CITYGATE™
NETWORK

Enter here. Start anew.

Against All Odds

1 John 5:4

Why Data Evaluation and Storytelling Matters

- Better Decisions
- Clearer Understanding
- Actionable Insights
- Reduced Bias
- More Persuasive Communication

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Understanding Data Essentials

Outputs

Specific activities your program delivers. *i.e. meals, nights of shelter, classes attended, graduates, etc.*

Outcomes

Long-term changes experienced by clients. *i.e. moved from sleeping on the streets to be in safe/stable housing*

Impact

Broader societal change you contribute to. *i.e. decrease in local homelessness rates*

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Data Strategy

Know what data you currently collect

Know how the data is being used

Who has access to the data

How is the data stored

What is the quality of the data

What Data is Being Collected?

- If you don't know what data your organization currently collects, you can't make informed decisions using it

- To answer this question, take a look at your current data sources and list out the types of information they contain.

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5 Points of Data Collection

Pre-Program	Enrollment	During	Exit	Post Exit
Demographics	HUD Data	Self-Sufficiency Matrix	Self-Sufficiency Matrix	Success Outcome
Qualifying Assessments	Self-Sufficiency Matrix	Program Outputs	Exit Destination	
	Entry Assessments	Other Outcome Assessments for Program Evaluation	Exit Reason	
	Other Outcome Assessments for Program Evaluation	Incident Reports	Other Outcome Assessments for Program Evaluation	
		Case Notes	Success Output	

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Questions to Ask Along the Way

- How is success defined?

- What are our funding requirements and deliverables?

- What are qualifying factors for someone to be eligible for this program?

- What are things we need to measure that would be key indicators of success?

- What are we hoping improves for the participants while in the program?

- What would help Development understand and create a story of what this program is offering and its goal?

Against All Odds

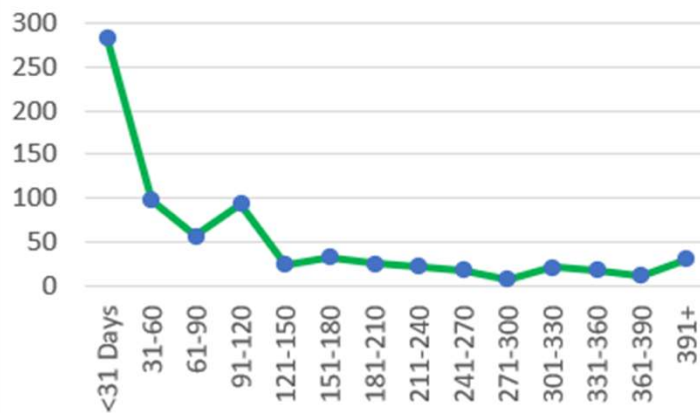1 John 5:4

How is the Data Being Used?
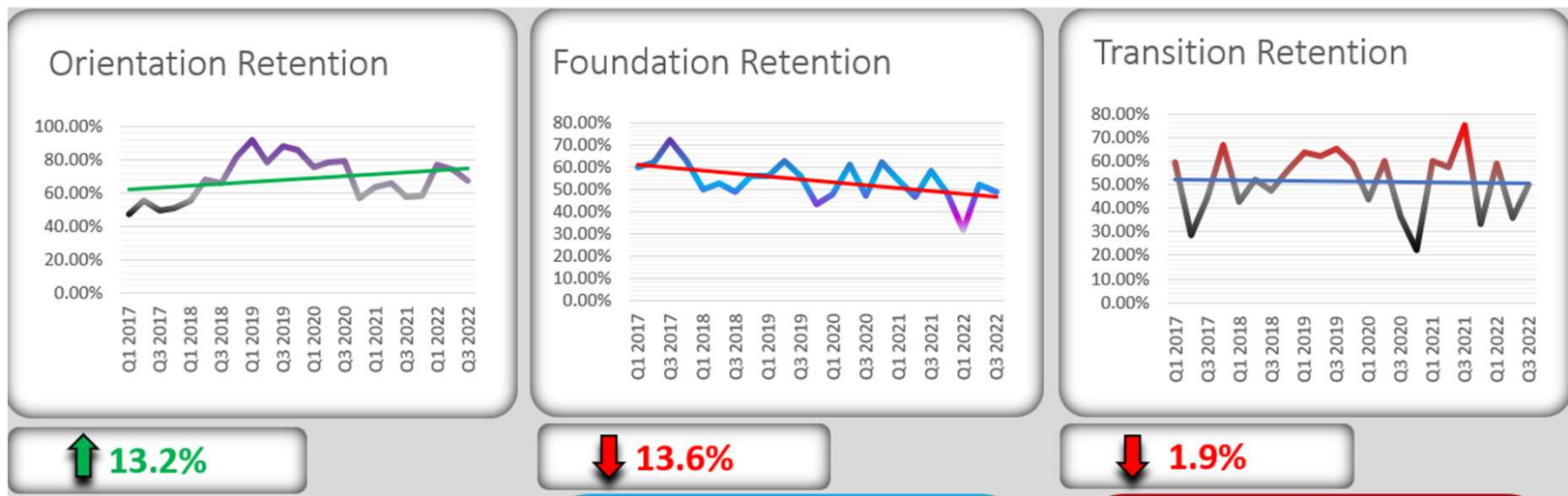
How is the Data Being Used?

Average Days in Program - Unsuccessful Departures

110 Days

of Participants per Departure Day

Reason for Leaving

- Dissatisfied with Program
- Failed Background Check
- Left for Employment Opportunity
- Left for Housing Before Completing Program
- Left Without Notice
- Medical Issue
- Mental Health
- Non-Compliance with Program Rules
- Substance Use
- Transferred to Another Program
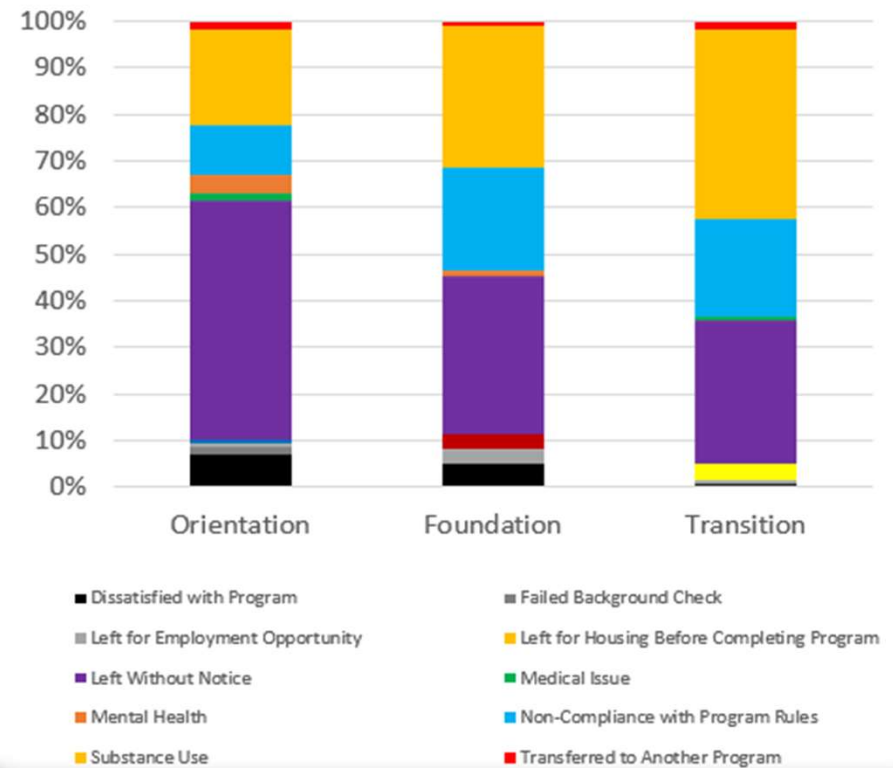
Who has Access to the Data?

- Ensure the right people have the right access
- Share the trends and insights with the people entering it
- Data Gatekeeper

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How is the Data Stored?

- SECURELY!!!
- If it isn't in the CRM, it doesn't count
- Create a cadence of checking in

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What is the Quality of the Data?

- Up-to-date
- Checks and Balances
- Leverage technology but don't negate training

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Data Strategy

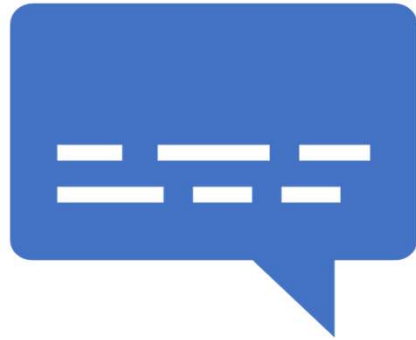Know what data you currently collect

Know how the data is being used

Who has access to the data

How is the data stored

What is the quality of the data

Storytelling

Without a story, no one is going to hear what it has to say

Storytelling and data storytelling are exactly the same

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Where to Start

1. Know your audience
2. Define your problem
3. Communicate the journey
4. Share your outputs/outcomes
5. Tie it to the impact

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Know Your Audience

- Define the group
- Do your audience research

Define Your Problem

- What is compelling your organization to offer what it offers?

- What gaps are you seeing in your current programs or funding?

- Why are people not completing or engaging with your programs?

Communicate the Journey

- Give your analysis
- Explain what led you to the point of needing their engagement

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Share Your Output & Outcomes

Data helps explain where resources need to be added

Highlight the success

Ask for Engagement

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Tie it to the Impact

- What is the societal problem your solution impacts?
- Help your audience see the big bigger picture

Questions???

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Don't forget to do the evaluation!

Whova

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