

Welcome!

We will start soon.

You'll need a piece of A4 (or bigger) paper for this session and ideally 2 different pens.

Reviewing your data

About the team



About today's webinar



10 minute presentation



25 minute group activity to share and learn from others

In the chat box, please share your:

- Name
- Organisation
- One word or phrase to describe how you feel about collecting and using data

4 key questions

1. What decisions do I need to make now/soon/in the future?
1. What information do we need to make those decisions?
1. Have I already got that info? Is it possible to collect that data?
1. What am I going to do with the data once I've got it?

5 types of data



User data: Information on the characteristics of the people you are reaching.



Engagement data: Information on how service users are using your service, and the extent to which they use it.



Feedback data: Information on what people think about the service.



Outcomes data: Information on the short term changes, benefits or assets people have got from the service.



Impact data: Information on the long-term difference that has resulted from the service.

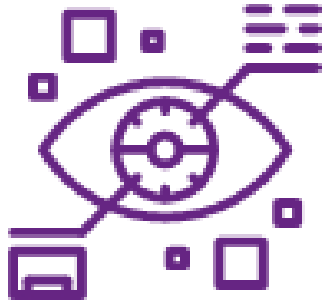


Keeping people and their data safe

The ICO encourages us to keep sharing data, but...

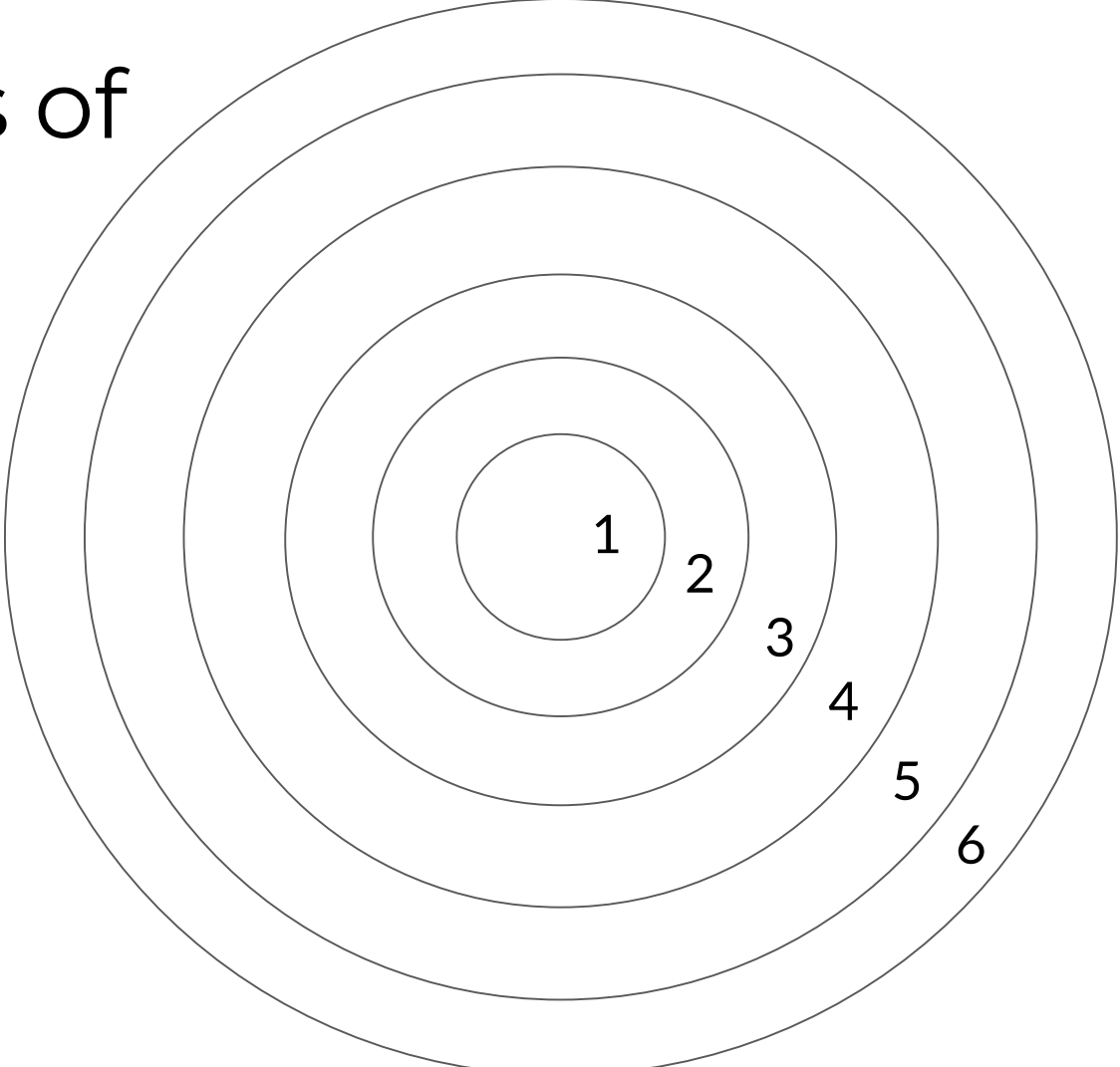
- **Keep it clear** - be clear, open and honest with people about what you are doing with their personal information.
- **Keep it lawful** - do you have the person's consent? Or would they expect you to collect/use/store their information in that way?
- **Keep it secure** - share files securely online, use password protection
- **Keep it to a minimum** - only collect, use and keep what you actually need!

Getting the most from this session



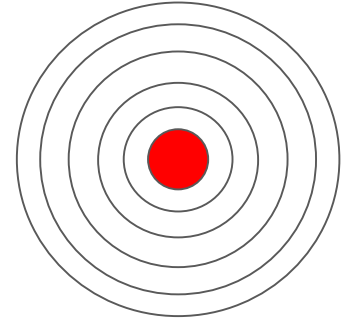
- Work fast
- Process not product
- Share what you know and what you don't
- Don't worry about making mistakes
- Ask if you don't understand

Circles of data



1. Who is your main user group?

Write or draw your main user group in the middle circle.

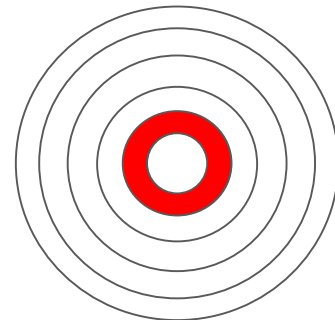


1 minute

2. How do your users interact with you?

1. In your next circle, write or draw the ways that these users interact with your organisation.

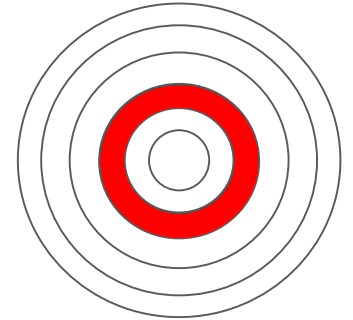
- Eg accessing info via your website, attending events, applying for funding etc. It might be something you do directly or through a partner.



1. Use a different colour pen to draw some arrows that show who interacts with what

3. What data do you collect?

In circle 3 write or draw the information you collect about users.



User data
(e.g. Names, date of birth, postcode, needs data)

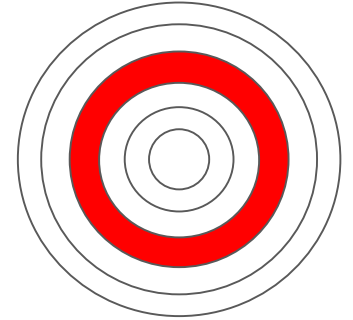
Engagement data
(Eg, attendance record, enquiries, social media engagement, website views.)

4. How do you collect data?

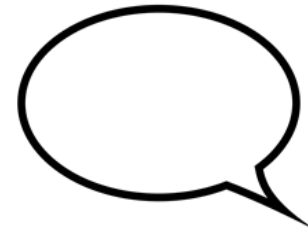
1. In circle 4, write or draw how you currently collect data for the interactions you've mapped.

- You might use the same method for multiple services – eg. using Google Analytics to track multiple online services. You only need to add it to the circle once.

1. Use your second pen to draw some arrows showing which methods you're using for which services



4. How do you collect data?

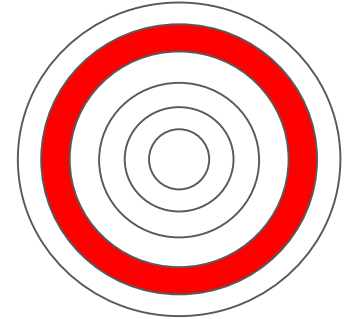


5. Where is this data held?

1. In circle 5, write or draw what you're doing with the data you collect.

- Do you combine data from multiple collection methods?
- Do you type up or digitise feedback given on paper or in person?
- Do you export it from one system into another?
- Where do you store your data?

1. Use your second pen to draw some arrows showing how you move data from collection to storage



5. Where is this data held?

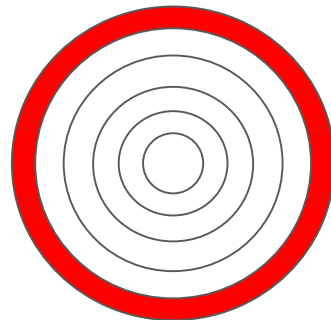


6. How is this data used currently?

1. In circle 6, write or draw how you analyse and interpret your data.

- This might happen for your annual reports or quarterly board reports.
- It might happen when teams review their work.
- Who uses the results of the analysis? Is it used internally or externally?

1. Use your second pen to draw some arrows showing which methods you're using for which services



6. How is this data used currently?



Excel



Google Analytics



Google
Sheets



VISUALIS



GECKOBOARD

6. How is this data used currently?

Fundraising

Presentations

**Research
reports**

Reporting



**Staff
meetings**

**Influencing
stakeholders**

Adapting services

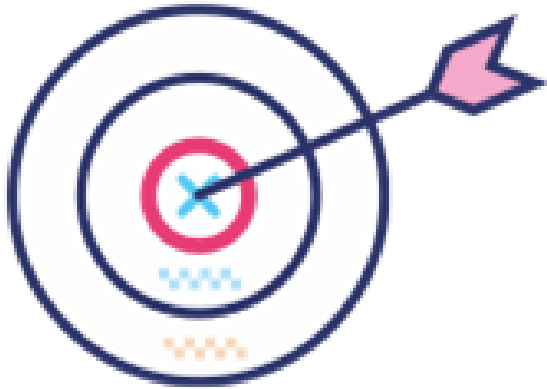
Engaging users



Questions to consider...

1. **Where are the gaps?** Is there data you collect but don't analyse or report? Why are you collecting it? What decisions do you need to make that you don't have good enough data for?
2. **Time = money. What's taking up a lot of time?** Where could you save time?
3. **Where could external data be useful?** Can you compare your data against a public source?

Where do get these resources



[Download the exercise](#)



[Complete our worksheet](#)

Other support



- Free online events with others from across the UK
- Free resources, guides and templates
- Inspiring stories and examples of how others have done it.

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