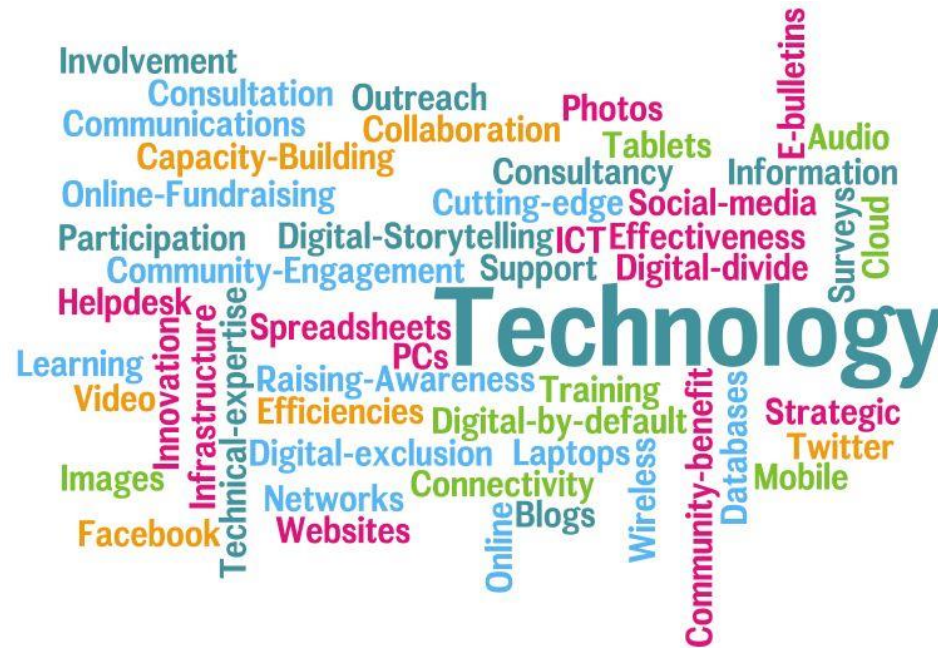# Basic Digital Data Collection

About Superhighways….

Providing tech support to the sector for 20 years

- ✓ Tech Support
- ✓ [Training](#)
- ✓ Websites
- ✓ Strategy
- ✓ Digital inclusion
- ✓ Impact Aloud
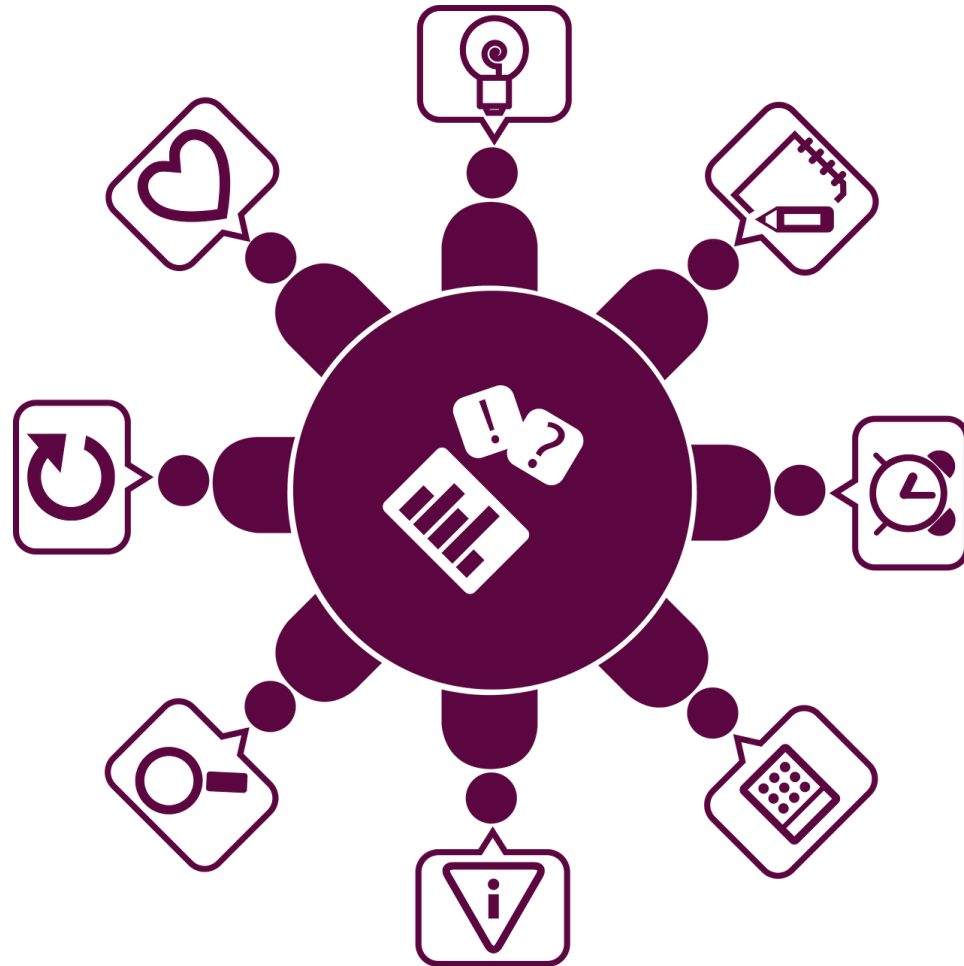- ✓ Digital leadership
- ✓ [Datawise London](#)

E-news sign up https://superhighways.org.uk/e-news/

What we'll cover today

- ✓ What data are we collecting?
- ✓ Why is it needed?
- ✓ How digital can help
- ✓ Free and affordable digital tools

What information are we collecting?

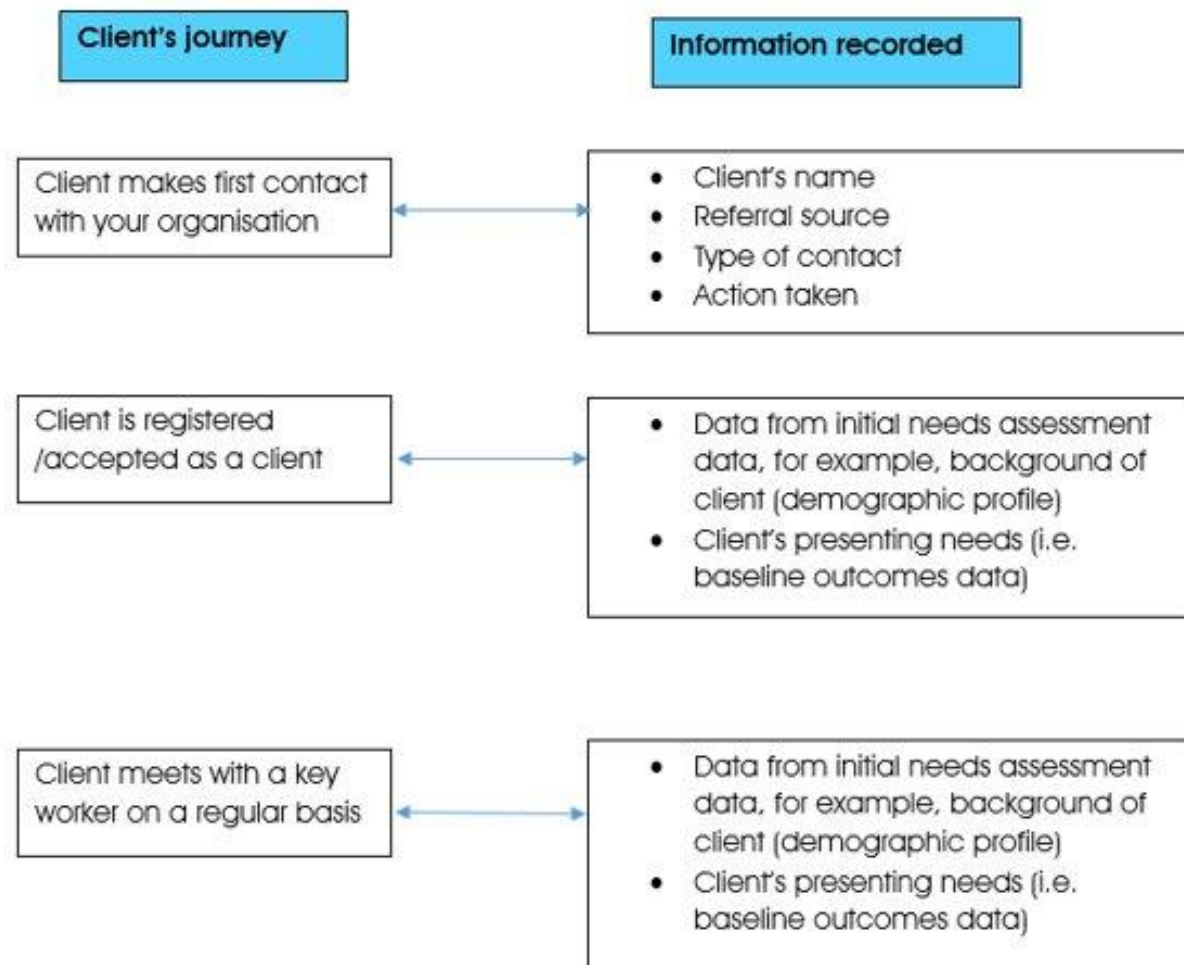Breakout rooms – discuss what information you are collecting and how...

Who do you need collect data from?

Client journey

Putting outcomes into practice: data gathering opportunities

Tracking a client's journey through your organisation can help you to identify information collection points that should inform the way you develop your system.

Client's journey	Information recorded
Client makes first contact with your organisation	• Client's name • Referral source • Type of contact • Action taken
Client is registered /accepted as a client	• Data from initial needs assessment data, for example, background of client (demographic profile) • Client's presenting needs (i.e. baseline outcomes data)
Client meets with a key worker on a regular basis	• Data from initial needs assessment data, for example, background of client (demographic profile) • Client's presenting needs (i.e. baseline outcomes data)

Types of data

User data

Asks: demographics, characteristics, reason for coming service

Establishes: your target audience, who you are serving

Engagement data

Asks: how people engage, frequency, why they stop

**Establishes:** the extent to which people use your services and how

Service data

Asks: what they liked / didn't like, why, what they would change, what is special

Establishes: whether users are satisfied and your service is working as intended

Outcome data

Asks: what has changed as a result of using the service, what have people gained

Establishes: short-term and long term impact on people's lives

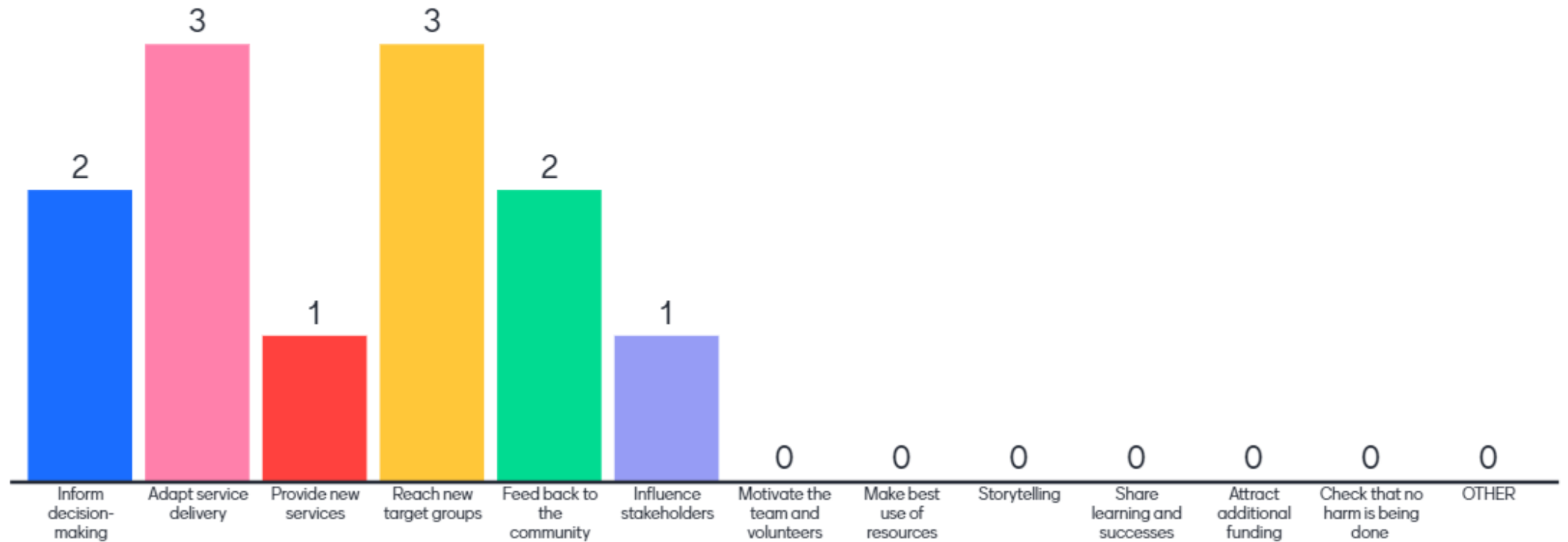# What do you use your data for?

Go to

www.menti.com
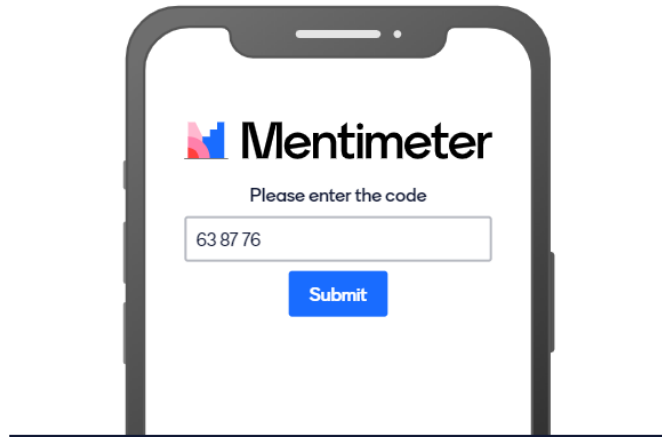
6689 9544

Or click on the link in the Zoom chat

https://www.menti.com/c25fm6hisg

What are your top 3 reasons for collecting data?

What's your biggest data challenge?

What data to collect and how to collect it

Using online as client as clients language barrier

I dont know yet because i rarely participated in data collecting.

ethnicity, gender, dob

Things to do next with INSPIRING IMPACT

Step 1:
Data Diagnostic

Your details

Your organisation*

Organisation

Name of project or service*

Name

NEXT QUESTIONS

Step 2
Review your existing data

Download the worksheet

Review your existing data

This worksheet contains step-by-step guidance to help you review the type, quality, and purpose of your existing data.

DOWNLOAD THE WORKSHEET

Ways to collect data

- ✓ Routine data collection
- ✓ Surveys
- ✓ Observations
- ✓ Interviews
- ✓ Creative methods
- ✓ Gathered / secondary data

"Do I look like I have time for digital?"

Why digital can help?

Greater efficiency:

✓ Automating manual processes
✓ Reducing paperwork
✓ Reducing staff time

Greater effectiveness:

✓ Sharing / accessing information
✓ Analysing data in more sophisticated ways
✓ Presenting information with greater impact & to a wider variety of audiences
✓ Engaging your audience in monitoring and evaluation

Using the findings

Planning

Evaluation

Monitoring
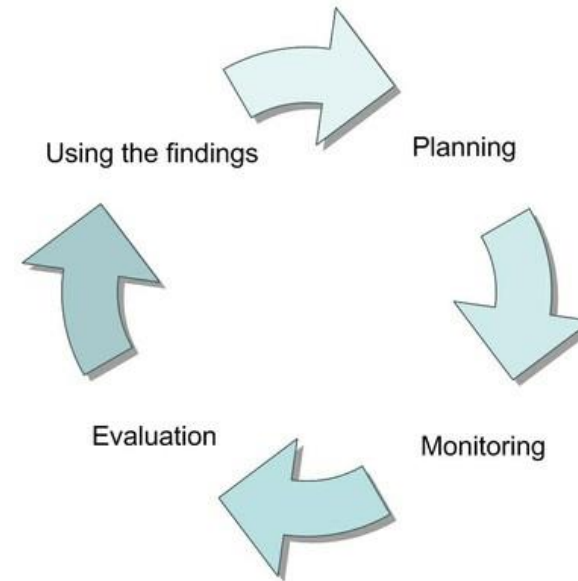
"Where do I start?"
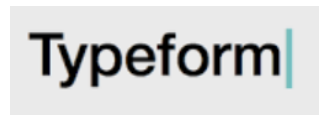
From paper to online data collection

"The google forms have been so useful! It is amazing to see the answers compiled into graphs and charts straight away."

"I no longer need to persuade the Team Leaders of the need for digitising our data collection - it is being automatically driven by GDPR!"

Office 365 Forms live!

https://forms.office.com/r/y7PYYvT3fL

1) Logging a Conversation with a resident

Best Start ABCD app

* 1. Who are you?

○ James

○ Jenny

○ Lorraine

○ Stella

● Melissa

○ Natalia

* 2. Which area are you working in?

○ Broad Green

○ Thornton Heath

○ Selhurst

● New Addington

○ Fieldway

○ Waddon

○ Heathfield

○ Upper Norwood & South Norwood

* 3. Was it?

● A conversation with a resident

○ Signposting/referral

○ A networking opportunity/conversation with professional

○ An event

○ A case study

Next

A diy app?

(Using Survey Monkey – but could be any online form)

Which online form or survey tool?

1. Scale
2. Storage
3. Complexity
4. Download format
5. Looks
6. Integration
7. Design
8. Cost

Read our blog post...

Data capture with SMS

Are you using social media?
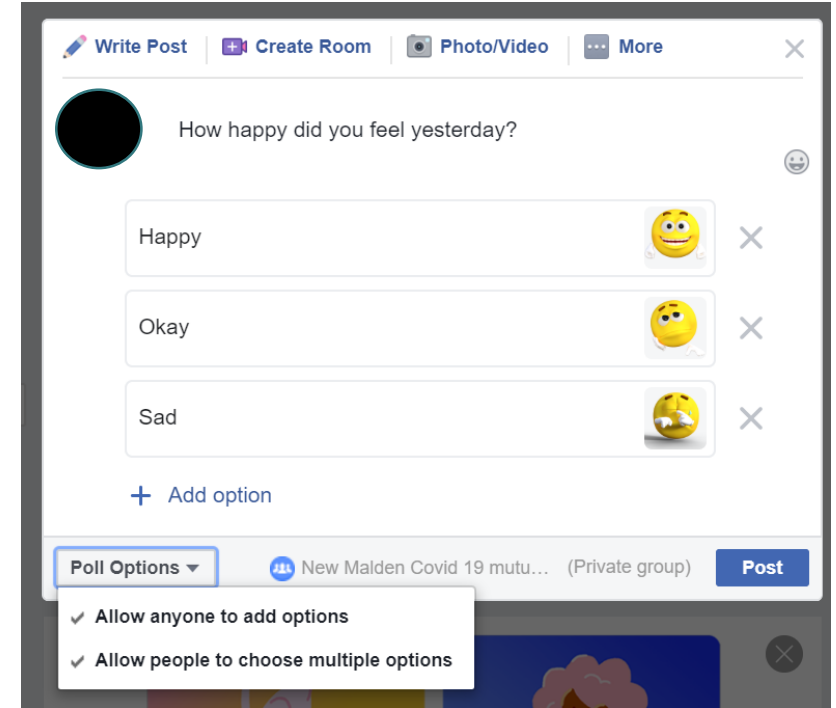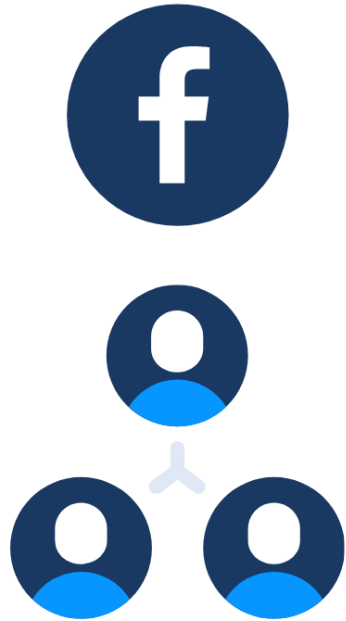
Capture your impact - diaries

Moodtrack Diary

prasanthsrinivasan (bib 2317

My first marathon. Throughly enjoyed. Kudos to team organisers.Looking forward for the next event.

Padlet

Give people a voice – audio interviews

LEAH Learn English At Home

Home   Learn English   Teach English

Inas

Inas is from Sudan and has a young baby. LEAH volunteer, Maggie, has been visiting her at home for several months. Inas is pictured on the left.

" Now I feel more confident to go shopping and speak to other people. Thank you LEAH."

William   Rajah   Netphis   Ham People's Project

Collect and publish

audioBoom

SOUNDCLOUD

Edit

Record, transcribe, edit and publish

Otter.ai

CPOF

Crystal Palace Overground Festival

Crystal Palace Overground Festival is an event that has a wide range of diverse activities for people of all ages to get involved in. Follow us on twitter @CPOFestival , on Facebook at Crystal Palace Overground Festival and Instagram at cpofestival

Crystal Palace Park

crystalpalacefestival.org/

Yoga Students

CPOF

Nicola talks to John Paul from Men in Sheds

CPOF

Yoga lessons

CPOF

London Mozart Players- Julia tells people what LMP is doing next.

CPOF

London Mozart Players-

London Mozart Players-

Volunteer Stall holder

Nicola's Soundbath

0:00

0:15

Over to you!

What stories would you want to capture now?

A picture tells a thousand words
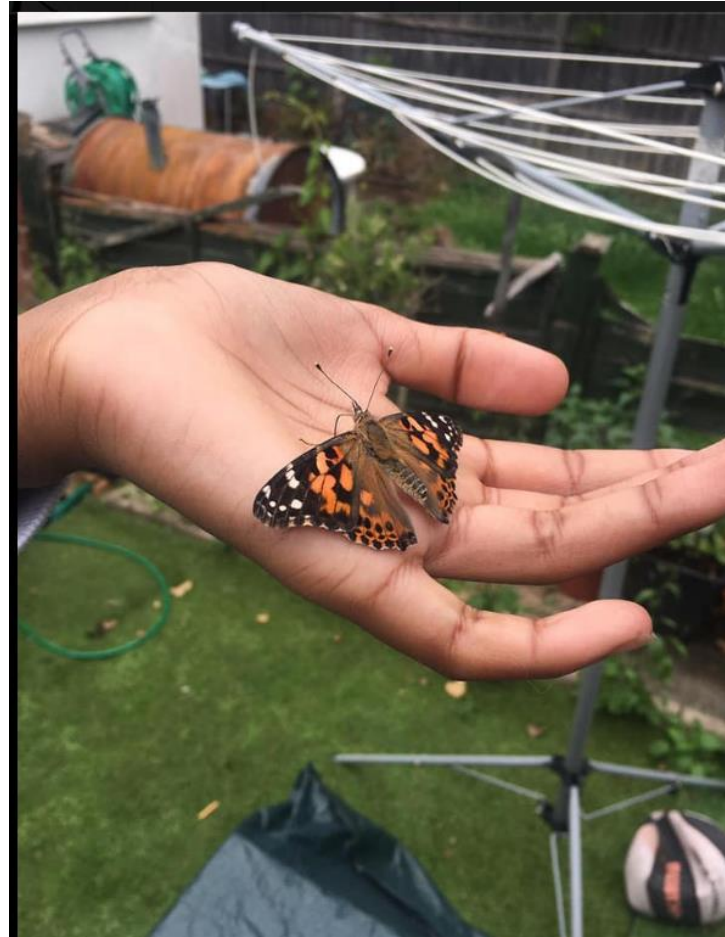
Sutton African and Caribbean Cultural Organisation
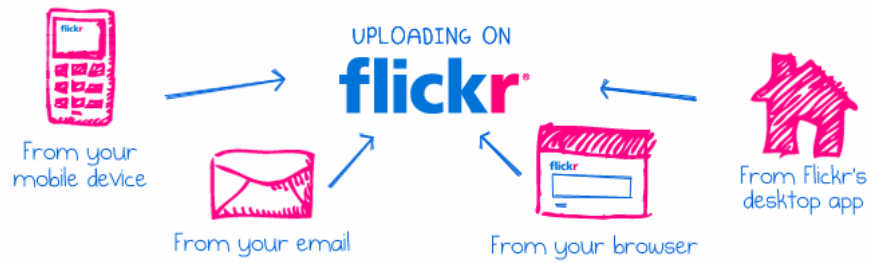
A picture tells a thousand words

Measuring change album

Oct 25, 2017
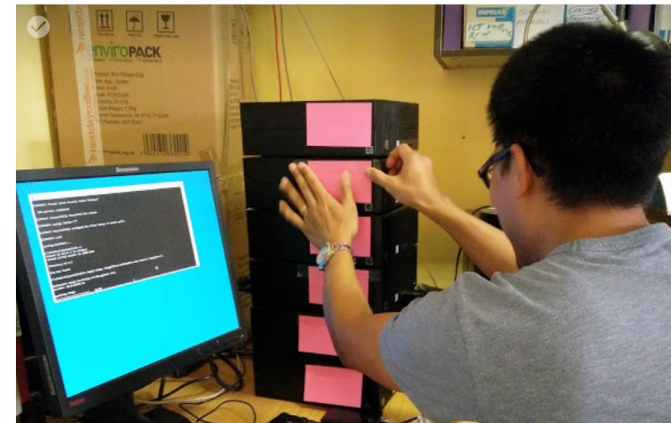
CROYDON NEIGHBOURHOOD CARE

THE PROBLEM: Raise awareness of Carers Week. and activities to support carers across the Borough.

THE SOLUTION: Give carers a voice by collecting Audioboom interviews.

> " Appreciate your support in helping to move us forward in the new ways of capturing information & outcomes.
> It' s going to be good! "

Donna Richmond
Befriender Co-ordinator

You don't need feature films…

Online tools we're now using every day

- ✓ Microsoft Teams
- ✓ Google Meet
- ✓ Jitsi
- ✓ Zoom
- ✓ ....there are others!

Everybody's Zooming!

#StayHomeFeast An Introduction to the SE27 Mutual Aid Group

Systematic data storage

- ✓ Digital filing e.g. Google Drive, SharePoint, Drop Box etc

- ✓ Excel

- ✓ Off the shelf affordable online databases

** BUILD IN TIME TO ANALYSE **

Making the most of Excel

*"I believe very strongly that charities benefit from investing in upskilling their workforce around IT and **Excel** is a fantastic tool":*

- *Cheap to build*
- *Easy for staff to learn*
- *Fun to use!*

- *Great for reporting!*
- *Easy to analyse trends*
- *Give us confidence we know our project"*
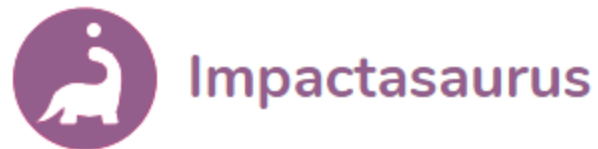
Making the most of Excel

- ✓ Sorting & Filtering
- ✓ Conditional formatting
- ✓ Using Tables
- ✓ CountIf
- ✓ Pivot tables
- ✓ Charts & Graphs
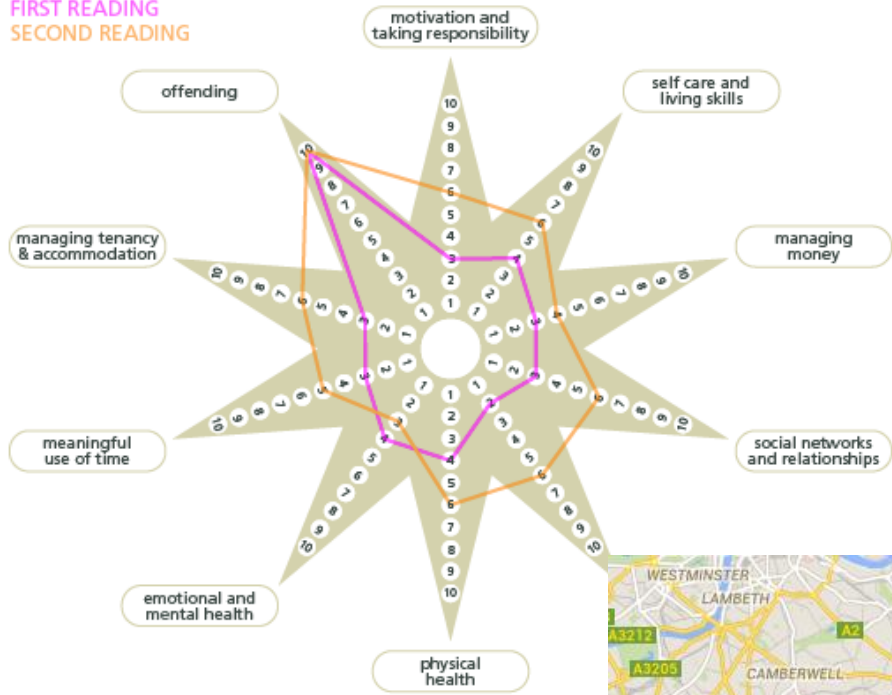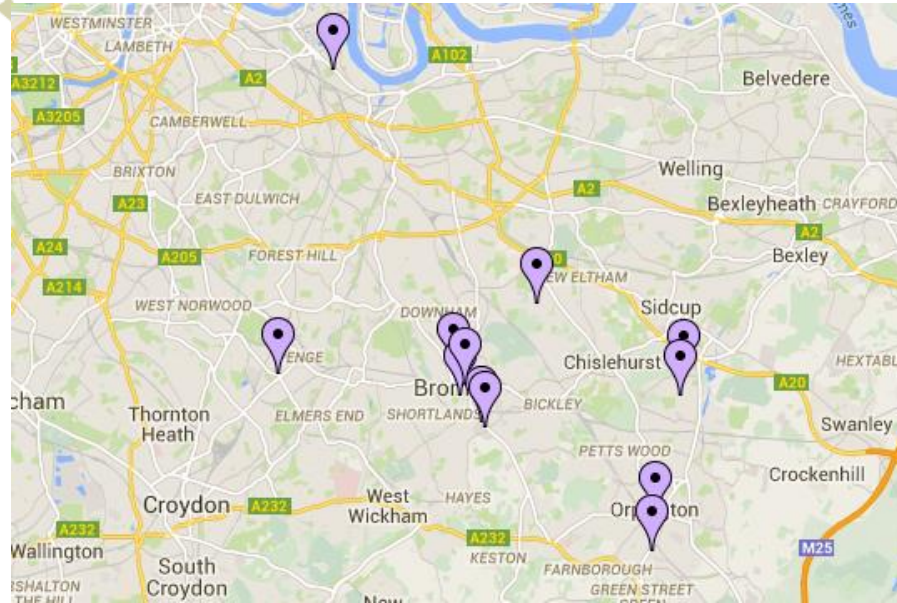
Low cost off the shelf online databases

Lamplight

BETTER
IMPACT

UPSHOT
MANAGE | MONITOR | EVIDENCE

Time to Spare

Makerble

views

Impactasaurus

Outcomes
Star™

Read our blog post...

Presenting your data

Best practice issues

✓ Do you need to be registered with the information commissioner? www.ico.org.uk

✓ Do you have a data protection & privacy policy and explain why you collect data and what it will be used for?

✓ Do you get consent to use photos / videos?

✓ Is your client data secure i.e. password protected, backed up, safeguarded with anti virus software and a firewall? Infographic

Thank you for listening

Kate White

Sorrel Parsons

SUPERHIGHWAYS

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✓@SuperhighwaysUK

Trust for London

Tackling poverty and inequality