

# Data Collection Tools

**Make your Mark**



# Your name and...

**One word** that someone would use to describe how they **feel** having attended one of your activities



# 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

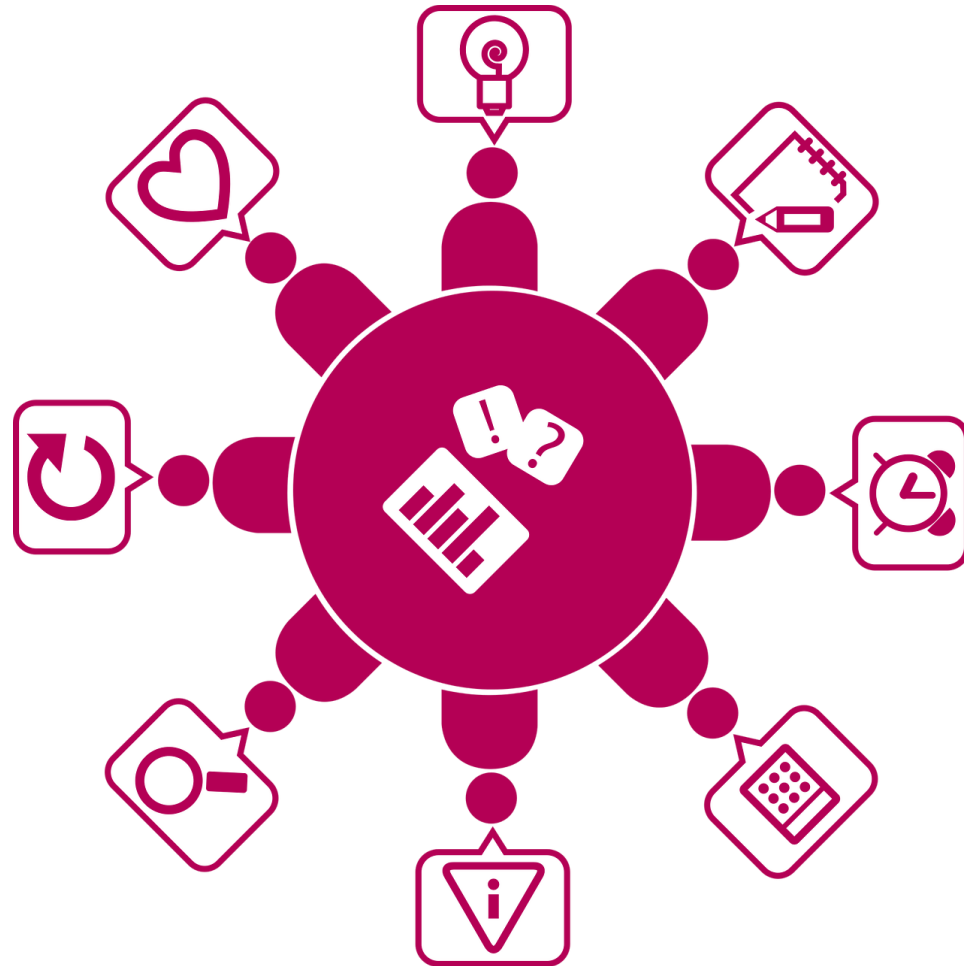
- ✓ What data do we need to collect?
- ✓ The how and the why
- ✓ How digital can help
- ✓ Free and affordable digital tools



## Quick Zoom poll...

On a scale of 1 (low) to 10 (high), what energy level are you starting this session with?

# What information are we collecting?



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



# Introducing Music Mentors



# The data Music Mentors collects





# Types of data

## User data

**Asks:** demographics, characteristics, reason for coming service

**Establishes:** your target audience, who you are serving

## 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

## Engagement data

**Asks:** how people engage, frequency, why they stop

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

## 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



# Types of outcomes

Type	Describes changes in people's....	Example – Music Mentors
<b>Knowledge</b>	...understanding and awareness	Understand self
<b>Attitude</b>	...beliefs, values, thoughts, feelings, motivations	Belief in self
<b>Behaviour</b>	...actions, conduct, habits, participation, engagement	Determination to succeed
<b>Skills</b>	...practical, educational, interpersonal, emotional	Better self-regulation
<b>Condition</b>	...personal state, situation, circumstances	Non-criminal identity
<b>Opportunity</b>	...availability of appropriate programmes, accessibility, inclusion	Opportunities for employment (protective factor)



# Planning your data collection

Individually  
start to  
complete your  
data  
collection  
template

5 – 10 mins



**INSPIRING  
IMPACT**

**Download the worksheet**  
Create a data collection plan

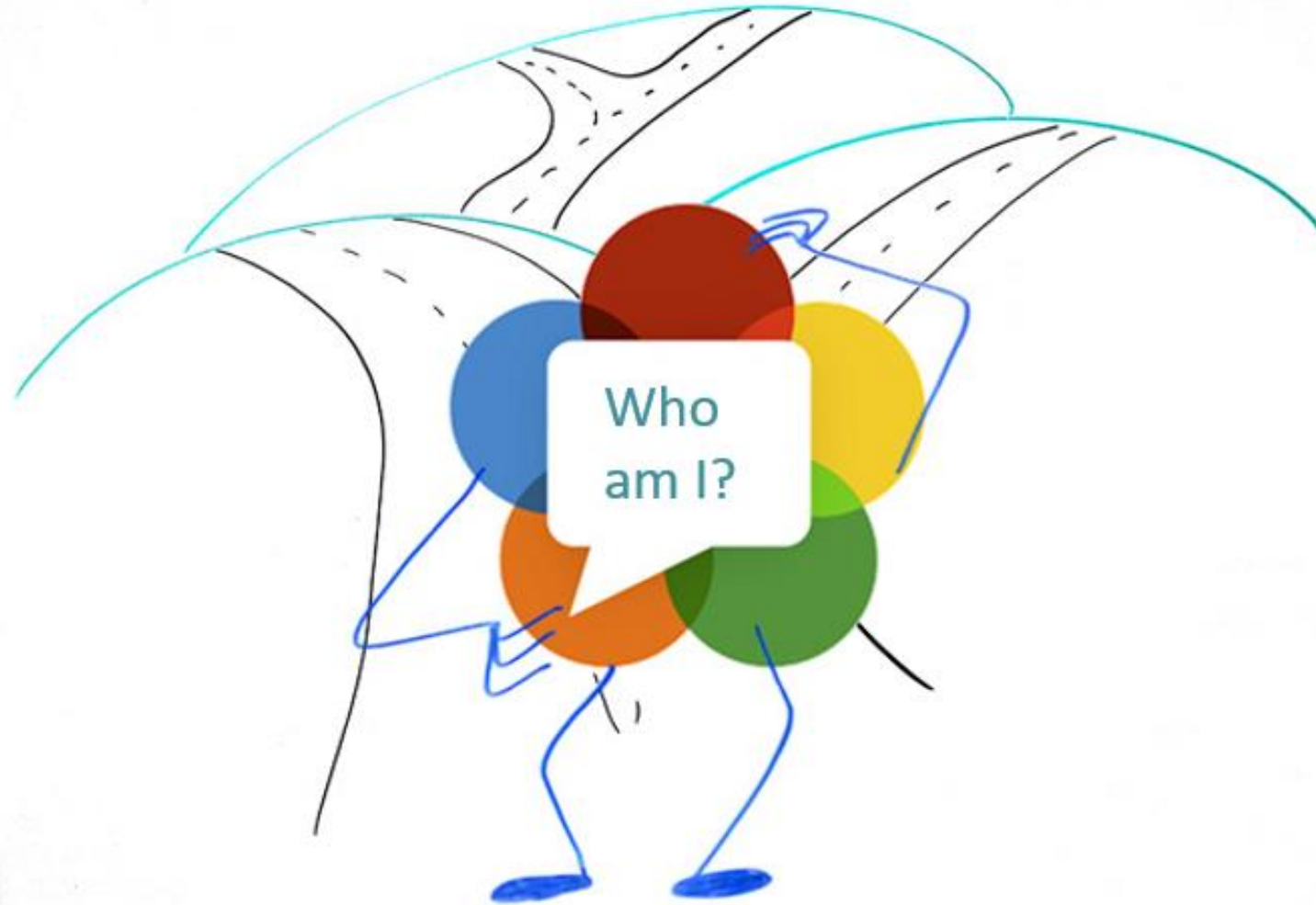
This exercise contains questions and guidance to help you identify what data you're going to collect, and how, for each research question.

[DOWNLOAD THE WORKSHEET](#)

The screenshot shows a pink rectangular card with a white border, tilted slightly. At the top right, the text 'INSPIRING IMPACT' is written in a bold, black, sans-serif font. Below this, the heading 'Download the worksheet' is followed by the sub-heading 'Create a data collection plan'. A paragraph of text describes the exercise: 'This exercise contains questions and guidance to help you identify what data you're going to collect, and how, for each research question.' At the bottom of the card, there is a red button with the text 'DOWNLOAD THE WORKSHEET' and a small download icon. To the left of the text, there is a circular icon containing a document with a blue arrow pointing down.



# Who do you need collect data from?



And when should you collect it??

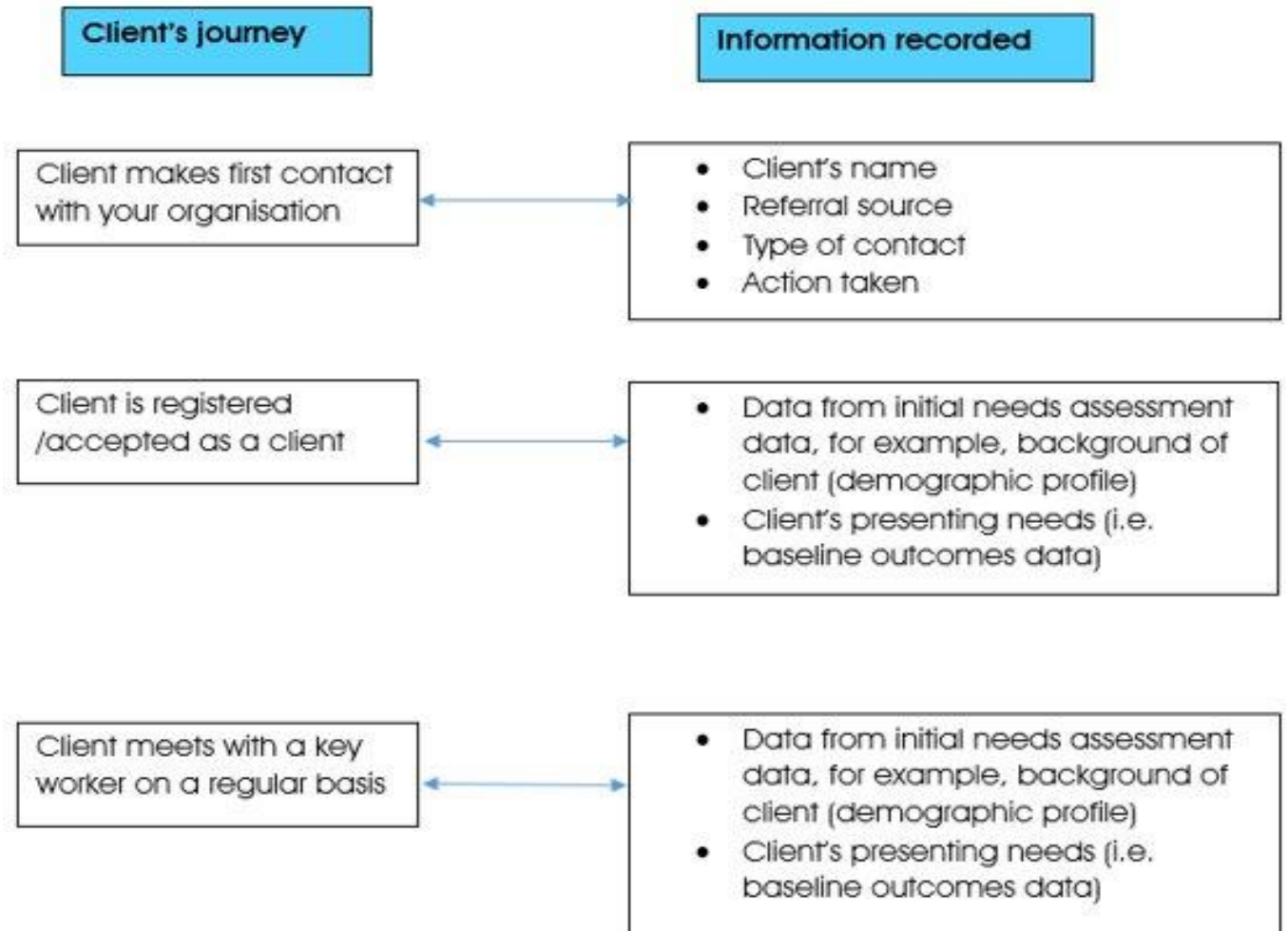


# Client journey – who, what and when?

# Housing Advice Agency

## 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.



# Community Mental Health Cafe

1

- **GP Referral Form**
- Basic details about individual including contact details and reason for referral

2

- **Mental Health Assessment Form**
- One to one meeting with individual before first attending a Café
- Further demographic data capture

3

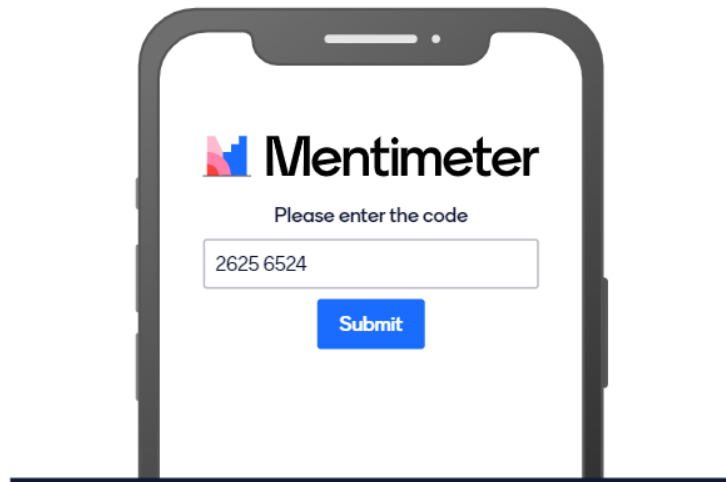
- **Weekly routine data collection**
- Attendance register
- Mood scale for attendees – on arrival and when leaving
- Debrief with volunteers – observational data



# What do you use your data for?

Go to

**www.menti.com**



Enter the code

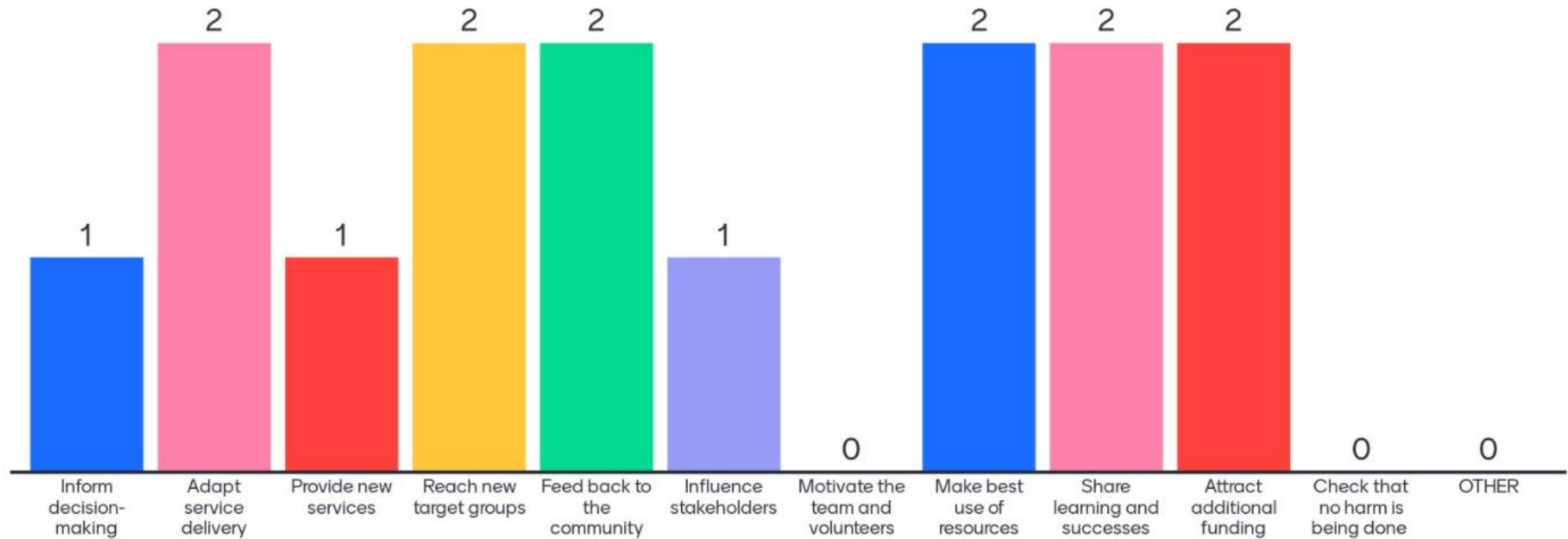
**2625 6524**

Or click on the link in  
the Zoom chat

<https://www.menti.com/fz2k2jkr3w>



# What are your top 3 reasons for collecting data?







## Ways to collect data

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



# What survey tools are you using?

What survey tools  
are you using?

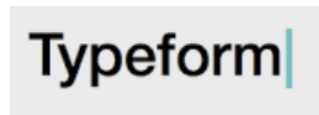
Answers in chat please!



[Read our blog post...](#)



“Where do I start?”



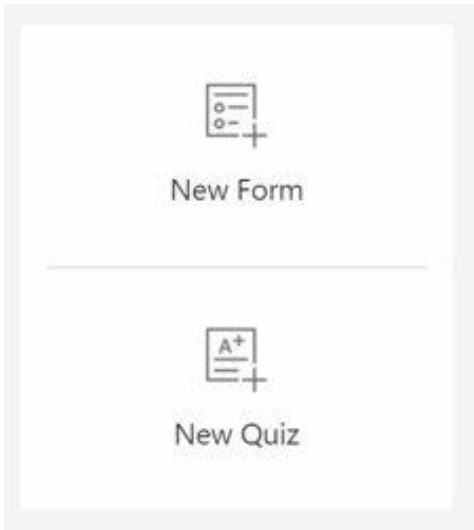


# Office 365 Forms live!

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



# Setting up your survey



Questions Responses **42**

## Top tools...

A test to show Forms

1. Are you already using online forms to collect data? \*

Yes

No

+ Choice Text Rating Date ...

Ranking

Likert



# Sharing your survey

Send and collect responses

Anyone with the link can respond ✓

Copy



Share as a template

+ Get a link to duplicate

Share to collaborate

+ Get a link to view and edit

# Accessing the results

Questions Responses **57**

Top tools...

57 Responses	00:51 Average time to complete	Active Status	...
-----------------	-----------------------------------	------------------	-----

View results

Open in Excel

1. Are you already using online forms to collect data?

[More Details](#)

- Yes 25
- No 32





# Office 365 Forms – a summary

- ✓ Multi question types available (including quizzes)
- ✓ No limit on number of questions
- ✓ Branching options e.g. if answer Yes, jump to Q5
- ✓ Share to collaborate with colleagues
- ✓ Click to get an email alert for each response
- ✓ Remember to copy link allowing anyone with link to respond
- ✓ See response summaries, individual responses or download into Excel
- ✓ [Further info](#)



## 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 for routine 'out and about' data collection (you could use any online form)





# Data capture with SMS



Call us:  
01244 752 299

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Home

Solutions

Product

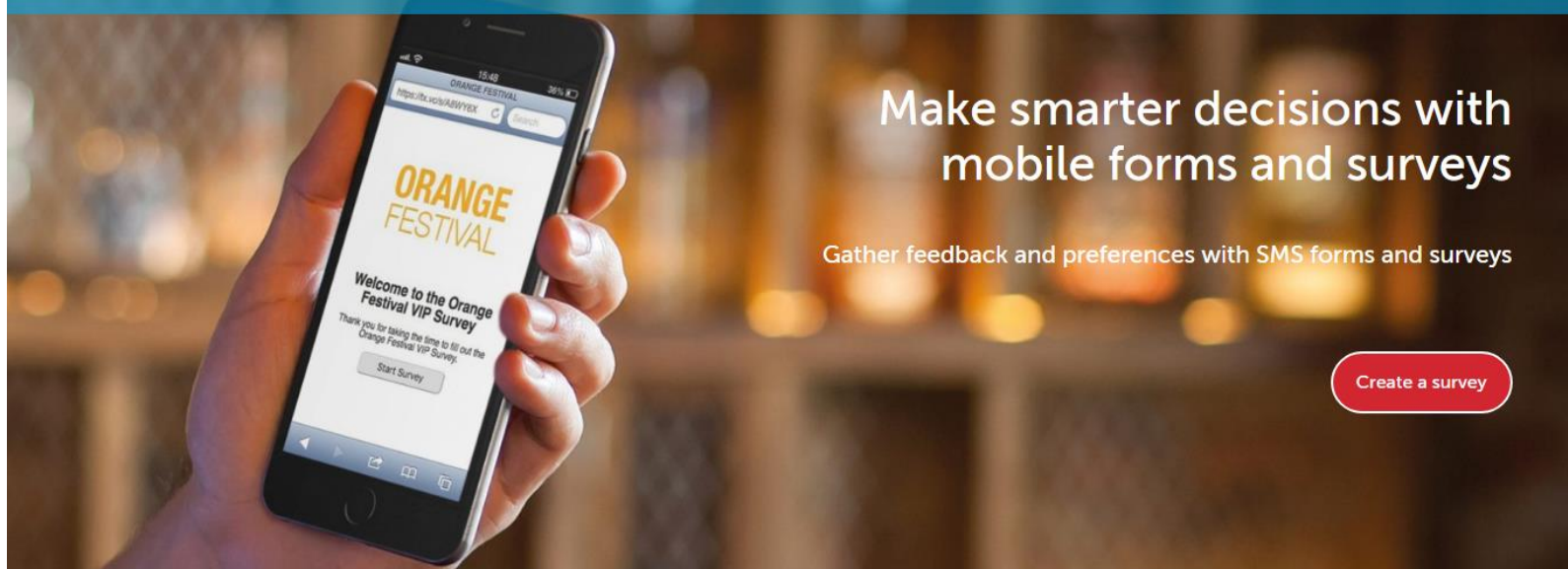
Integrations

Resellers

Blog

GDPR

Support

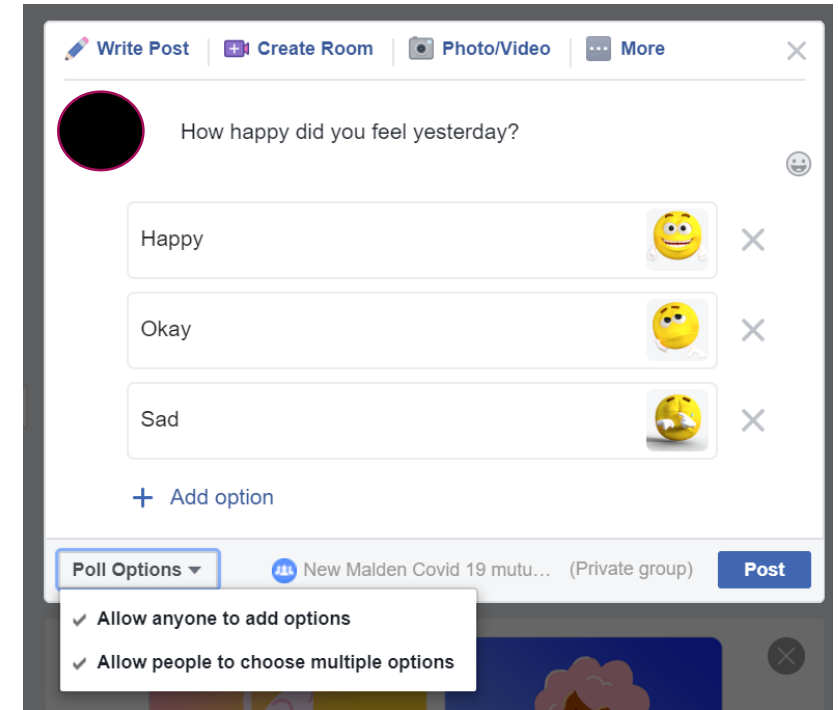
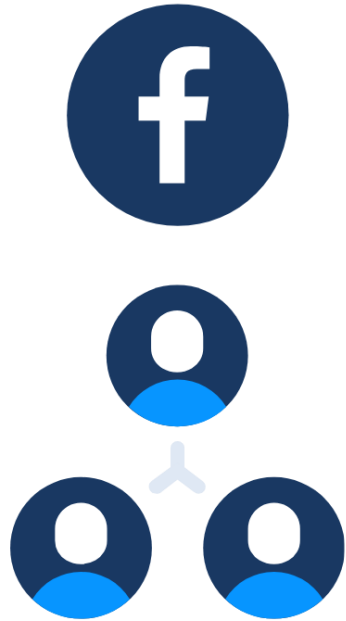


# SMS platform costs

- ✓ You essentially buy bundles of SMS messages – most providers have a minimum bundle, costs per message decrease the bigger bundle you buy
- ✓ You upload your contacts list to the platform and send bulk messages via their website
- ✓ Good if you don't have work mobile phones and less time consuming / easier to manage than doing via a single device
- ✓ [Text Local](#) – minimum 500 credits. Charity pricing 50% discount, so circa £14 ex VAT (2.8p per message)
- ✓ [Text Anywhere](#) – minimum 250 credits. Full price £12.75 ex VAT



# Are you using social media?





**“no numbers without stories, no stories without numbers”**

[Stories and Numbers: Collecting the right impact data](#), New Philanthropy Capital



# Capture your impact – diaries



Moodtrack Diary



prasanthsrinivasan (bib  
2317

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



# Giving people a voice





Over to you!



Why interview?

In breakout  
rooms...

What stories  
could you  
capture?

# Giving people a Voice

 LearnEnglishAtHome

## Inas

8 Aug 2017, 13:23



 Headliner  Embed

### Next



Maggie

### Top Episodes




Rajah  
by LearnEnglishAtHome




Lamah  
by LearnEnglishAtHome



Linda  
by LearnEnglishAtHome

 Report this episode

 Download audio

 QRCode

Collect and publish  
with podcasting /  
music sharing sites



Edit with  
Audacity





# Record, transcribe, edit and publish



Home

Search conversation

Record Import

Agenda Today

To see your agenda [connect your calendar](#)

Recent Activity

- Note is ready Feb 24  
audio, transcribe, recording, transcript, sharing, transcribing, straightaway, soundcloud, youtube video, quick, site, account, publish,...
- Note is ready Feb 22  
disciplined, screen, london, commute, sedentary, listen, primarily, differentiation, day, routine, eat, daytime, great, front door, office,...
- Clare NLCF Roundtable is ready Dec 9
- NLCF Philippa breakout is ready Dec 4

NEW FEATURE

Transcribe Zoom LIVE

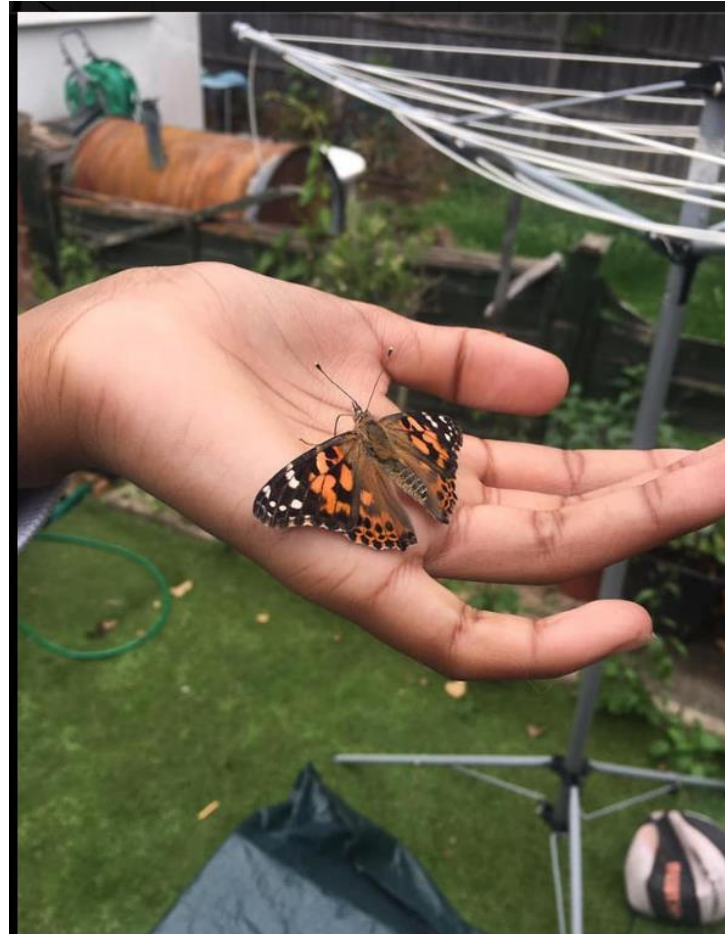
Live Captions & Live Notes

Try Otter Business for 1 month FREE

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- Get reminders to record your meetings

# A picture tells a thousand words



Sutton African and  
Caribbean Cultural  
Organisation

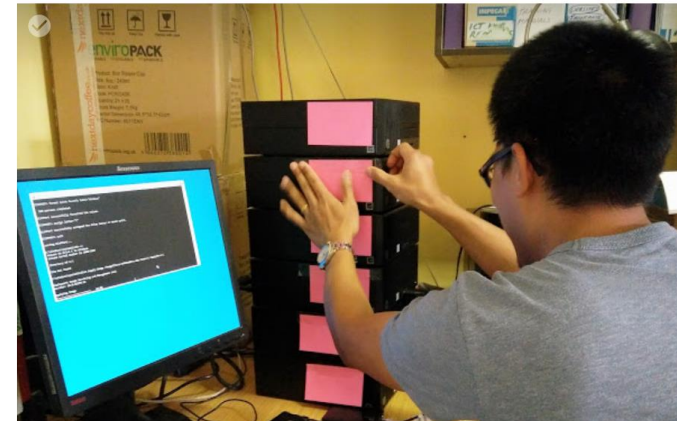


# A picture tells a thousand words



## Measuring change album


Oct 25, 2017



**flickr**<sup>TM</sup>



# You don't need feature films...



The video shows a group of people, including older adults, singing in a room. Some are holding sheet music. The scene is lit with overhead fluorescent lights. The video player interface includes a play button, a progress bar at -0:07, and HD and closed captioning icons.

**South London Cares**  
Like This Page · 8 February · 🌐

Mary, 73: "I've haven't been out the house in six weeks, but I knew I wanted to be here tonight."

Last night our Peckham singers - aged between 22 and 85 - got together to belt out 'I Will Survive' and 'Sister Suffragette'. It was a joyous way to mark the women's suffrage centenary.

181 Views

Amy Rose, Alice PB, Alex Smith and 10 others like this.

1 share



# Everybody's Zooming!



#StayHomeFeast An Introduction to the SE27 Mutual Aid Group

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



# Spot the Excel problem!

- ✓ Excel is a great tool but you need to get your data ordered and 'clean' to get the most from it
- ✓ Here's an Excel sheet with a few errors. Can you spot the problems?!



Date registered	Name	Post code	Ward	Age of oldest child	Initial assessment	Volunteer
03/12/2020	Janine Bond	SM1 1AB	Cheam	8	1	Karen
12/04/2020	Christine Evans	SM1 1AD	Sutton Central	12	2	Jane
10/20/2020	Razia Lord	SM1 1AE	The Wrythe	4	1	Simone
14/07/2019	Rumneet Porter	SM1 1AB	Sutton Central	5	4	Simone
15/01/2018	Christine Scott	SM13NQ		8	3	Jane
25/08/2020	Jo Soares	SM1 1QD	Sutton West	4	2	Karen
11/29/2019	Katie Greggs	SM1 1QE	Beddington North	3	2	Simone
09/02/2020	Donna Turner	SM1 1AW	Sutton Central	9	2	John
07/04/2017	Razia Lord	SM1 1AE	Sutton West	15	3	Hellen
20/04/2019	Joanna Green	SM11AY	Cheam	3	1	Jane
21/09/2020	Saba Casey	SM1 1AZ	Wallington South	6	4	Karen
09/18/2020	Mireide Williams	SM1 1BA		5	2	Karen
Sancha Gonzales	SM1 1BB	Sutton West	7	3	John	John
24/04/2020	Mel Chambers	SM1 1RS		6	3	Helen

Current

Waiting list

Archive



# And the errors are...

- ✓ A couple of dates with an obvious American date format
- ✓ A row with misaligned cells (maybe having been pasted from another worksheet?)
- ✓ Combined date in one column – first and surnames are better split into their own columns (then e.g. you could use for mail merge personalisation)
- ✓ Some post codes incorrectly formatted with no space
- ✓ Some missing data in the Wards column
- ✓ Age of child added – this will quickly go out of date! Best to enter DOB and use a calculation to add age
- ✓ Typo for Hellen – could be avoided by having a dropdown picklist of volunteers





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Waiting list

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# Making the most of Excel (once your data is in order!)

- ✓ Using Tables
- ✓ Sorting & Filtering
- ✓ Conditional formatting
- ✓ CountIf
- ✓ Pivot tables
- ✓ Charts & Graphs



# Need some more Excel skills?



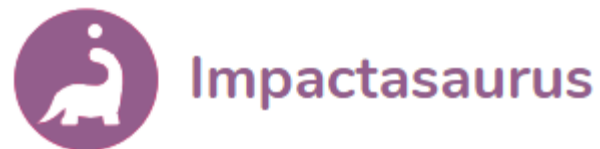
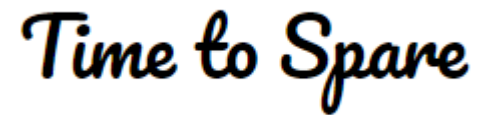
- ✓ Follow along with our practical Excel videos
- ✓ [Excel Bite-size 1](#): Managing your data ([guidelines/data](#))
- ✓ [Excel Bite-size 2](#): Creating a workable data set ([guidelines/data](#))
- ✓ [Excel Bite-size 3](#): Analysing your data ([guidelines/data](#))



# A 7 step process for choosing a database

50% of work			10% of work	40% of work		
1. Scope	2. Plan	3. Specify	4. Select	5. Prepare	6. Test & train	7. Implement
Taking stock – what have we currently got?	How are we going to approach it?	What do we need the database to do?	Which database should we choose?	Get everything ready	Put it to the test	Use it everyday
Time & budget Attitude towards change Technical skills Data stakeholders Software & equipment audit Outcome & evaluation framework	Appoint Project lead Timeline Staff & Volunteer buy-in	Mapping data to outcomes Reporting needs User requirements	Explore database options Map how the new database will fit in with your current systems	Database customisation Data clean up and migration User materials New working processes	Testing & fine tuning User training	Full roll-out Ongoing user support Database maintenance Continuous improvement
					<a href="#">Read our blog</a>	

# Low cost off the shelf online databases



[Read our blog post...](#)



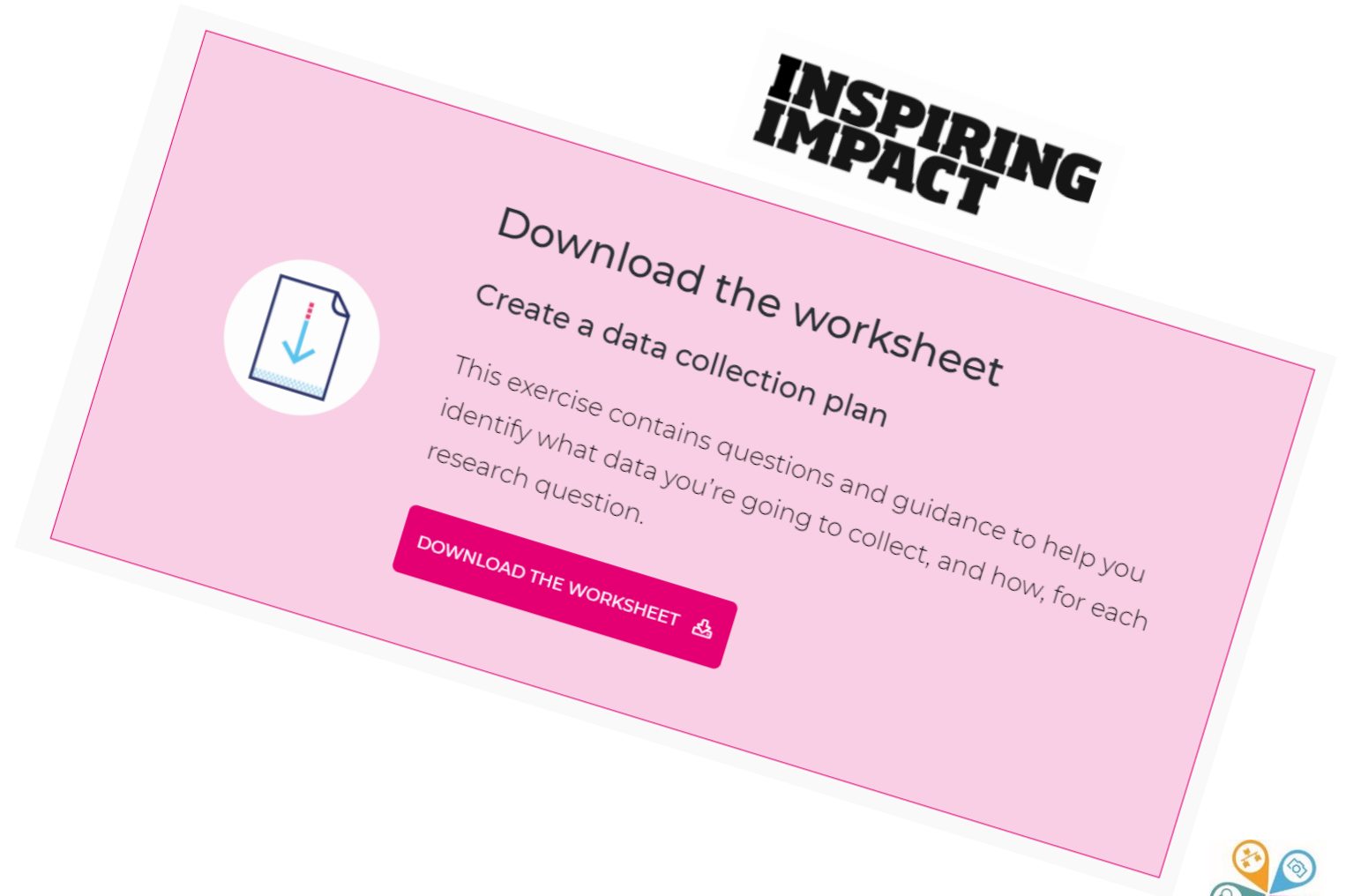
# Best practice issues

- ✓ Do you need to be registered with the information commissioner? [www.ico.org.uk](http://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](#)



# Final thought...

What tool or other information might you add to your data collection plan?



**INSPIRING IMPACT**

**Download the worksheet**

Create a data collection plan

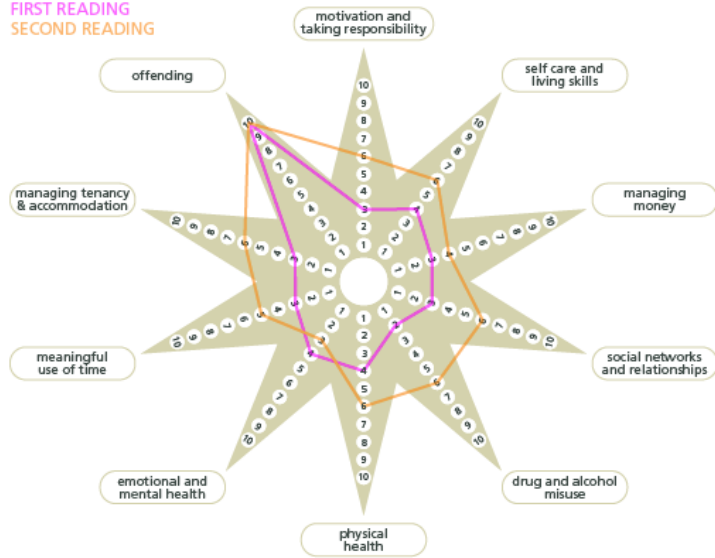
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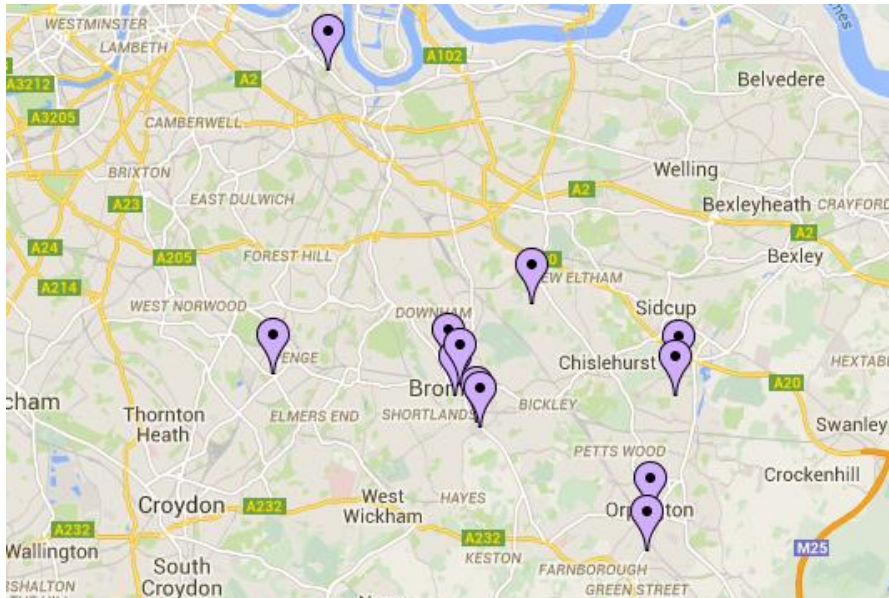


FIRST READING  
SECOND READING



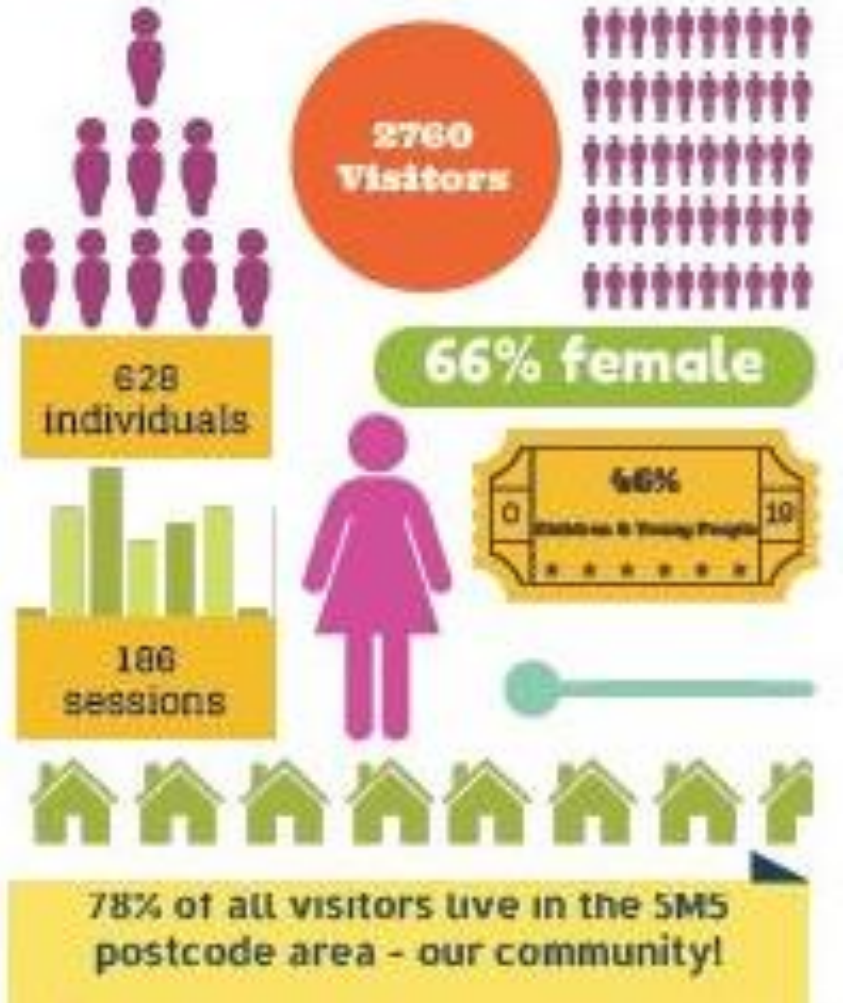
The Outcomes Star - Homelessness version

# Next steps: Presenting your data



# OCTOBER '14

at the Riverside Centre





# Related training & extra resources

- ✓ [Watch this video](#): Using your Data to Evaluate your Impact, Explore Options and Drive Change
- ✓ [Book a Datawise London](#) Ask the Expert 1:1
- ✓ [Book a Superhighways](#) Ask the Expert 1:1
- ✓ [Look at our current training offer](#) – get in touch if a session is fully booked and we'll squeeze you on!
- ✓ [Ask Sam for advice](#) on impact issues
- ✓ [Download our Favourite Apps](#) for data collection & storytelling tools sheet
- ✓ [Sign up to our monthly eNews](#) – for updates from us on all things charity sector and digital/data, plus future training and support offers





# Thank you for taking part today

**Kate White**

**Sorrel Parsons**

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[www.superhighways.org.uk](http://www.superhighways.org.uk)

@SuperhighwaysUK



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harnessing **technology** for **community** benefit