



DELANEY DATA  
EMPOWERMENT

# Data Fiesta





# Tell Stories of Impact

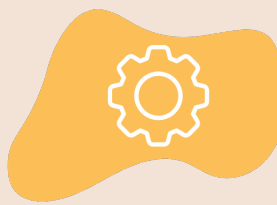
*At the heart of every story your organization needs to tell is a truth found in data that can help you demonstrate your organization's impact in epic—and sometimes unexpected—ways.*



**Reinvigorate**  
Your Evaluation  
Practices



**Discover**  
the True Value of  
Your Data



**Retool**  
Your Evaluation  
Capacity Building



*Liz Delaney*  
Principal & Founder

# At the end of this session, you will...



*Strengthen*  
Your Survey  
Design



*Discover*  
A New Data  
Adventure



*Get Inspired*  
to Break  
the Mold

# Why do we collect information (data) from people?

1. Identify needs, wants, or satisfaction, which informs decision-making and prioritization
2. Measure changes in beliefs, behaviors, attitudes, or conditions for folks based on an activity, which shows impact
3. To guide discussion and facilitation, which helps center a discussion on a topic or issue

# **Survey Design**

The background of the slide is split into two main color areas. The left side is a solid dark teal. The right side is a lighter teal and features a series of white, concentric, wavy lines that curve upwards from the bottom right towards the top right, creating a sense of movement and depth.

# Pet Peeve Survey Issues

## People don't answer questions

- They don't know why they are taking the survey
- They don't understand the questions

## The results are not usable

- A planning step was skipped
- Best practices are not in place


# Best Practices

1. Don't ask if you aren't going to use it
2. Keep your questionnaire short
3. Keep question order in mind – most sensitive at the end & be aware of priming a question
4. Consider using skip patterns or branching
5. Consider mode and the type of privacy required
6. Ensure the rating scale matches the root of the question (Don't ask about likelihood and use a scale of strongly agree)
7. Consider time-bounding for things done regularly (eating, exercise, etc)
8. Define terms, avoid vague or technical terms, include directions for every question
9. Avoid using complex sentences
10. Avoid double-barreled questions
11. Make sure responses in multiple-choice are exhaustive and mutually exclusive
12. Avoid leading questions
13. Have native speakers translate if you need to translate to another language



# Example

Silver Stars is a program that aims to offer social engagement, physical activity, and healthy eating to older adults in mid-Michigan. We do this by working with committees of older adults to develop social events, opportunities to work out together, and make food together. We remove barriers to participation by providing transportation, offering coupons for fresh produce from the farmers' market, ensuring culturally relevant and health-focused recipes, and develop physical activities that work for all abilities. By doing this work, we want those who participate in our program:

1. Feel connected to other older adults,
  2. Maintain their highest quality of life, and
  3. Have weekly access to free, high-nutrient meals.
- 





# Group Activity

**1**

Review the survey provided.

**2**

Identify problems you can see with the survey.

**3**

How might you address them?



# What do I see?

Org wants to know how  
their program is going.



They make a survey

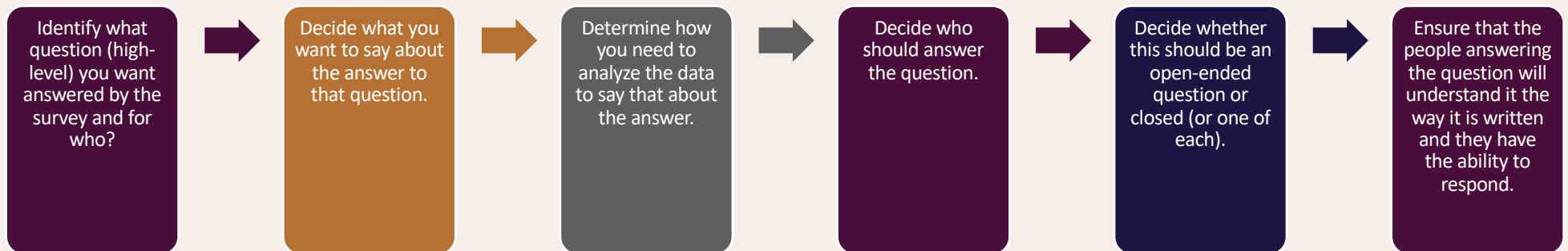


They get the data and it  
is not usable or useful

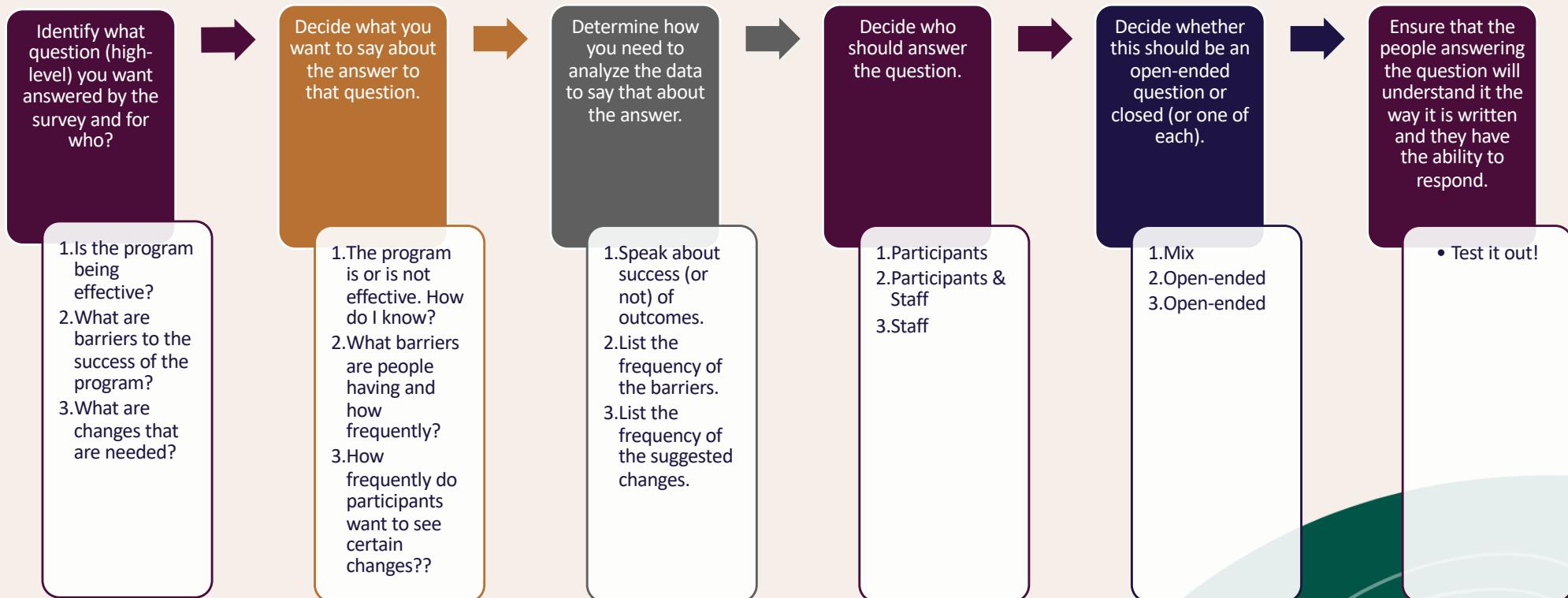


Nothing is done with  
the survey or one  
person has to try to say  
something with the  
data

# How to start...



# How to start...



The background features a dark green field with a large, irregular beige shape in the center. In the top right corner, there are several overlapping, wavy, light brown lines. At the bottom left, a portion of a yellow semi-circle is visible.

*Why different data  
collection adventures?*



Writing, administering, and analyzing a **survey** requires expertise and time for development

- Poor survey bias
- Poor sampling
- Survey burnout

### ***Interviews and focus groups***

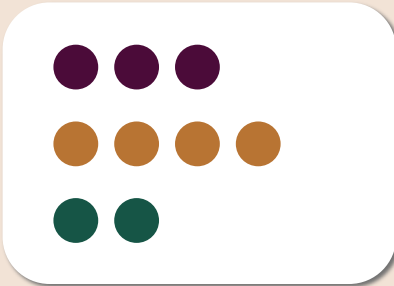
- Can be difficult to schedule
- Often needs an external facilitator, depending on content
- Often doesn't fit into current programming easily
- Can require quite extensive analysis, which takes time



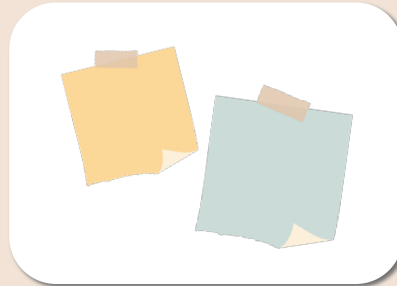
The background features a dark green field with a large, irregular beige shape in the center. To the right of the beige shape are several overlapping, wavy, golden-brown lines. At the bottom, a thick yellow arc is visible, partially overlapping the beige shape.

*Different adventures &  
how to find insights*

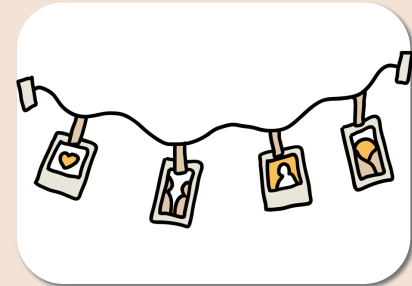
# What are different adventures?



**Dot  
Voting**



**Sticky  
Note  
Feedback**

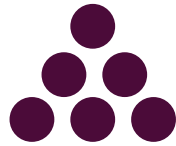


**Photos or  
Drawings &  
Stories**



# Dot Voting

*How do you do it?*



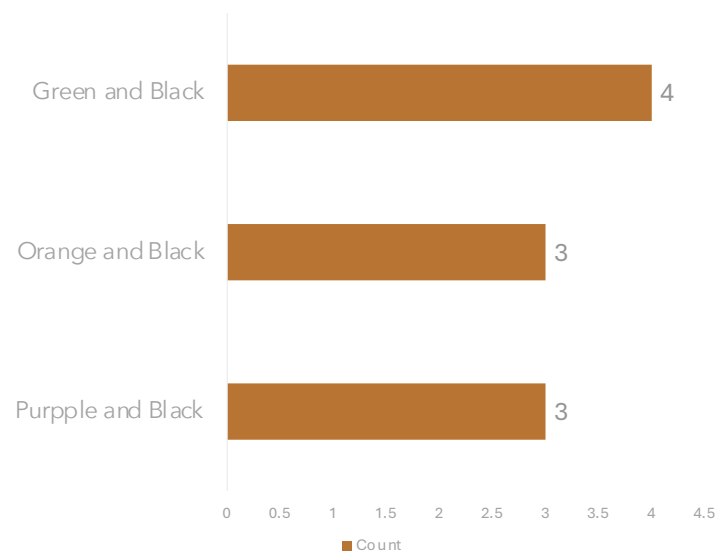
- Generate closed-ended questions or a series of questions that can be answered as yes or no or on a Likert scale (*strongly agree, agree, disagree, etc.*);
- Post one question per page on large chart paper;
- Give participants dots to vote for their responses (one or more – but everyone gets the same number of dots).

# Dot Voting

Example



## 4-H Club T-shirt Colors



# Sticky Note Feedback



*How do you do it?*

- Ask an open-ended question;
- Provide participants sticky notes to respond with (purchase the Post-it® brand);
- If multiple questions are asked, be sure to use separate papers to collect responses **OR** use different colored sticky notes;
- Be sure participants are instructed to share just one thought per sticky note.

# **Sticky Note Feedback**

*How can you use it?*



## **Keep it on paper**

- Put sticky notes that have similar responses next to each other;
- Give a theme to those cluster of sticky notes;
- You can write a report and explain examples of themes that were shared using their responses.

## **Put it in excel**

- Type all responses in excel
- Theme the responses in a far column
- Make graphs to talk about which theme emerged most
- Include quotes from sticky notes to give examples of the themes

# **Sticky Note Feedback**

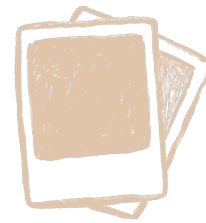


*Let's Try it!*

*What motivates you to do  
the work you do?*

# Using Photos or Drawings & Stories

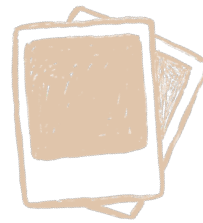
*How do you do it?*



- Ask people a question or give them a prompt
- Have them take photos with their phones (or you can give them cameras)
- Have them submit the photo to you (google forms or survey monkey) and answer the prompt

# Using Photos or Drawings & Stories

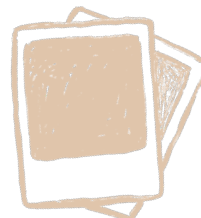
*How can you use it?*



- Take the photos and make a collage
- Look for common themes in the photos
- Read the responses to the prompts and theme the responses
- Create a document that shows the pictures and tells the stories with the pictures

# Using Photos or Drawings & Stories

## *Examples*



- **Participants:** Youth in an afterschool program
- **Prompt:** Take a picture of something that encourages you to vote when you are old enough. Tell me why that encourages you to vote.
- **Participants:** Adults in a cooking class
- **Prompt:** Take a picture of a meal you made after taking this cooking class that you would not have made before. Tell me how you felt making this meal and what helped you feel prepared to make it?
- **Participants:** Board members of a nonprofit
- **Prompt:** Draw what you want this nonprofit to be known for on the front page of a newspaper. What does success look like in 5 years? Be as creative as you are willing to be!



Spot your next  
data quest!





*Thank you!*

