Where Are You at With Your Data?

It's Time to Figure That Out!

Maribeth Schneber-Rhemrev, CCAP, PMP, NCRT
Director, Organizational Capacity Building
National Community Action Partnership

The Promise Of Community Action

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community and we are dedicated to helping people help themselves and each other.

1000+ Community Action Agencies leading change across America

Helping People. Changing Lives
community
Action
PARTNERSHIP
AMERICA'S POVERTY FIGHTING NETWORK

Land Acknowledgement

This meeting is being held on the traditional lands of the Cheyenne People, and I pay my respect to elders both past and present, who have stewarded this land throughout the generations.

Learn more by taking time to learn about the Indigenous history of the land you live on. Visit https://usdac.us/nativeland to get started.

What is the value of data to a CAA?

- Compliance – CSBG Annual Report, Org Standards
- Provides answers to questions (but are we asking the right questions?)
- Informs actions
- Give us knowledge of the community/clients
- Give us some ability to forecast future events
- Achieve valuable outcomes for our community, the national network

Let's talk about data....

The Relationship Between Data, Information and Knowledge

<u>Data</u> is the facts that are observed, measured, collected and aggregated.

Data only becomes <u>information</u> for decision making once it has been analyzed in some fashion.

<u>Knowledge</u> is derived from the interaction of information and experience with a topic.

Changing The Way We Think About Data

FROM : "we collect data for reporting purposes"

TO: "we collect data to help manage and support the agency's programs and services and determine if we make a difference in our client's lives and in their communities."

New Data Resources for your CAA!

What Can We Learn From CAAs' COVID-19 Experiences?

DATA INFORMED COMMUNITY ACTION AGENCIES

June 2022 Report
By Paige Teegarden, MPP, CEO CSST Software, LLC

https://communityactionpartnership.com/wp-content/uploads/2022/07/NCAP-Data-Informed-CAAs-Report-Final-1.pdf

What Makes a Community Action Data Practitioner?

COMPETENCIES OF A COMMUNITY ACTION DATA PRACTITIONER

June 2022 Report
By Paige Teegarden, MPP, CEO CSST Software, LLC

https://communityactionpartnership.com/wp-content/uploads/2022/07/NCAP-Data-Practitioners-Report-Final-1.pdf

Learning from CAAs' Responses During the COVID Pandemic

Why Now?

- Need for technology (contactless) →centralized data in electronic form→
- makes made it easier to use
- People more comfortable b/c of increased use overall
- Much more likely to have better contact information for clients if interacting electronically
- No physical contact during large periods of time during COVID forced all parties to fully embrace electronic interaction, overcoming typical new user/technology hesitation
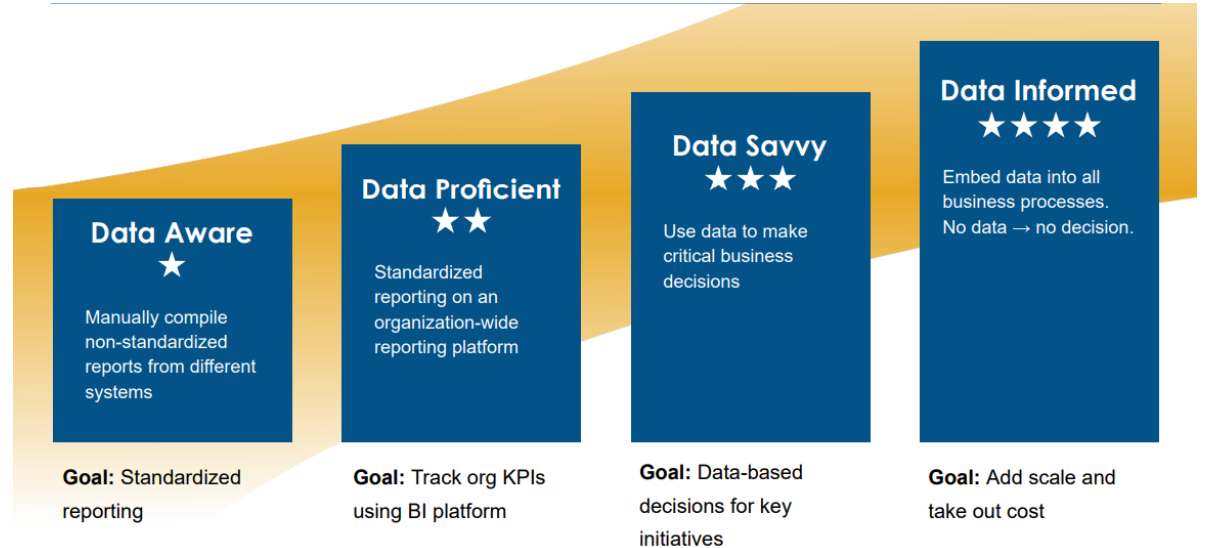
Basis for Information

- Interviews and examination of information from 10 high performing CAAs
- Research on Competencies consistent with interview findings

Data Driven:

using data (as opposed to intuition, personal experience or opinion) **to drive the actions and decisions** of the agency

Data Aware ★

Manually compile non-standardized reports from different systems

Goal: Standardized reporting

Data Proficient ★★

Standardized reporting on an organization-wide reporting platform

Goal: Track org KPIs using BI platform

Data Savvy ★★★

Use data to make critical business decisions

Goal: Data-based decisions for key initiatives

Data Informed ★★★★

Embed data into all business processes. No data → no decision.

Goal: Add scale and take out cost

It's a Journey…

CAA Related examples of Systemically Using Data

- Using data to inform your **local theory of change**
- Analyzing data about services, outcomes and customer demographics to make shifts in program services and operations and **to ensure equity** in addressing the needs of all members of the community.
- Using data to **continuously monitor operations** in order to make improvements in service and efficiency, as well as to meet performance targets
- Using data to **understand needs and opportunities** in your community

Data Capacity means the ability to get the right data, to the right people and the right time in the right format

Findings....

Leadership. One of the most important prerequisites to shifting to a **data culture**. Note: Leadership can be at multiple levels of the agency

Motivations for Getting Serious About Data Capacity. Lays out examples of the impetus for high-performing agencies to begin investing money and time into data capacity *

Data Ambassador Position Including Organization Processes Supporting These Positions. A critical data capacity position and some of the important organization processes that support this position

Understanding of the Data Management Pipeline/Lifecycle and Data Governance. The intersection of organization process with data management is an often underappreciated, critical area of knowledge

Leadership! A critical ingredient

- Serving as a role model(s) for data use
- Distributing data responsibilities to staff at all levels
- Motivating staff to use data
- Communicating clearly expectations around data use and holding staff accountable to those expectations
- Demonstrating a consistent interest and ability to articulate a strategic, agency-wide perspective on data collection and analysis
- Connecting data collection and analysis to a clear strategic vision
- Promoting integrated agency services (breaking down programmatic silos) through a willingness and ability to weave together a shared vision and motivation regarding the use of data

What does a data-centric culture look like?
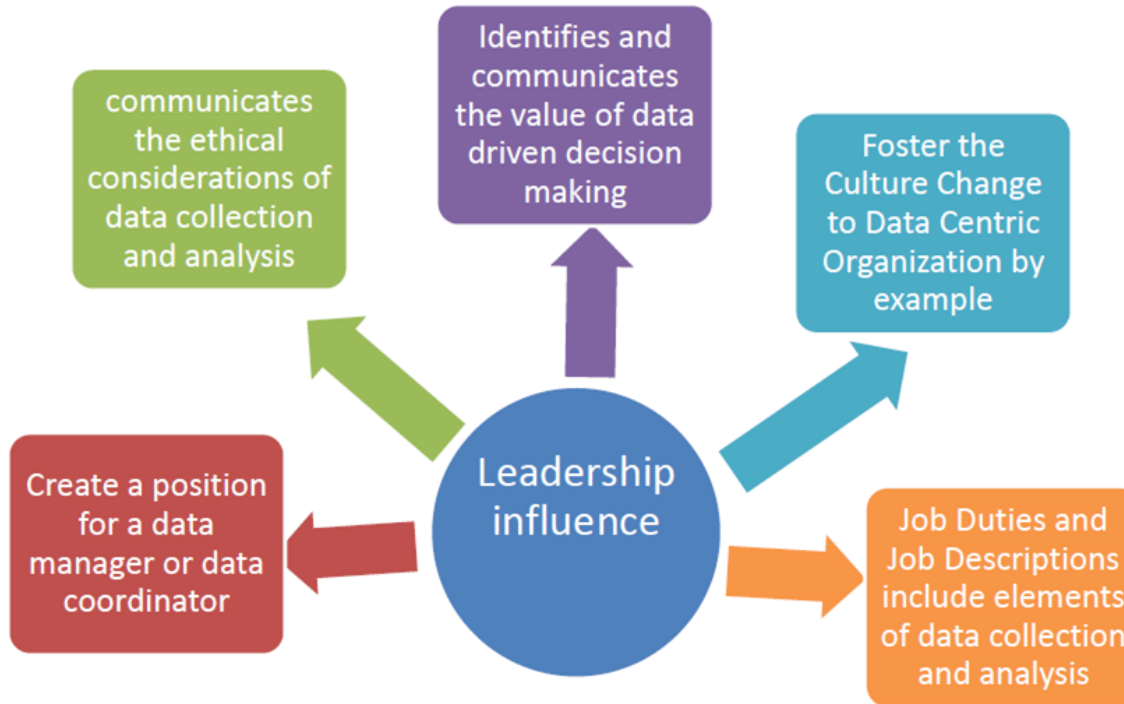
Challenges

- Finding time to review data and reflect on what it means
- Understanding the significance of data analysis as a diagnostic tool to make improvements rather than just a report of what was done
- Seeing the big picture rather than simply focus on "their" customers
- Knowing what to do after the analysis--determining what actions to take, how to make changes when needed improvement is identified
- Knowing what data elements to collect and analyze (or why specific elements are "required" to be collected)
- Understanding benchmarks and how they are applied
- Determining if they collected the right data (is it a reliable indicator of performance?)
- Feeling confident in data aggregation and analysis skills (am I asking the right questions?)
- Limited "data capacity" beyond collecting, entering, and required reporting.
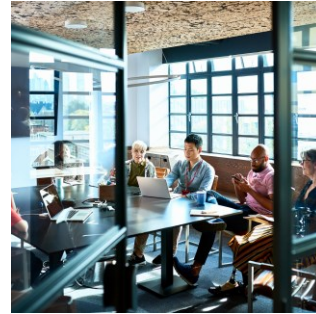
CAA Data Professionals

- Work experience in education, training and/or consulting
- A leadership style that is open, engaging, and collaborative
- Trusted and friendly relationships with people across the agency despite sometimes having to highlight opportunities for improvement
- Predisposition to act/ to 'get things done' and learn along the way
- Determined, unlikely to let barriers stop them from achieving their goals
- Genuinely curious about data and what it could mean
- Act as "translator" of program concerns to data points and collection methods to data/technology and back to program operations
- Able to connect big picture questions to the details of operations; able to break the big picture into smaller understandable pieces

Structures that support them:

Leadership Team

Meetings

Areas of Community Action Data Practitioners Competency

CAA Data Professional Competency Summary

Agency Complexity	Basic Proficiency	Intermediate Proficiency	Advanced Proficiency
Leadership & Communication	• Team member who builds relationships across organization, communicates effectively and is able to 'get things' done	• Organizing projects and information with effective input and buy-in from others	• Facilitation skills, and ability to help manage organization change
Agency Knowledge	• Understands Community Action history and culture and knows the agency's programs and services • Knows agency's data systems	• Understands strategic questions and the data necessary to help answer • Understands programmatic data requirements	• Able to lead strategic analysis • Able to change data collection processes
Data Analysis	• Curious about data and what it means and able to understand basic descriptive statistics about data sets	• Understand basic tools and methods of descriptive statistics • Able to produce descriptive statistics and basic charts	• Able to facilitate the interpretation of data • Able to retrieve, clean and manipulate data for analysis

Data Management Pipeline

Data Collection	Data Recorded	Data Quality/ Monitoring	Retrieval & Analysis	Present & Use	Disposal De-Identify
Who gathers what when from whom	Definitive source of data ("Sole Source of Truth")	Accurate and Complete (in that order)	Reports Other Retrieval?	Not everything "interesting"	You have PPI, when do you delete OR de-identify
Agreement on data options and meaning	Understand the form it is recorded in and the timeframe	Who?	Who and when	Present visually	Should you keep aggregate data
Set expectionation, document, train		Which data, how, and what process for monitoring	Count Compare Consider Converse	To Whom, When	
		Integrated to analysis	Be Curious	Dedicate time to 'making meaning'	

For More Info

For more information or questions contact the HCCT CARES Project Team:

Denise Harlow, CCAP, Chief Executive Officer
dharlow@communityactionpartnership.com

Aaron E. Wicks, PhD, CCAP, NCRT, VP Organizational Capacity Building
awicks@communityactionpartnership.com

Maribeth Schneber-Rhemrev, CCAP, PMP, NCRT, Director, Organizational Capacity Building
mschneberrhemrev@communityactionpartnership.com

Lana Shope, CCAP, Project Director, NCAP CARES Project
lshope@communityactionpartnership.com

Partnership website: www.communityactionpartnership.com