity Assessment before next Friday, 23rd October

✓ Sign up for some Datawise training

✓ Have a go at using Makerble & look at it with your mentor

✓ Join Session 3– Friday November 20th