

HOW TO CREATE AN EASY, RELIABLE TOOL TO COLLECT IMPACT DATA

AGENDA

- Introductions
- Logistics
- Keeping it simple
- Types of data tools and when to use them
- Checklist for assessing tools you find
- Creating tools and getting data
- Resource list

KEEPING IT SIMPLE

- Fewer errors
- More buy-in
- Easier to communicate
- Won't overwhelm participants and staff
- Save time
- Rightsize

TYPES OF DATA TOOLS AND WHEN TO USE THEM

TYPE OF DATA TOOLS



SURVEYS



INTERVIEWS



OBSERVATIONS



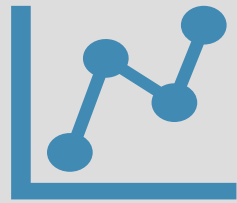
RECORD
EXTRACTION

RECORD EXTRACTION FORMS, THE UNSUNG HERO OF DATA COLLECTION

It is simply a paper form or a database that allows you to pull outcome data from your case files into a format that can be analyzed and reported.

Time period	Intake	After 90 days	After 180 days
Thriving			
Stable			
Safe			
Vulnerable			
In crisis			

CHOOSING THE BEST TOOL



Surveys:

Do I need standardized data for statistical comparisons?

Will clients understand the survey questions?

Do clients have the necessary knowledge and awareness to answer the questions?



Interviews:

Are in-depth answers necessary to measure this indicator?

Will it be necessary for someone to personally ask clients questions?

CHOOSING THE BEST TOOL



Observations:

Is it difficult to measure this outcome by asking clients their opinions or perceptions?

Is this an indicator I can see or that is related to a behavior and/or skill?

Does the agency have the resources to use observers?

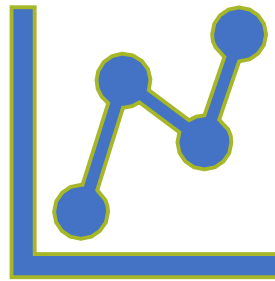


Client Records:

Does your program already have client records?

Do standards exist about types of goals and measuring progress?

CHOOSING THE BEST TOOL



- Official Statistics:
 - Do official statistics exist about this indicator? On an individual basis if you need that?
 - Are the official statistics consistent among individuals?
 - Will it be possible to get cooperation from the organization that tracks this statistic?

WHICH TOOL WOULD WORK BEST?

Survey

Interview

Record extraction

Observations

Official statistics

CHECKLIST FOR ASSESSING TOOLS YOU FIND

FINDING MEASURES



Does the measure seem to be doing what it says it does?



How close a fit is there between the objectives of the measure and your program objectives (content map)?



Is there information on the validity and reliability of the measure?



Is the measure appropriate for the age and ability of your clients?



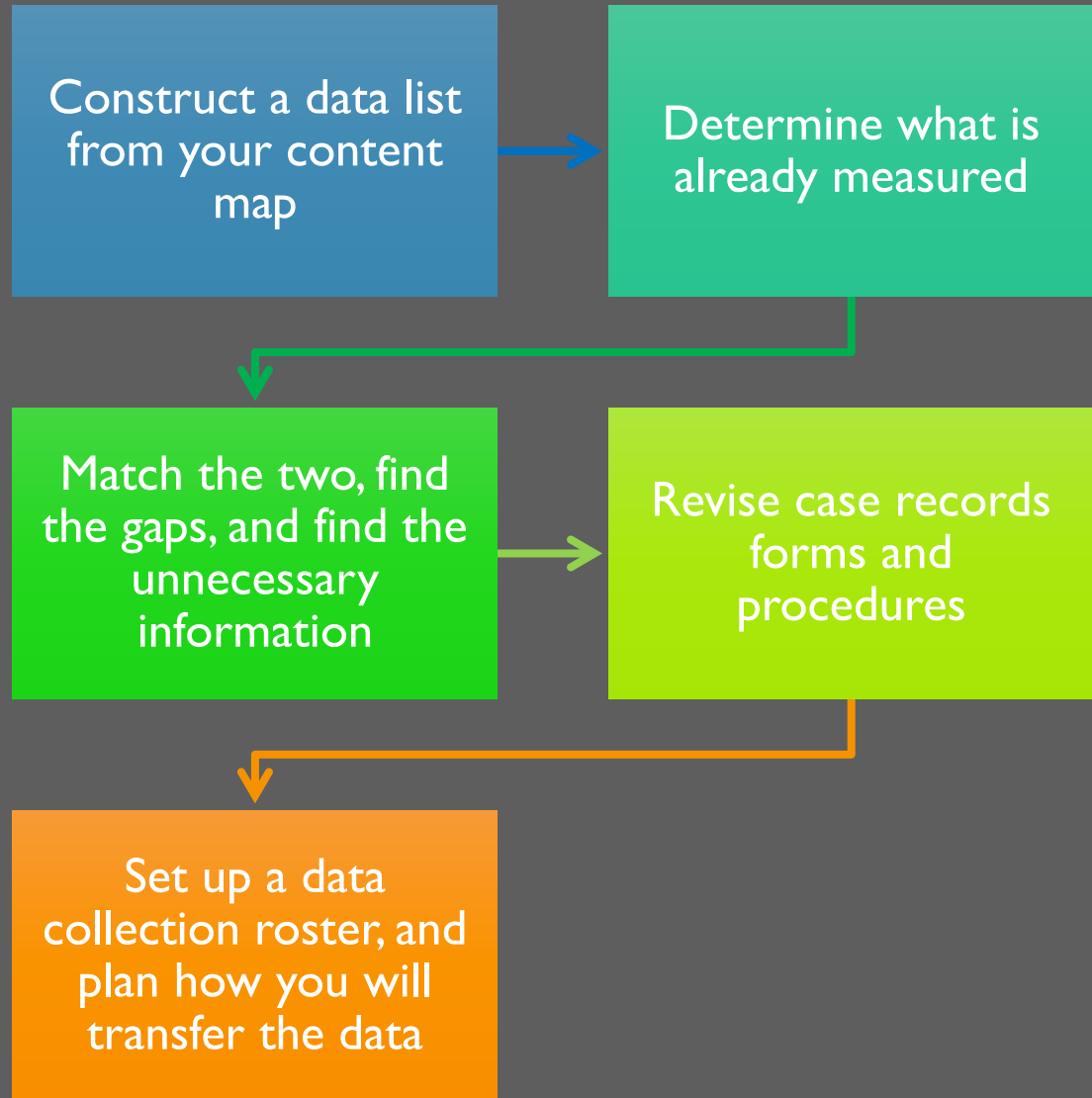
Will you be able to implement correctly?

CONTENT MAPS

Outcome	Tool items
Increased digital literacy	
Increased technology usage	
For what purposes	

CREATING TOOLS

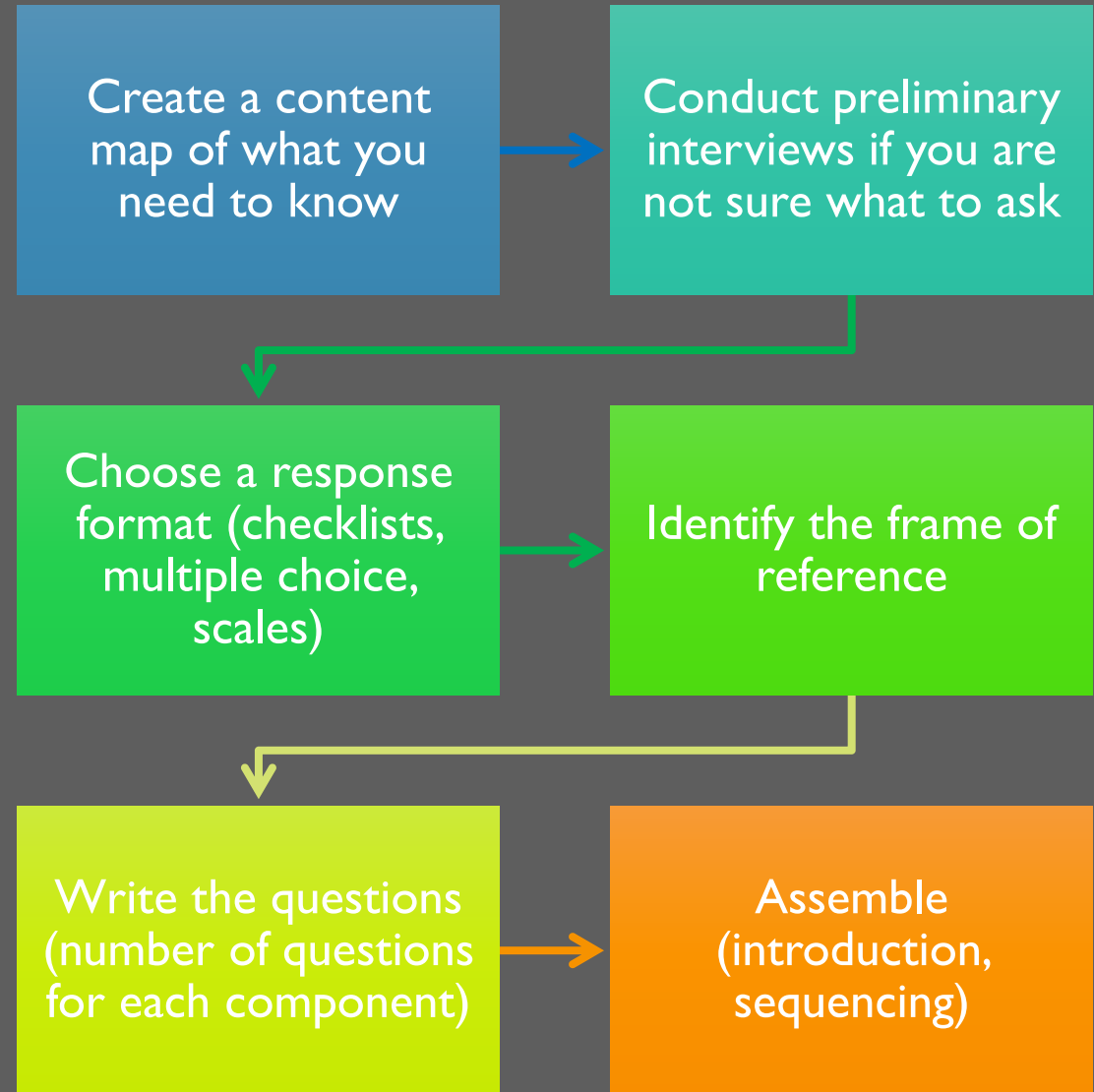
RECORD EXTRACTION STEPS



SURVEYS: WHAT WORKS, WHAT DOESN'T

- Online software reduces cost
- Online software reduces data entry time
- Online software does the first pass at data entry
- Relatively easy for the administrator
- Provides quantitative data
- Difficult to develop a valid and reliable survey
- Can be difficult to get a good response rate
- Not a good fit for everyone
- Puts the burden on the participant

CREATING SURVEYS



GETTING DATA FROM SOMEWHERE ELSE

Types of data

- Coverage maps
- ER visits and 9-1-1 calls
- Grades
- Courses taken and certifications
- Wages and titles

Considerations

- Publicly available or not
- Data use agreements
- De-identified data
- Aggregate data for your clients

ASSIGNMENTS

- Record extraction: data elements
- Survey or interview: content maps / objectives
- Observation: Behaviors
- Official statistics: data elements and who has them

RESOURCES

- **The Urban Institute Outcome Indicators Project.** The project provides a framework for tracking nonprofit performance. It suggests candidate outcomes and outcome indicators to assist nonprofit organizations that seek to develop new outcome monitoring processes or improve their existing systems.
www.urban.org/center/cnp/projects/outcomeindicators.cfm
- **W.K. Kellogg Foundation** <http://www.wkkf.org/resource-directory/resource/2006/02/wk-kellogg-foundation-logic-model-development-guide>
- **The Evaluation Center**
<https://wmich.edu/evaluation>

RESOURCES

- **Innovation Network.** Innovation Network provides knowledge and expertise to help nonprofits and funders learn from their work to improve their results. www.innonet.org
- **Social Innovation Fund Evaluation Plan Guidance**
<http://www.nationalservice.gov/documents/social-innovation-fund/2014/social-innovation-fund-evaluation-plan-guidance>
- **CDC guidance**
<https://www.cdc.gov/eval/framework/index.htm>
- **Rutgers**
<https://njaes.rutgers.edu/evaluation/resources/>

RESOURCES

- **Results-Based Accountability**, which presents a very plain-language approach to evaluation. www.raguide.org.
- **Pew Charitable Trusts**
<http://www.pewtrusts.org/uploadedFiles/wwwpewtrustsorg/Reports/Miscellaneous/chapter14.pdf>
- **Sample Size Calculator:** <https://www.qualtrics.com/blog/calculating-sample-size/>
- **Canva: Online graphic design site free for nonprofits** <https://www.canva.com/canva-for-nonprofits/>