

The Data Assembly Line

Presented by Michael Moser from
The Vermont State Data Center at the
University of Vermont

Developed in partnership with
Shelagh Cooley of CommonGood
Vermont

About the Vermont State Data Center

We seek to identify and make accessible a wide array of data “indicators” useful to Vermont data users.

These data range from traditional social and economic indicators to newer, natural resource and quality of life indicators that together, can enable holistic analysis of Vermont conditions.

About Common Good Vermont

Common Good Vermont is a statewide network of nonprofits, consultants, funders and allies that enables community and nonprofit leaders to access their collective knowledge, build partnerships, solve problems and achieve long-term social benefit for the people of Vermont.

Connect. Learn. Make a Difference.

So Why Do We Even Need Data?



"I can honestly say that not a day goes by when we don't use those evaluations in one way or another."

Written by Mark M. Rogers and Illustrated by Lawson Swartz

Stages of the Data Assembly Line

- Identification
- Collection & Management
- Analysis
- Reporting

Identifying Data

- Data Characteristics
 - **Data is:** Any information you can collect that pertains to what it is you do.
 - Qualitative and Quantitative
 - Program Level
 - Population Level
 - Helps Tell a Story

Identifying Data Sources

- Internal Data Examples
 - Client numbers & characteristics, program participation rates, satisfaction levels, dollars spent per program
- External Data Examples
 - Population demographics such as poverty rate, educational attainment, etc.

Identifying Your Data

- What data do you already collect?
- What data isn't being collected?
- What other data sources exist?
- Which data are relevant?
 - The Use Case for Prioritization

Data Collection & Management

- Develop a system that takes into account:
 - Roles and Responsibilities
 - Who's job is it?
 - Accessibility and Standardization
 - Data Collection Tools
 - Reducing Opportunities for Error
 - Redundancy and Security

Data Collection & Management

- Roles and Responsibilities
 - Develop buy-in during the process
 - Make expectations clear
 - Provide adequate training & resources
 - Duplicate responsibility- Crosstrain
 - Revisit, revise (as needed), retrain

Data Collection & Management

- Accessibility & Standardization
 - Standardized, simple data collection and management tools facilitate the process
 - Software

Data Collection & Management Tools

- Surveys

- Lime Survey
- Survey Monkey
- Google Forms

- Donor Databases

- Donor Perfect

- RSVP Tools

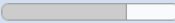
- Eventbrite
- Facebook

- Client Databases

- CiviCRM
- MySQL
- Microsoft Dynamics CRM

Lime Survey

VT SERC CBSM Occupant Follow-Up Survey

0%  100%

A humidity gauge measures the amount of moisture in the air inside your home. Does your home have a humidity gauge?
Choose one of the following answers

- Yes
- No
- Don't Know
- No answer

Please rate these statements on a five-point scale, where "1" is "strongly disagree" and "5" is "strongly agree."

	1 Strongly disagree	Disagree	Neither agree nor disagree	Agree	5 Strongly Agree	No answer
I know more about how my heating system works after meeting with the energy coach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
I know more about how and why to control the humidity & moisture in my home after meeting with the energy coach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
I pay more attention to the moisture level in my home after meeting with the energy coach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
I observe less moisture/mold problems after meeting with the energy coach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Resume later

◀ Previous

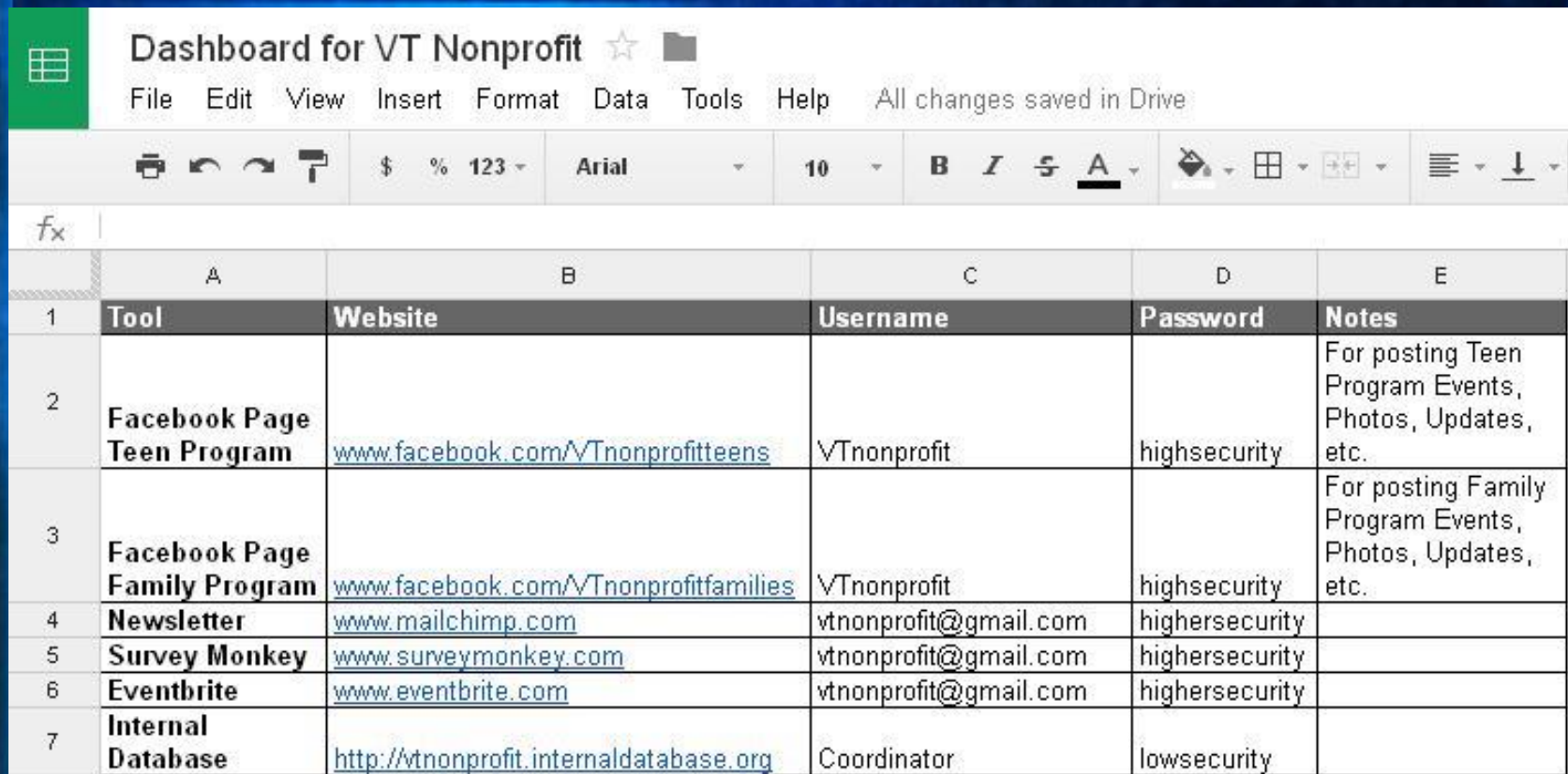
Next ▶

Exit and clear survey

Benefits of Using Tools

- Reduce human error, increase consistency.
- Standardizing data reduces time “cleaning data”
- Online (remote access for multiple sites).
- Automatic reports and organized data.
- Automatically backed up.
- They are user-friendly.

Data Management Dashboard



The image shows a screenshot of a Google Sheets spreadsheet. The title bar reads "Dashboard for VT Nonprofit" with a star icon and a folder icon. The menu bar includes "File", "Edit", "View", "Insert", "Format", "Data", "Tools", and "Help", followed by the text "All changes saved in Drive". The toolbar contains various icons for printing, undo, redo, insert, currency, percentage, font size (123), font family (Arial), font size (10), bold, italic, underline, text color, fill color, grid, zoom, and list. The spreadsheet has a formula bar with "fx" and a grid with columns A through E. The data is as follows:

	A	B	C	D	E
1	Tool	Website	Username	Password	Notes
2	Facebook Page Teen Program	www.facebook.com/VTnonprofitteens	VTnonprofit	highsecurity	For posting Teen Program Events, Photos, Updates, etc.
3	Facebook Page Family Program	www.facebook.com/VTnonprofitfamilies	VTnonprofit	highsecurity	For posting Family Program Events, Photos, Updates, etc.
4	Newsletter	www.mailchimp.com	vtnonprofit@gmail.com	highersecurity	
5	Survey Monkey	www.surveymonkey.com	vtnonprofit@gmail.com	highersecurity	
6	Eventbrite	www.eventbrite.com	vtnonprofit@gmail.com	highersecurity	
7	Internal Database	http://vtnonprofit.internaldatabase.org	Coordinator	lowsecurity	

Data Collection & Management

- Reducing Opportunities for Error
 - AKA- Uh Oh- the computer crashed!
 - AKA- Johnny just quit!
 - AKA- I didn't mean to push "delete"!
 - AKA- Were all our Social Security numbers on that Computer that was just stolen?



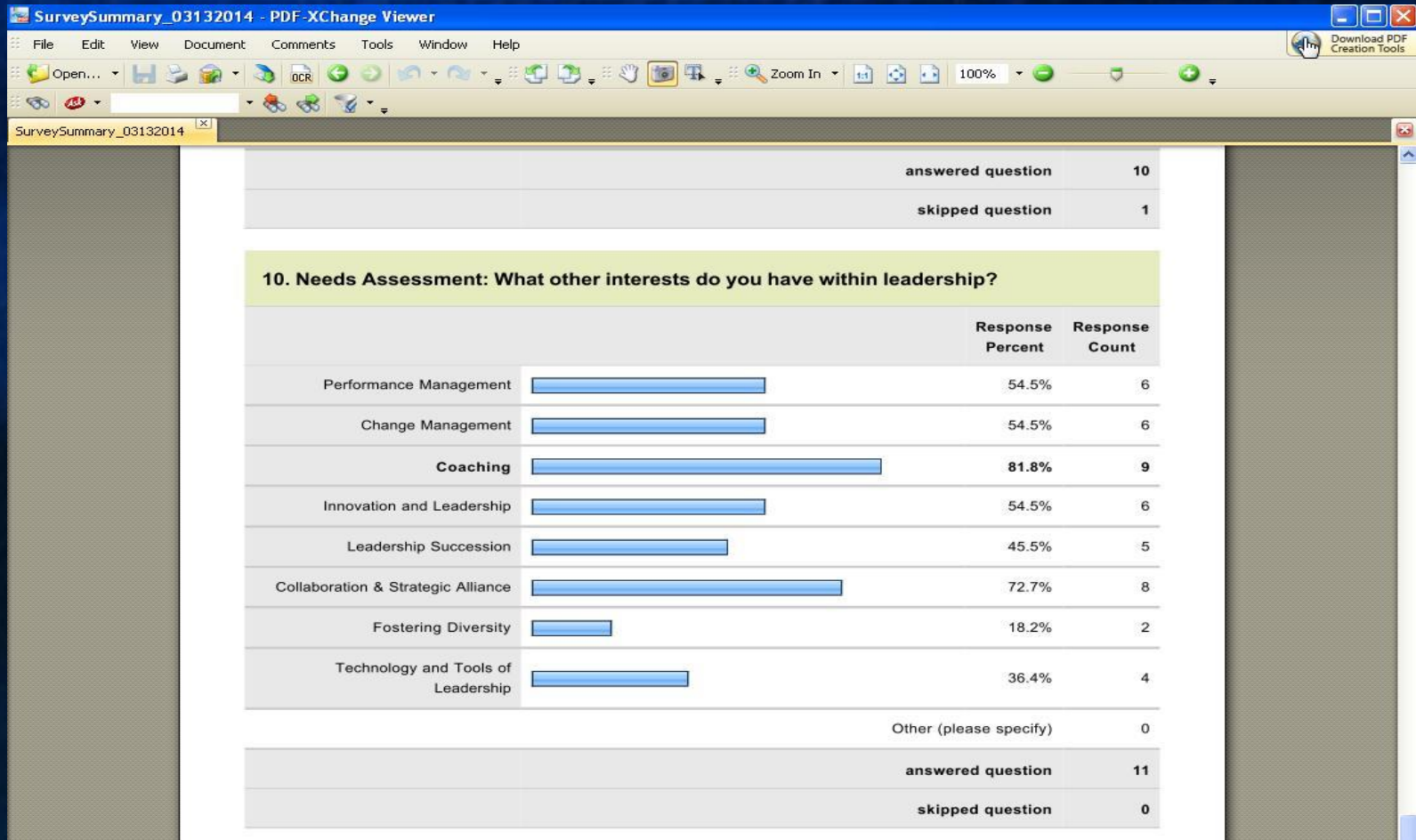
Data Analysis

- Key Considerations:
 - Who's job is it to analyze?
 - Are the skills in place?
 - How often will you analyze?
 - This might be variable.
 - What story are you telling?
 - Who is the audience? What is the application?
 - What tech do we use?

Data Analysis Technology

- What technology is right for us?
 - What technology do you have in place now?
 - Is that technology adequate for your needs?
 - Do multiple staff know how to use that technology?
 - Is the technology easily adapted, replicated, imparted to others?

Data Analysis Technology



Data Reporting

- Key aspects for consideration:
 - Who has the skills?
 - What is the story?
 - Who is the Audience?
 - What is the Application/Format?
 - What type(s) of data do you have?
 - How can you best present the data?

The Story

- Justification
- Success
- Change Over Time
- Intervention
- Comparison
- Need
- Challenge

Story Timeline Example

- Introduction
 - What is the (pre)existing conditions?- JUSTIFICATION
- Climax
 - What is the intervention?- CHANGE
- Ending
 - Where are you going?- NEED

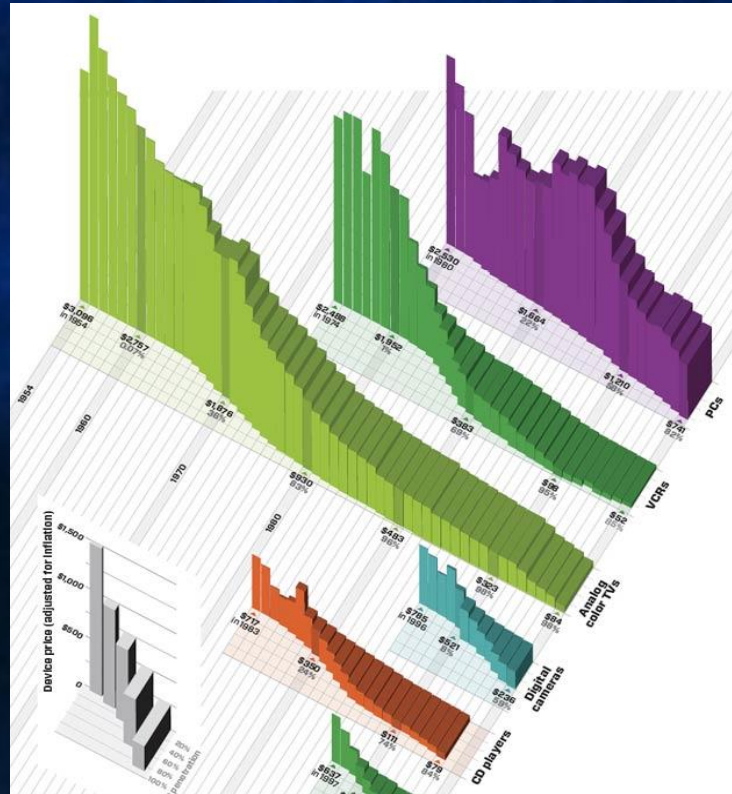
Audience & Applications

- Who is the Audience?
 - Legislators, Funders, Clients, Staff, Executive Board, etc.
 - Probably all of the above!
- What is the Application/Format?
 - Annual Report, Executive Summary, Monthly Report, One-pager, etc.
 - Perhaps also: All of the Above!

Presentation

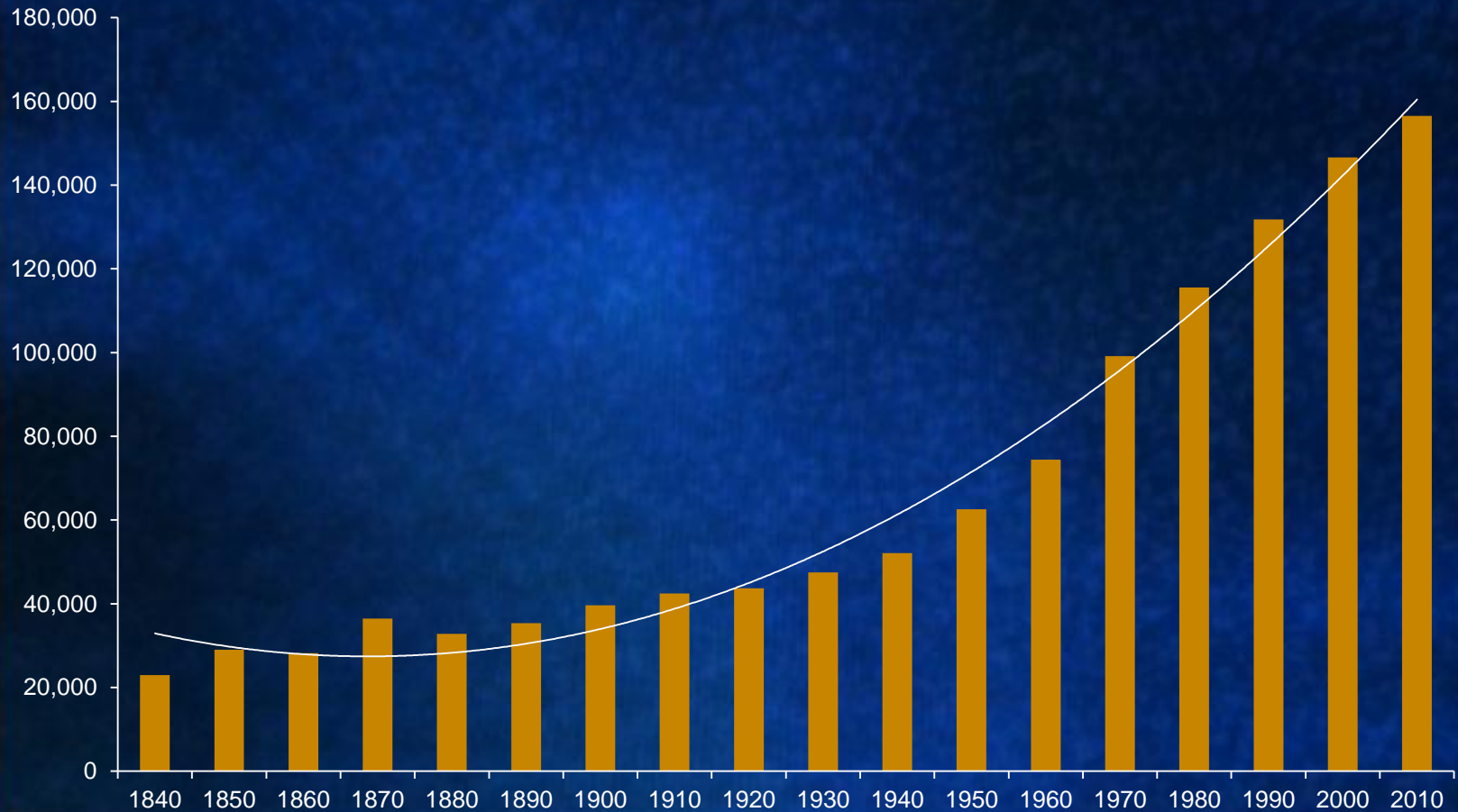
- Text and Visuals make a great mix
 - Qualitative and Quantitative Data-
 - Mixed Methods Reporting
- Keep it simple
 - Don't push too much information into any one space- chart, table, graph, or page even

Visualizations

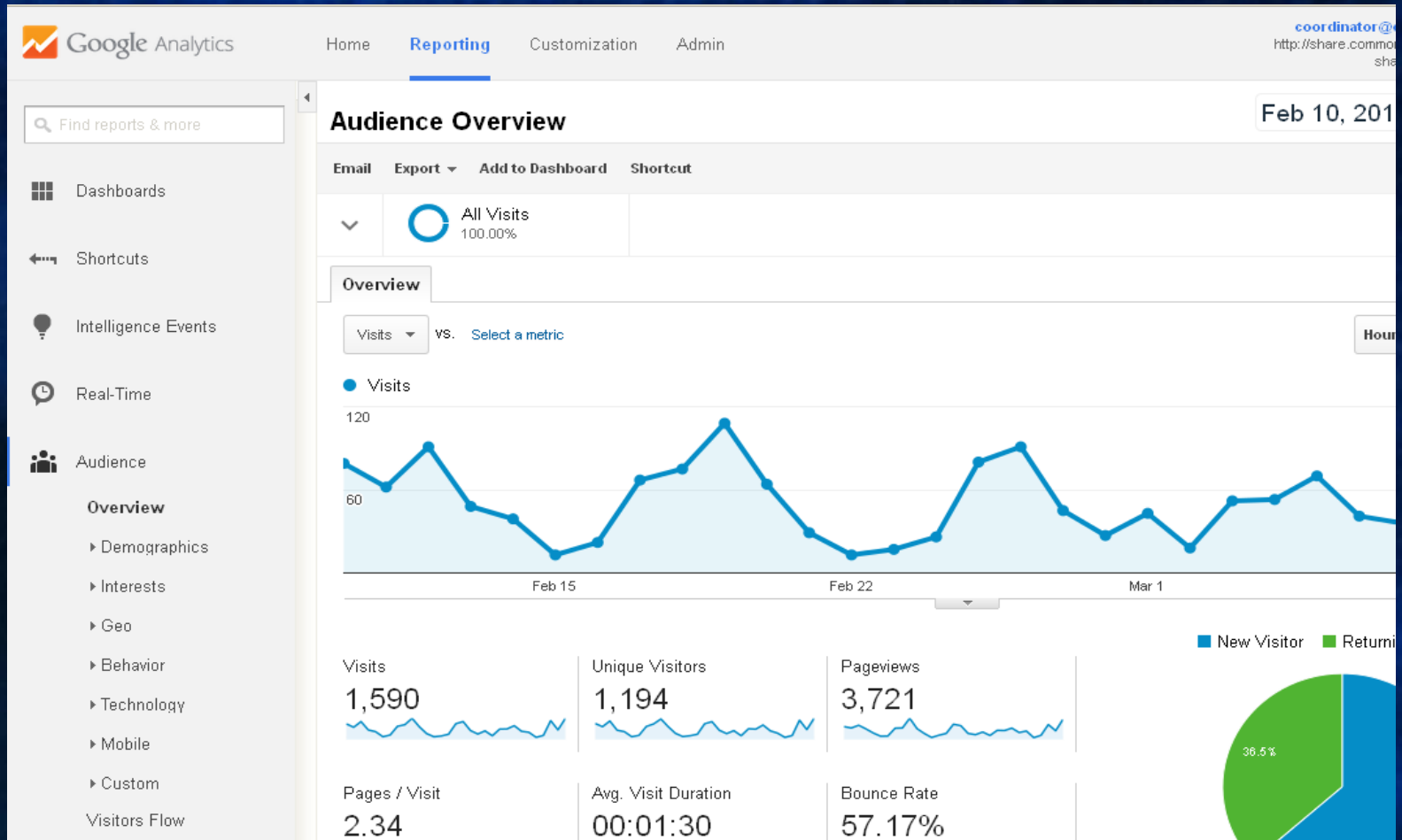


Visualizations

Number of Food Insecure People



Visual Tools



Example Report Page

AT A GLANCE: ABILITYONE SALES

Data Synopsis

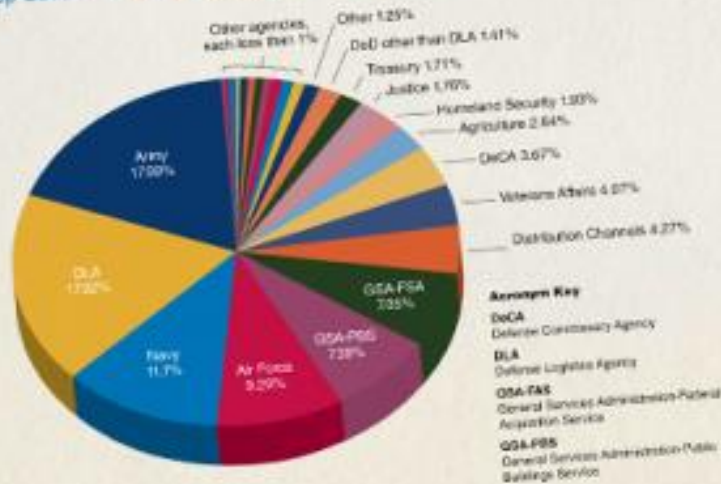
AbilityOne® operates at 1,000 locations nationally, across 40 government agencies, and has a presence at nearly every U.S. military installation. AbilityOne has supported Department of Defense and civilian Federal customers with a variety of products and services for nearly 75 years.

Service sales have increased every year for more than a quarter century. The trend continued in FY2011 with a 3.30 percent increase from 2010 to \$1.25 billion.

Products sales steadily increased in the first half of the last decade, dipped in 2006 and 2007, and increased again every year since the uptick in 2008. Product sales achieved a new Program record in FY2011—\$1.33 billion, an increase of 3.39 percent from 2010.

Combined, AbilityOne product and service sales totaled nearly \$3 billion in FY2011, representing a 5 percent increase from FY2010.

Top Government Agency AbilityOne Sales FY2011



AbilityOne Sales of Products and Services

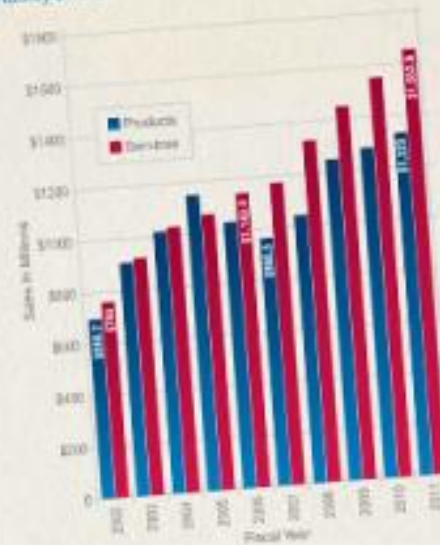


FIGURE 1: AbilityOne Sales of Products and Services, FY2005 to FY2011



Figure 1: The Civilian Service Corps (CSC) provides maintenance and janitorial services to the Department of Defense. In this photo, a CSC member is shown performing floor maintenance in a large, ornate room.

Example Report Page


9

INVOLVING RESIDENTS AND IMPROVING SERVICES

We work hard to provide good customer service with choices, clear ways to complain and different ways for you to help us improve our services.






Andy Carlisle
Resident Involvement Manager

"In October 2011, we got the views of over 130 residents to help us develop our Be Involved Strategy. The strategy outlines how we will work with our residents, and people who use our services.

Over the next three-years, we will be making involvement more flexible and innovative and you will be able to get involved more from home. We will support residents in starting up groups such as residents' associations, and we will offer other support through training, work placements and volunteering opportunities. Alongside this, we will be developing what we already have in place to allow residents to check and monitor what we are doing. Visit our website for a copy of the Be Involved strategy, or contact one of our team."






Quentina Layne
Service Development Team

"After every complaint is closed, we contact the resident to ask them how we can improve. As a result of this type of feedback, we made a number of changes last year. For instance we revised our compensation policy, carried out more inspections of completed repairs jobs, reviewed our service standards, and put in place a new procedure on how we consult residents about planned works."

Be involved

Over the year, residents have helped us improve in many ways. By completing short ViewPoint surveys you have given feedback on how we deal with hate incidents, how we can improve resident involvement, and what information should be included in this report.

Those of you who attended the YourSpace! event gave really good suggestions on how we can improve our services, including how we deal with repairs, and tackle subletting.

Residents also identified a top 10 list of the most important service standards by coming along to one of our focus groups. The Tenant Steering Group (TSG) welcomed seven new local ambassadors to the group to represent the views of residents in their local areas.

Complaints %

We received 104 complaints last year. 82% were resolved at the earliest stage of the complaints process. Of the complaints received 26% were upheld.



- Ongoing outstanding repairs
- Heating or boiler problems
- Quality of repairs work
- Late response to repair
- Dealing with neighbour nuisance
- Other repairs issue
- Estate services
- Home ownership
- Transfers
- Customer care
- Rent
- Care and support

114 of you gave feedback by completing ViewPoint surveys online, by post or over the telephone

Residents from **66** households attended our annual YourSpace! event



Involvement

	How we improved?	How we did in 2011-12	19 Average	
Q15 rating on how we involve residents	↑	91%	88%	H
Q15 rating on the information we provide about services	↑	97%	89%	L
Complaints responded to within target time	↑	93%	93%	H

79 of you gave your suggestions and opinions at focus groups

Feedback annual report 2011-12

www.tenantssteering.org.uk

Always Keep in Mind

- Continue to adapt & improve process
- Learn from others
- Be ready to invest in the process
- Be realistic & practical
- Keep it simple
- Don't be afraid to seek help

Thank You

Questions?

Michael Moser- Vermont State Data Center at Center
for Rural Studies- UVM

mmoser@uvm.edu