

MEL – Digital tools that can help

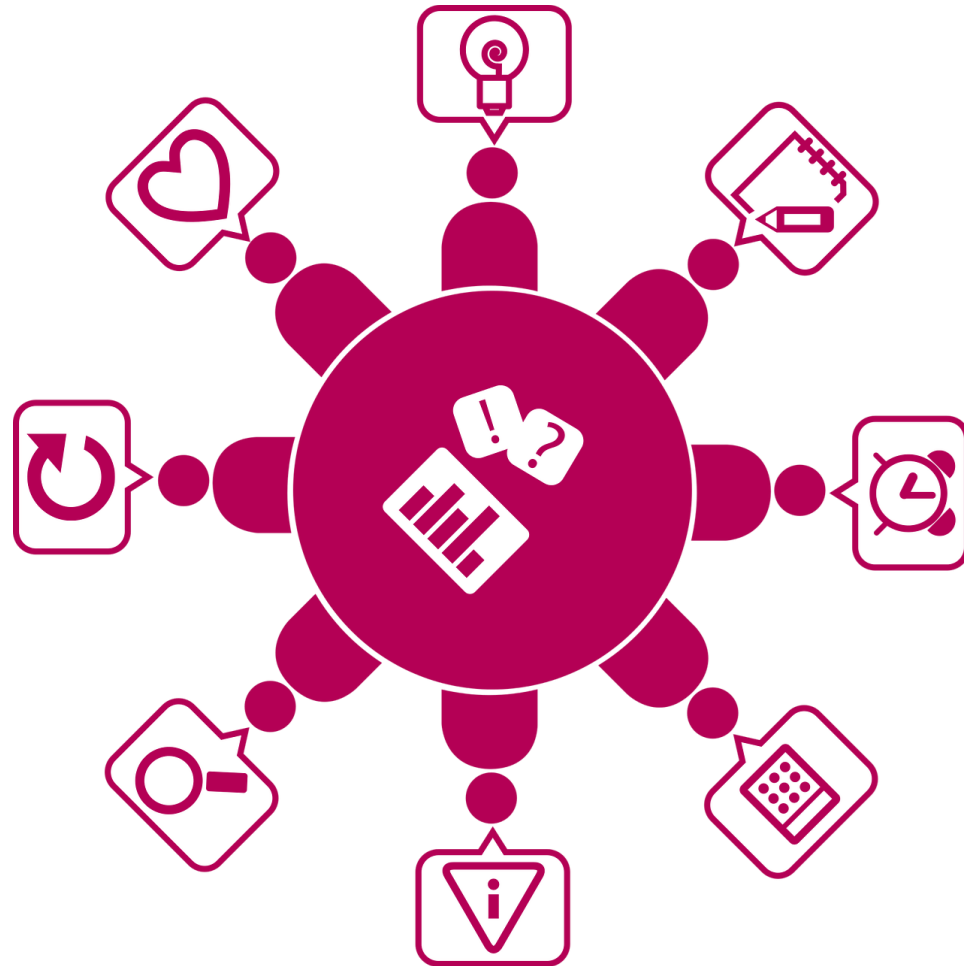


What we'll cover today

- ✓ Some networking
- ✓ The data lifecycle
- ✓ Data collection
- ✓ Systems including UpShot
- ✓ Analysis & reporting
- ✓ Visualisation & sharing



Data collection quick conversations



- Individually pause and reflect
- Join a breakout room in a pair
- Answers in chat when you come back to the main space



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
Knowledge	...understanding and awareness	Understand self
Attitude	...beliefs, values, thoughts, feelings, motivations	Belief in self
Behaviour	...actions, conduct, habits, participation, engagement	Determination to succeed
Skills	...practical, educational, interpersonal, emotional	Better self-regulation
Condition	...personal state, situation, circumstances	Non-criminal identity
Opportunity	...availability of appropriate programmes, accessibility, inclusion	Opportunities for employment (protective factor)



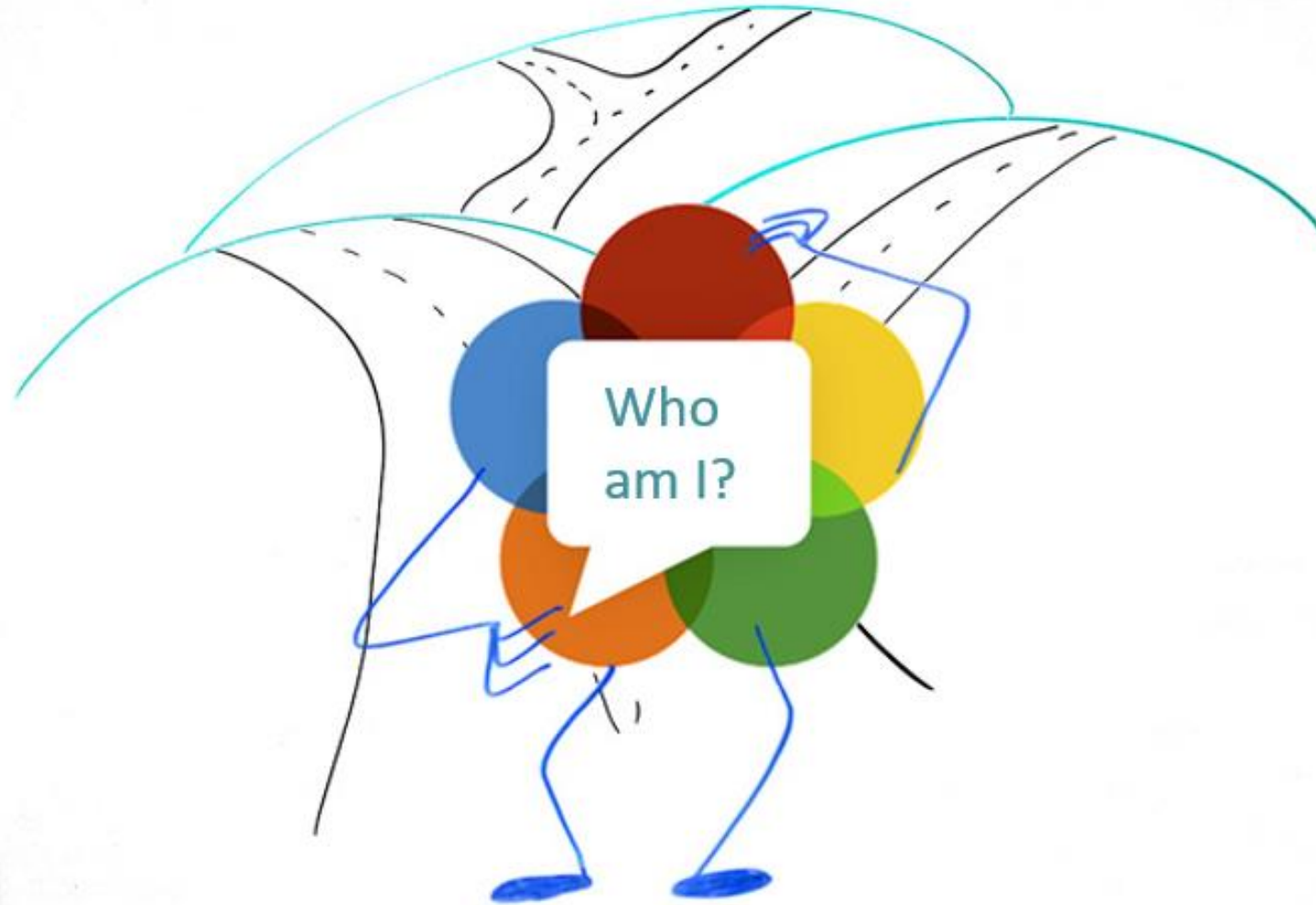
Introducing Music Mentors



[Read our Reframing data: ideas, expectations and stories blog](#)



Your users at the centre



And when should you collect it??

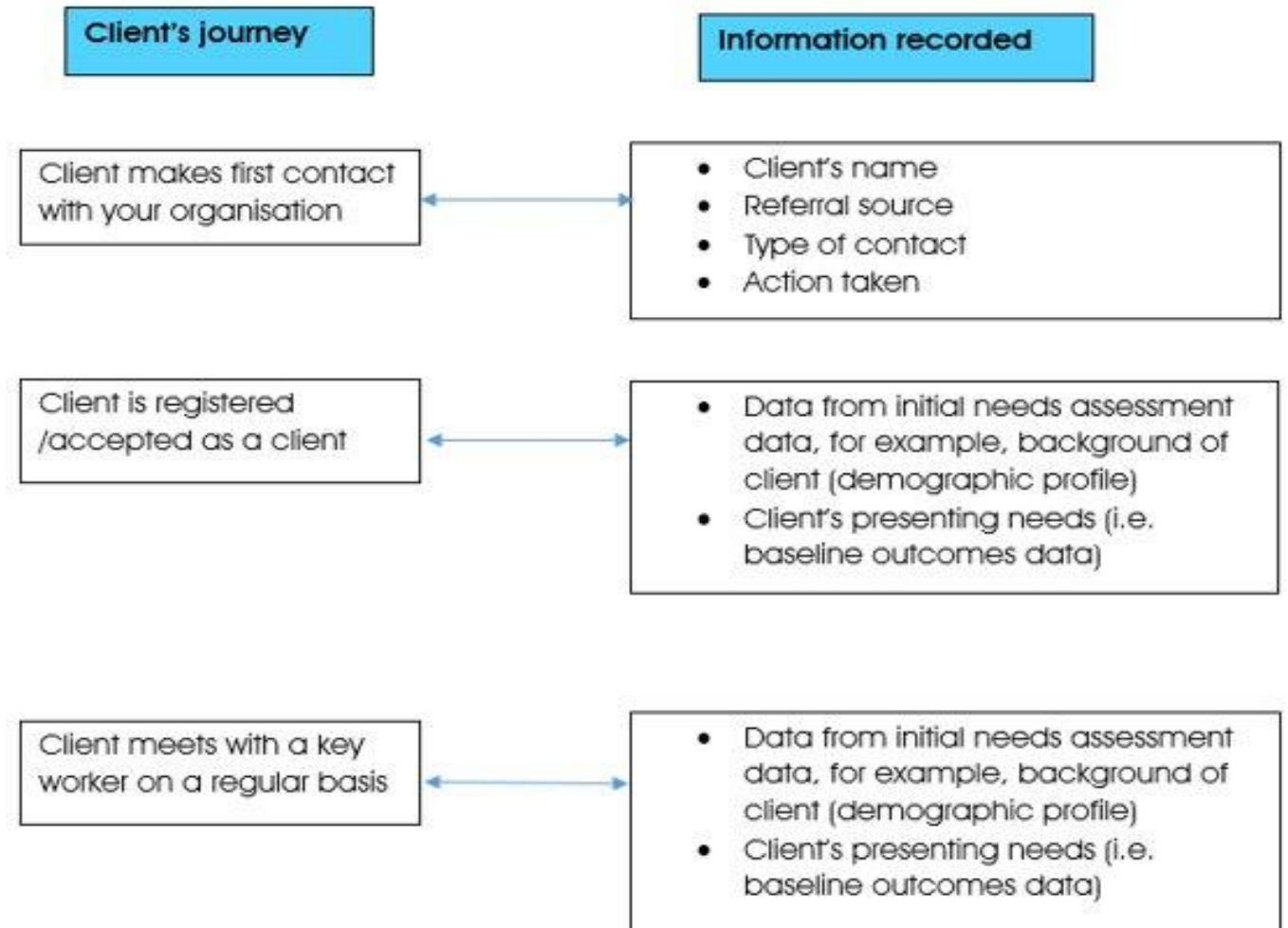


User journeys

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



Things to do next...

**INSPIRING
IMPACT**

Step 1 Data Diagnostic

Step 2 Review your existing data

Your details

Your organisation*

Name of project or service*

[NEXT QUESTIONS](#)



Download the worksheet

Review your existing data

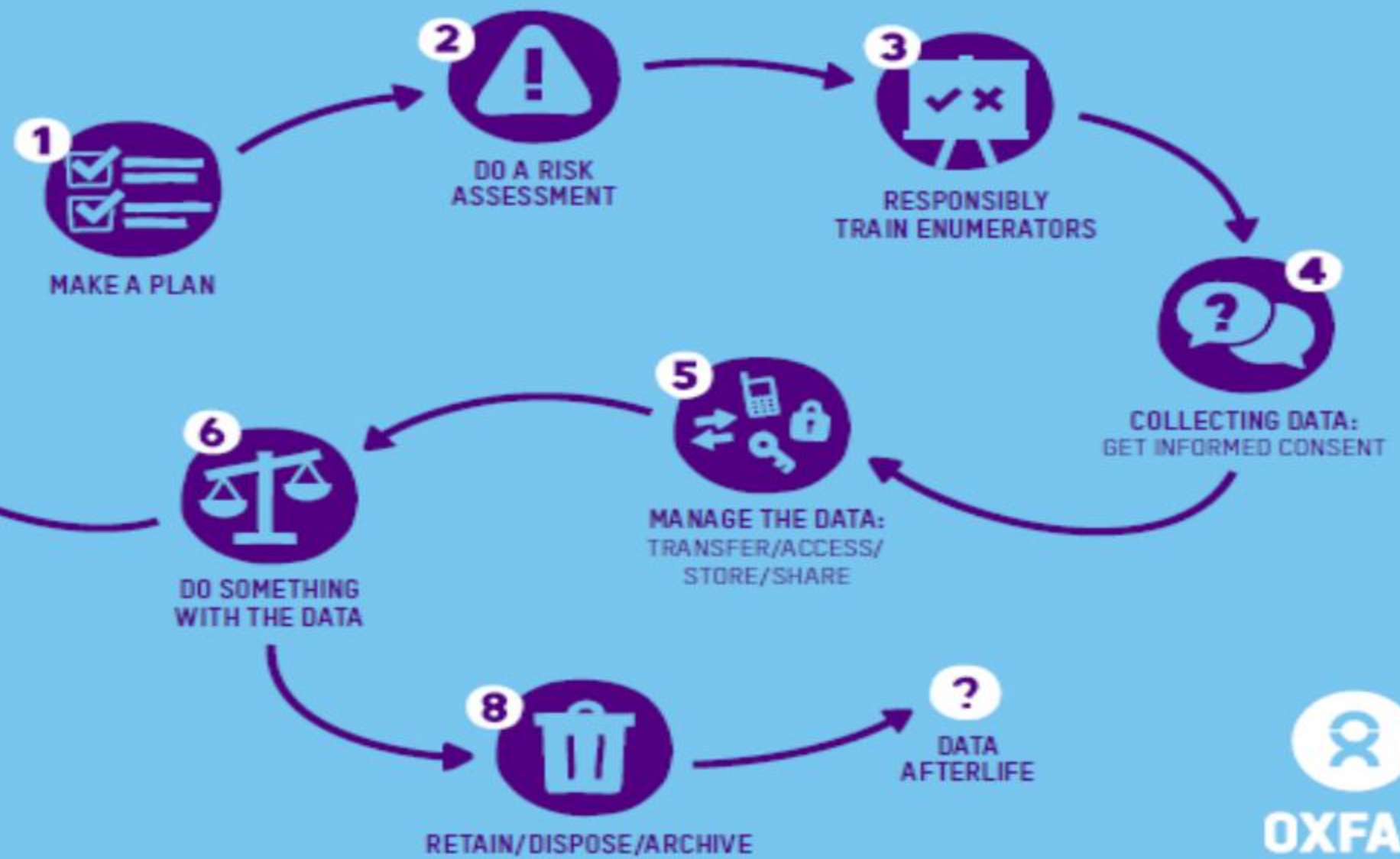
This worksheet contains step-by-step guidance to help you review the type, quality, and purpose of your existing data.

[DOWNLOAD THE WORKSHEET](#) 



THE RESPONSIBLE DATA LIFECYCLE

!
THINK ABOUT
ALL THE
STEPS BEFORE
YOU START



[Download here](#)



Data collection

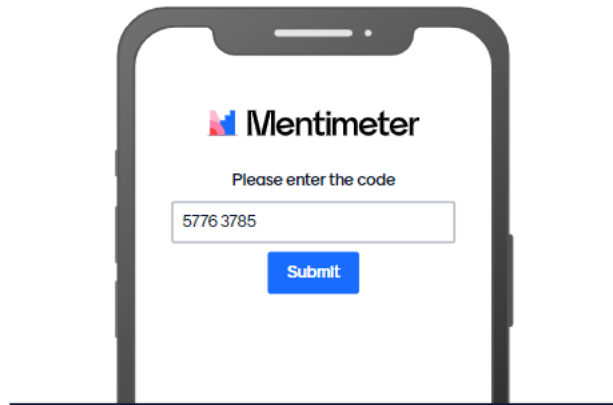
- ✓ Routine data collection
- ✓ Surveys
- ✓ Observations
- ✓ Interviews
- ✓ Creative methods
- ✓ Gathered / secondary data



What digital tools are you using for data collection?

Go to

www.menti.com



Enter the code

5999 5111

Click on the link in
the Zoom chat

<https://www.menti.com/alauzt2zidmf>



Building a Menti

← Charity Digital Code of Practice - Richmond copy (1)
Created by Kate White

✓ Saved



KW

Share

Present

+ New slide

Import

BETA

Examples

Themes

Settings

1
Let us know your name a...

2
What's your favourite / m...
KW

3
Since Covid 19, what are ...

4
Conversation starter 1: W...

5

This presentation has results [View results](#) [Manage results](#)

Go to www.menti.com and use the code 6397 8532

What's your favourite / most useful digital tool & why?

What's app	Shopping, online and goods and services	Zoom / what's app
Teams and whatapp	Databases and cloud	Netflix
MeisterTask	Email	Canva - I think it is so easy to use yet does so much!
A web browser: I use this for so many different tasks	TwitterPolitical opinions/journalism	WhatsApp Great way to

Presenter notes

Slide type

Open Ended

Content

Customize

[Add meta description](#)

Your question ?

What's your favourite / most useful digital tool & why?

[Add longer description](#)

Image ?

Drag and drop or click to select an image
Supported file types are .png, .jpg, .gif, .svg

Accessing results

Results for [Data collection tools Community](#)
[Southwark April 2023](#)

Export results

Download PDF

Presentation statistics

24

Votes

6

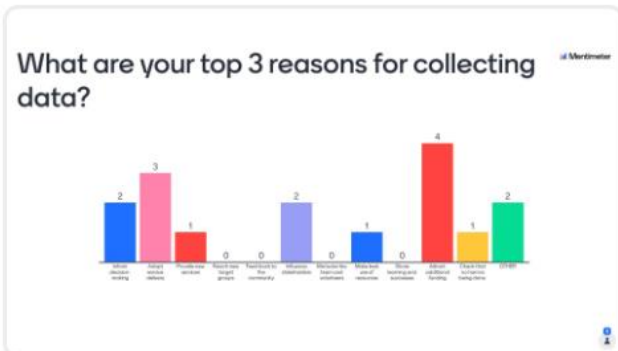
Participants

4

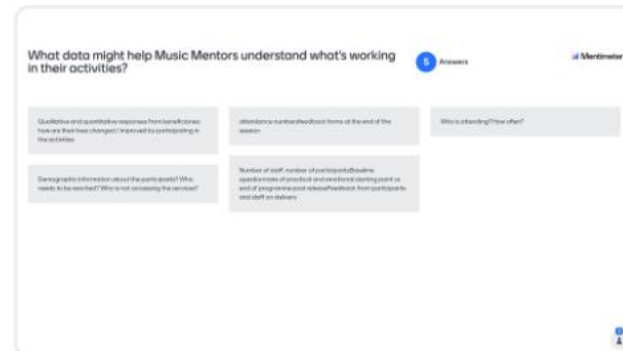
Slides

Download slides

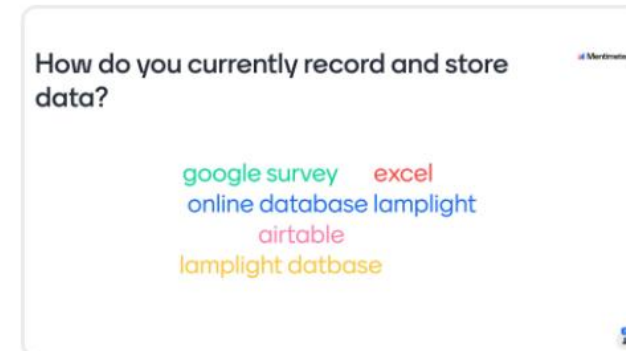
These screenshots are updated every 10 minutes. If you do not see the latest results, please try again in a few minutes.



What are your top 3 reasons for col...




What data might help Music Mento...



How do you currently record and st...





“But which
one to
choose?”



Free – too good to be true?

 **Mentimeter**

2 questions only (per 'presentation')

Typeform

10 questions, 10 responses p/m

 **JotForm**

5 forms, 100 responses p/m, 100MB storage



SurveyMonkey

10 questions, view only, 40 responses p/m

 **SmartSurvey**

15 questions, view only, 100 responses p/m


[Read our blog: How to choose a survey tool](#)



Mobile data collection


Add form shortcuts to your Homescreen...


Virgin 13
docs.google.com/!

 **Brixton Windmill**

Visitor experience form

We want to know a bit more about people's experience visiting Brixton Windmill

 katewhite/1@googlemail.com
(not shared) [Switch accounts](#)



***Required**

On a scale of 1 - 5 (with 5 the highest) how likely are you to recommend a visit to Brixton Windmill to family and friends? *

1
 2

Virgin 13

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



Data capture with SMS



Call us:
01244 752 299

Log in

Sign up

Home

Solutions

Product

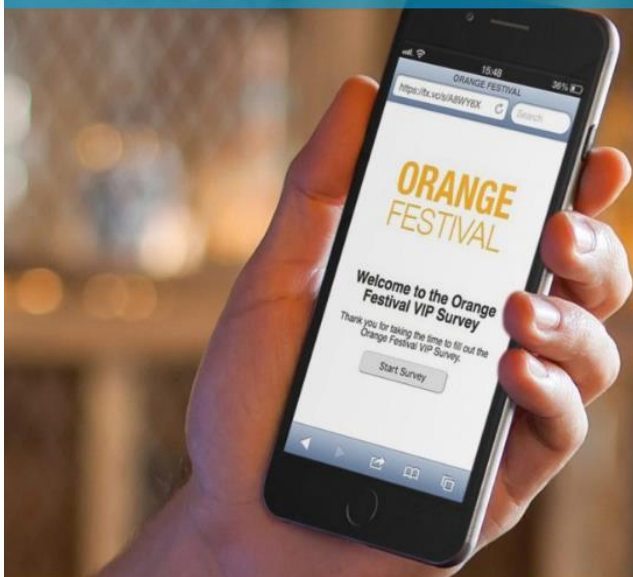
Integrations

Resellers

Blog

GDPR

Support



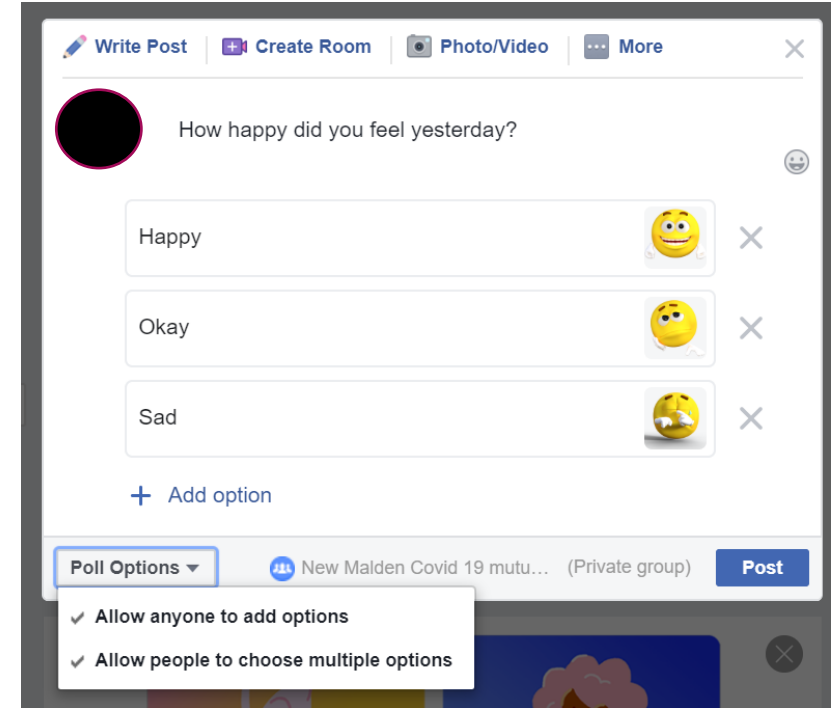
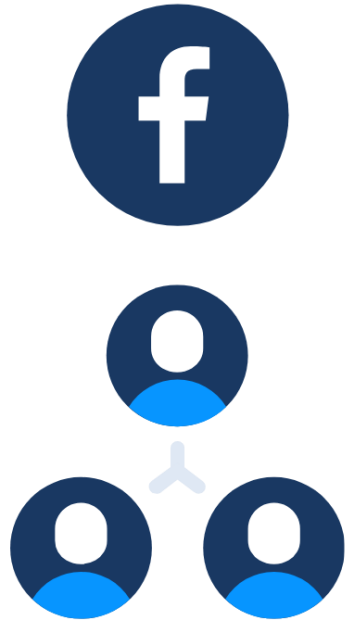
Make smarter decisions with mobile forms and surveys

Gather feedback and preferences with SMS forms and surveys

Create a survey



What about social media & polls?



Giving people a voice



Record, transcribe, edit and publish



The screenshot displays the Otter.ai web interface. On the left is a dark blue sidebar with navigation icons: a profile icon with the letter 'S', a home icon, a document icon, a list icon, a grid icon, a person icon, a folder icon, a document icon, a trash icon, and a right-pointing arrow. The main content area is titled 'Home' and features a search bar for 'Search conversation'. Below the search bar are two buttons: a blue 'Record' button with a microphone icon and a white 'Import' button with a cloud icon. The 'Agenda Today' section contains a message: 'To see your agenda [connect your calendar](#)'. The 'Recent Activity' section lists four items, each with the Otter.ai logo, a title, a date, and a list of associated keywords. The right sidebar contains two promotional cards. The top card, titled 'NEW FEATURE', announces 'Transcribe Zoom LIVE' with 'Live Captions & Live Notes' and a 'Try Otter Business for 1 month FREE' link. The bottom card, titled 'Run better meetings', features a calendar icon with a microphone and a person icon, and a bullet point: 'Get reminders to record your meetings'.

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

Run better meetings

- Get reminders to record your meetings



Data systems

- ✓ What are you using?
- ✓ Our 7 step process
- ✓ Intro to UpShot
- ✓ Mapping your systems



What systems are you using?

Using Padlet for audio, visual and diary story capture



The screenshot shows a Padlet interface. At the top left, it says ':Padlet'. Below that, there is a yellow star icon and the text 'Sorrel Parsons at Superhighways • 4m'. The main title is 'Highlight of my year' in bold. Below the title, there is a subtitle: 'Story gathering and sharing using Padlet. Click on the + sign to add your story. Don't forget to add your organisation name'. The main content area shows a close-up photograph of a piece of white paper with the handwritten text 'once upon a time' in cursive. On the right side of the Padlet interface, there is a vertical toolbar with icons for share, star, crop, settings, and a menu. At the bottom right corner of the Padlet board, there is a red circular button with a white plus sign.



A 7 step process for choosing a database

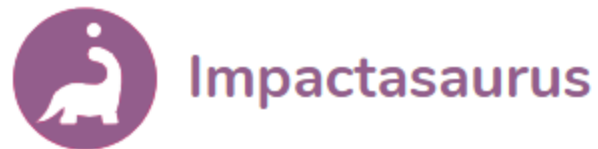
50% of work			10% of work	40% of work		
1. Scope	2. Plan	3. Specify	4. Select	5. Prepare	6. Test & train	7. Implement
Taking stock – what have we currently got?	How are we going to approach it?	What do we need the database to do?	Which database should we choose?	Get everything ready	Put it to the test	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
					Read our blog	

Low cost off the shelf online databases



Time to Spare

Makerble

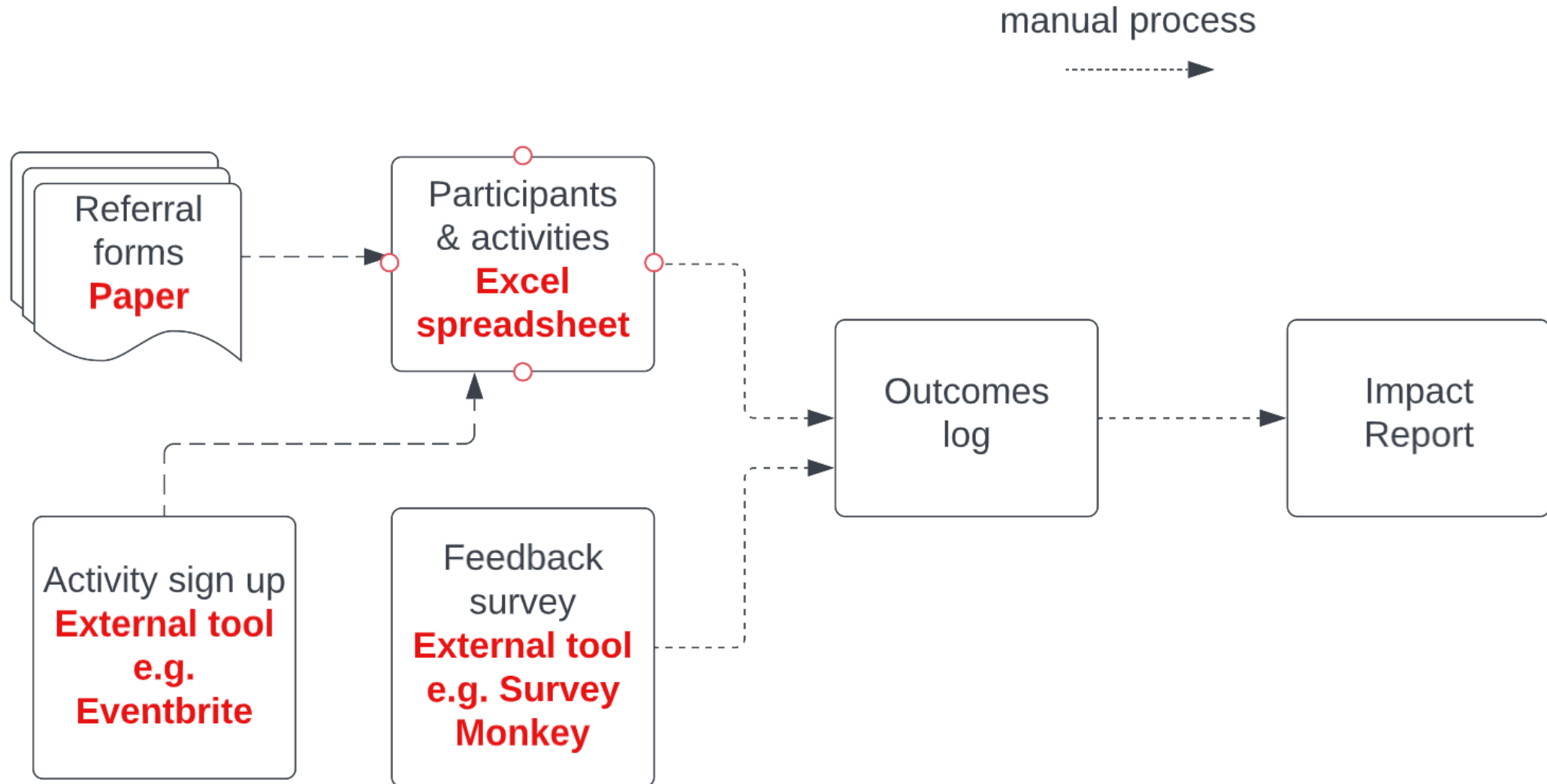


charitylog

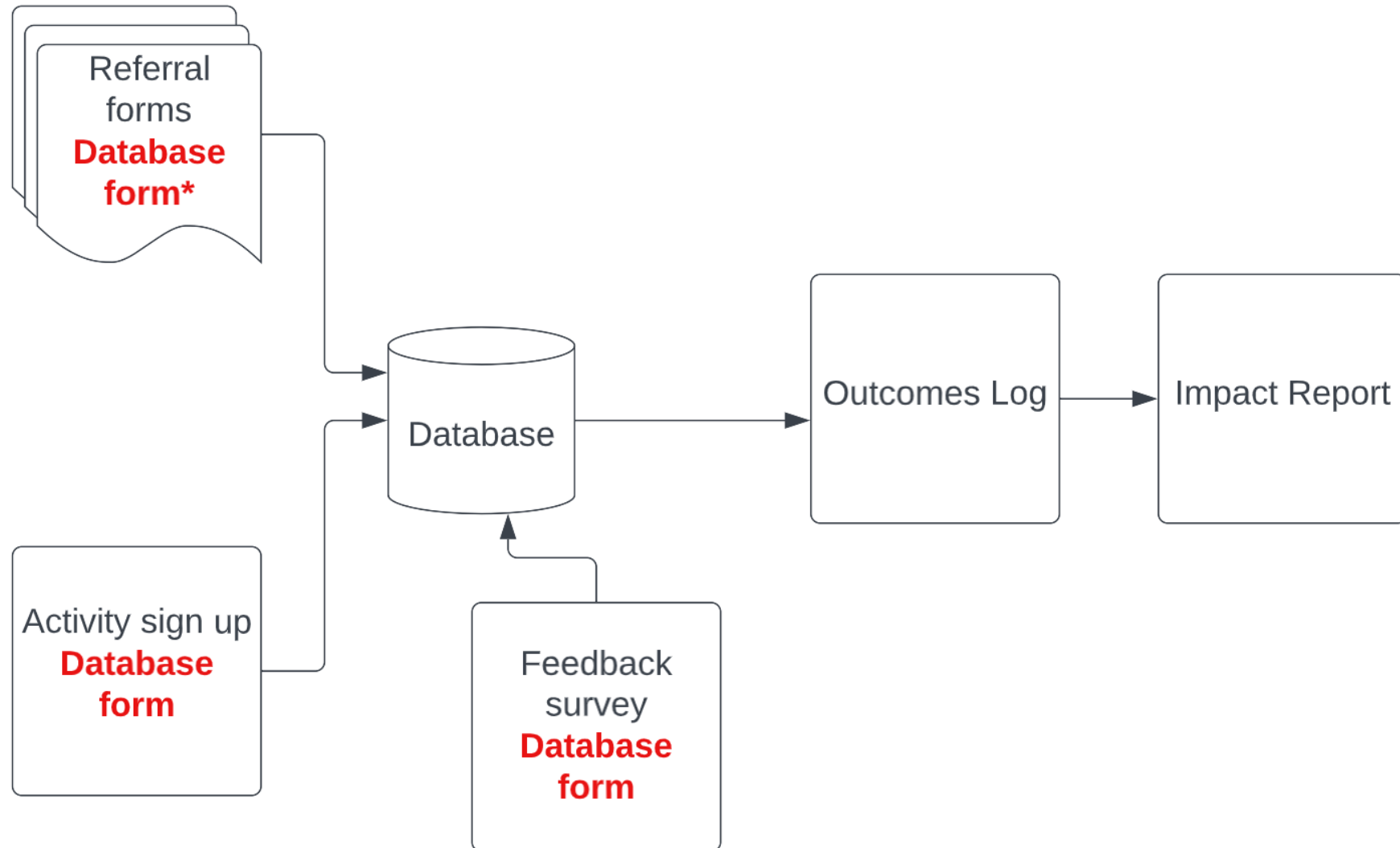
[Find out more in our blog post...](#)



Example of systems BEFORE a database



Example systems WITH a database



automatic process



*Database forms can be created in the database and then embedded in your website, accessed via a link you can email or post somewhere, or in some cases via an app on a phone or tablet.

Break





Data analysis & reporting



- ✓ System reports
- ✓ Excel



Making the most of Excel

- ✓ 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](#))

Or join our Getting started, Next steps 1 and Next steps 2 tutor led sessions on Zoom.

[Check dates here](#) or get in touch for a 1:1 info@superhighways.org.uk



Today's data

Music Mentors work with young offenders in prisons. People sign up to take part in group sessions where they work together with other offenders and mentors to write, play and record music.

The data we are using today is fictional data for the programme which we have created for training purposes.





Data visualisation & sharing

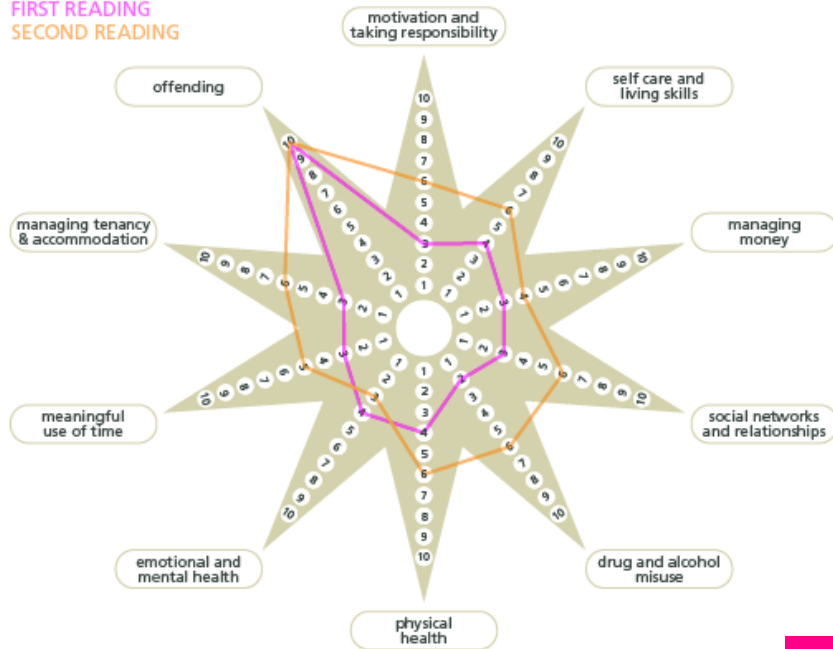


- ✓ Canva
- ✓ Geo mapping
- ✓ Datawrapper
- ✓ Power BI



Analysing & presenting your data

FIRST READING
SECOND READING

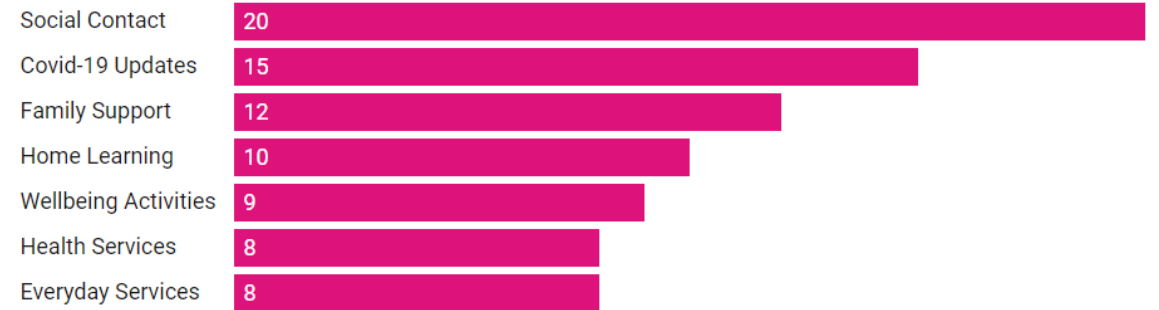


The Outcomes Star - Homelessness version



What are digitally excluded people missing out on?

No of times coded



[Download image](#) • Created with [Datawrapper](#)

Wellbeing activities
Covid-19 updates
Job search
Employment
Decision making
Benefits
Family support
Social contact
Online shopping
Funding
Everyday services
Consultations
Health services
Home learning



3 out of 5 people are missing social contact



Create a map using Community Lens

Community Lens V0.1

[Request Datasets](#) [About](#)

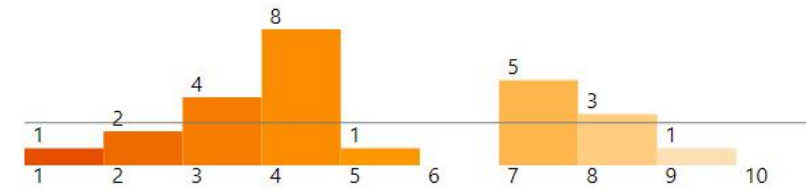
The Lens of Multiple Deprivation

Summary

The majority of the locations (64%) are in the bottom half of areas in England for IMD

Count By Decile

(Decile 1 = Most Deprived, Decile 10 = Least Deprived)



Average Rank Decile



Definition

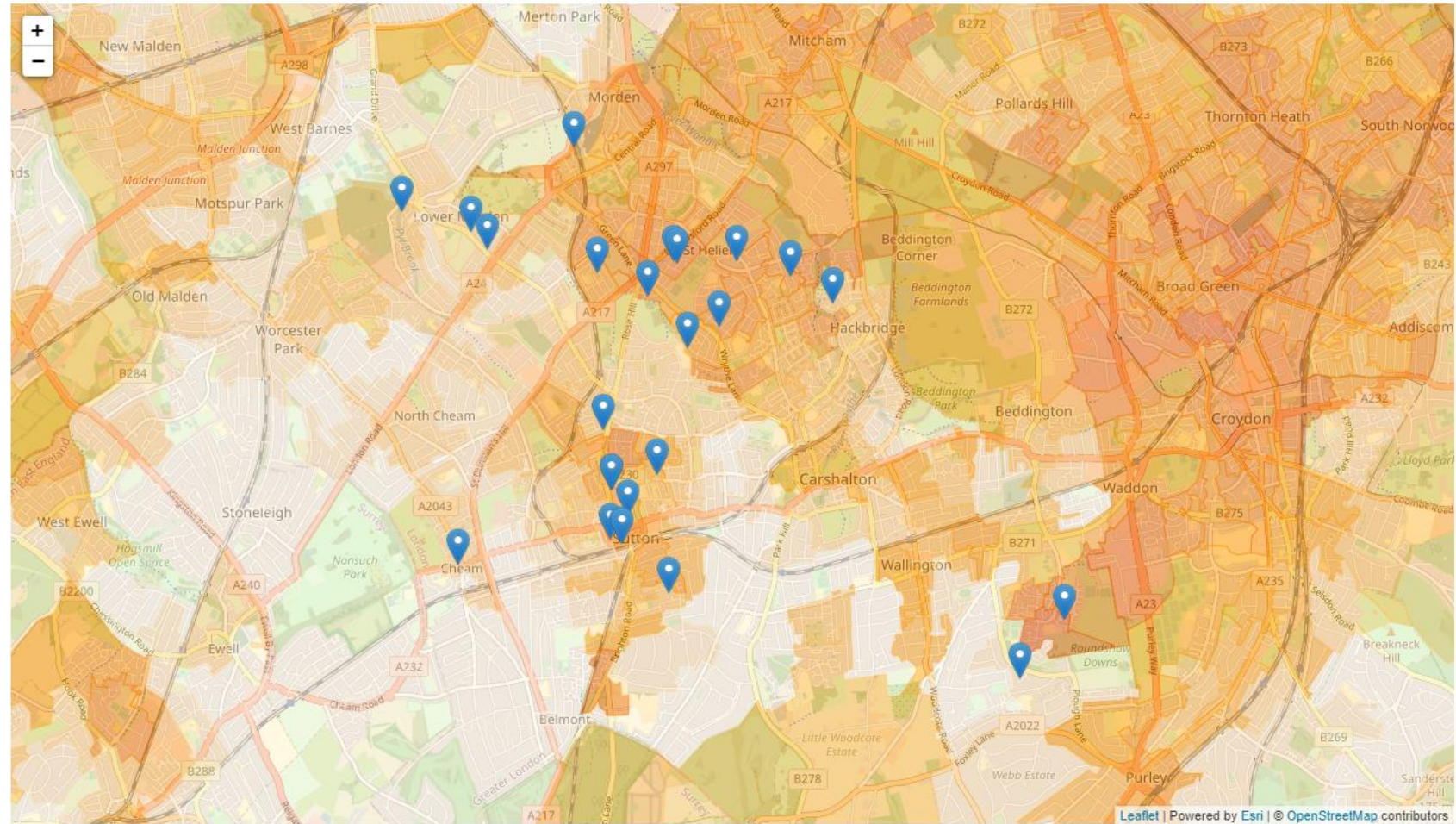
The overall Index of Multiple Deprivation 2019 is a measure of multiple deprivation based on combining together seven distinct domains of deprivation. Income Deprivation, Employment Deprivation, Education, Skills and Training Deprivation, Health Deprivation and Disability, Crime, Barriers to Housing and Services, Living Environment Deprivation.

Data Source

[Download Data](#)

[See our round up of geo mapping tools](#)

IMD 2019 | Income | Employment | Education + | Health and Disability | Crime | Housing and Services | Living environment



Why Datawrapper?

1. Easy to use online tool
2. Paste data or upload files
3. Lots of customisation options
4. Embed interactive charts online
5. Download as a PNG file
6. Visualisations & data private until you Publish
7. Link to a live dataset for real time updates
8. Good accessibility options inc alt text prompts & colourblind check
9. Free version supports all of the above
10. Great help & support, with an inbuilt learning academy including best practice in data visualisation



Work Rights Centre

<https://www.workrightscentre.org/impact>

WoRC Clients' Tenancy Agreements

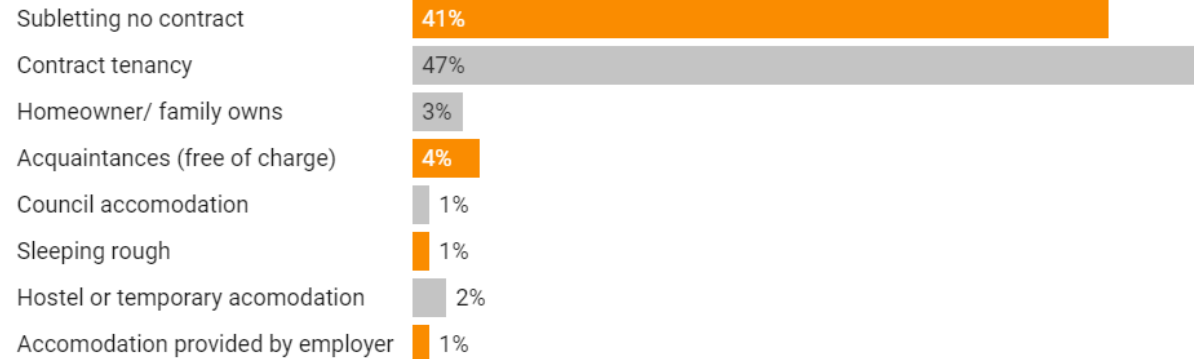


Chart: Work Rights Centre • Source: [Client assessment survey \(October 2020\)](#) • [Get the data](#) • Created with [Datawrapper](#)

WoRC Clients' Outcomes in cases of Professional (im)mobility

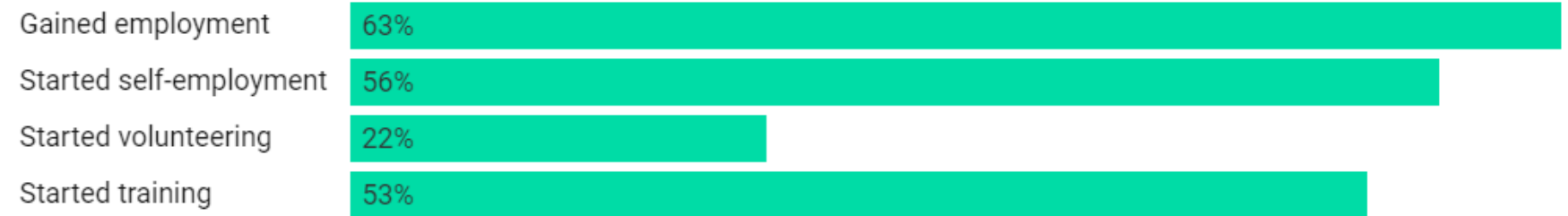


Chart: Work Rights Centre • Source: [Client monitoring survey. Published November 2022.](#) • Created with [Datawrapper](#)

Datawrapper demo & exercise

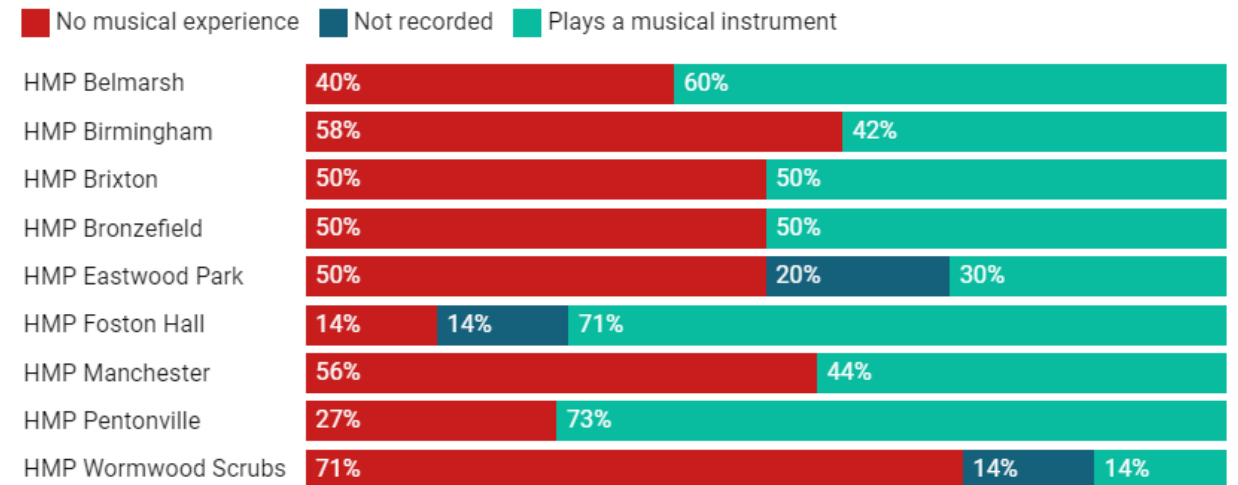
- ✓ Go to www.datawrapper.de
- ✓ Choose Build your own chart
- ✓ Copy the data as shown from the Example Musical Experience Sheet (don't include total rows or columns) & paste into web page
- ✓ Choose a Stacked bar chart type
- ✓ In the Refine tab, Appearance section, select Stacked percentages

For more Datawrapper practice:

- ✓ Access our [test data here](#)
- ✓ Follow our [step by step guide here](#)

Row Labels	No musical experience	Not recorded	Plays a musical instrument
HMP Belmarsh	2		3
HMP Birmingham	7		5
HMP Brixton	3		3
HMP Bronzefield	6		6
HMP Eastwood Park	5	2	3
HMP Foston Hall	1	1	5
HMP Manchester	5		4
HMP Pentonville	3		8
HMP Wormwood Scrubs	5	1	1

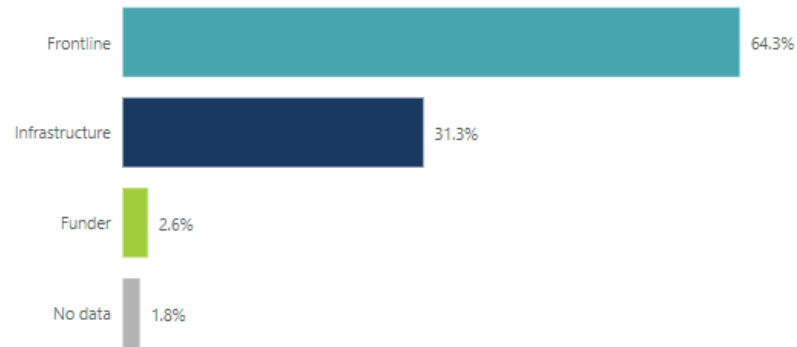
[Musical experience by prison]



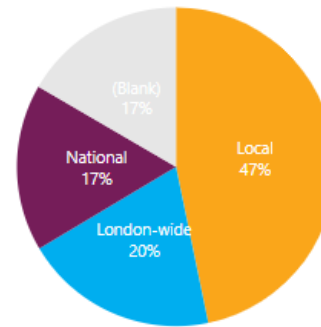
Building dashboards in PowerBI

Discover which organisations started their data journey with us

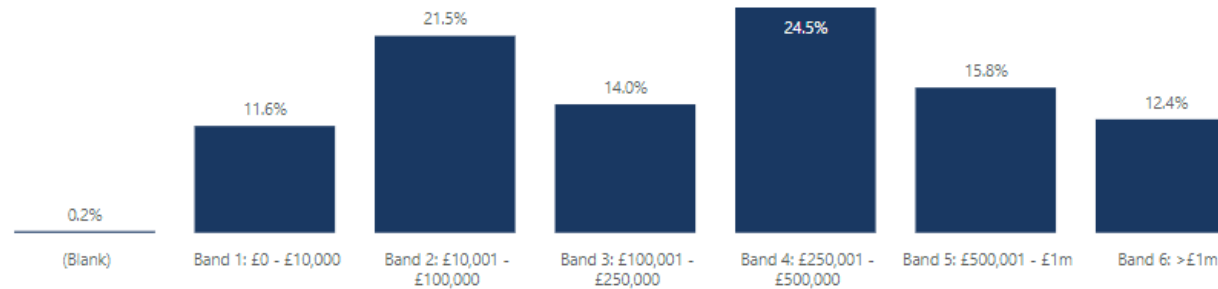
Primary Organisation Type*



Geographical Coverage*



Income*



Organisation

- 360Giving
- Aafyah Organisation
- Abbey Community Association Ltd.
- Absolute Support
- Access to Justice Foundation
- Action Attainment
- Action West London
- Active Horizons
- Advice4Renters
- AFYAH ORGANISATION
- Age UK London
- Aim High Dance Academy
- Alpha Care Specialists
- AM project
- Amity Youth Development
- Amvik
- Anti-Slavery International
- Anti-Tribalism Movement
- AOPM - Communities for Youth Justice
- Appt Health / Year Here
- Aurora
- Autism Forward Cio
- Badu Community CIC
- Bankside Open Spaces Trust
- RDA Recurrent Fund

* These three optional questions were only introduced in year 2 of the Datawise London programme. The above data is from participants answers to these questions on registration.





FREE but
going
fast!

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bit.ly/DFtraining23



Related training & extra resources

- ✓ [Watch this video](#): Using your Data to Evaluate your Impact, Explore Options and Drive Change
- ✓ [Look at our current training offer](#) and add yourself to the waitlist if they're full
- ✓ [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





What one small
step will you
take forward?



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/>



Thank you for taking part today

Kate White

Alice Linell

info@superhighways.org.uk

www.superhighways.org.uk

@SuperhighwaysUK

