

Digital tools for capturing impact



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

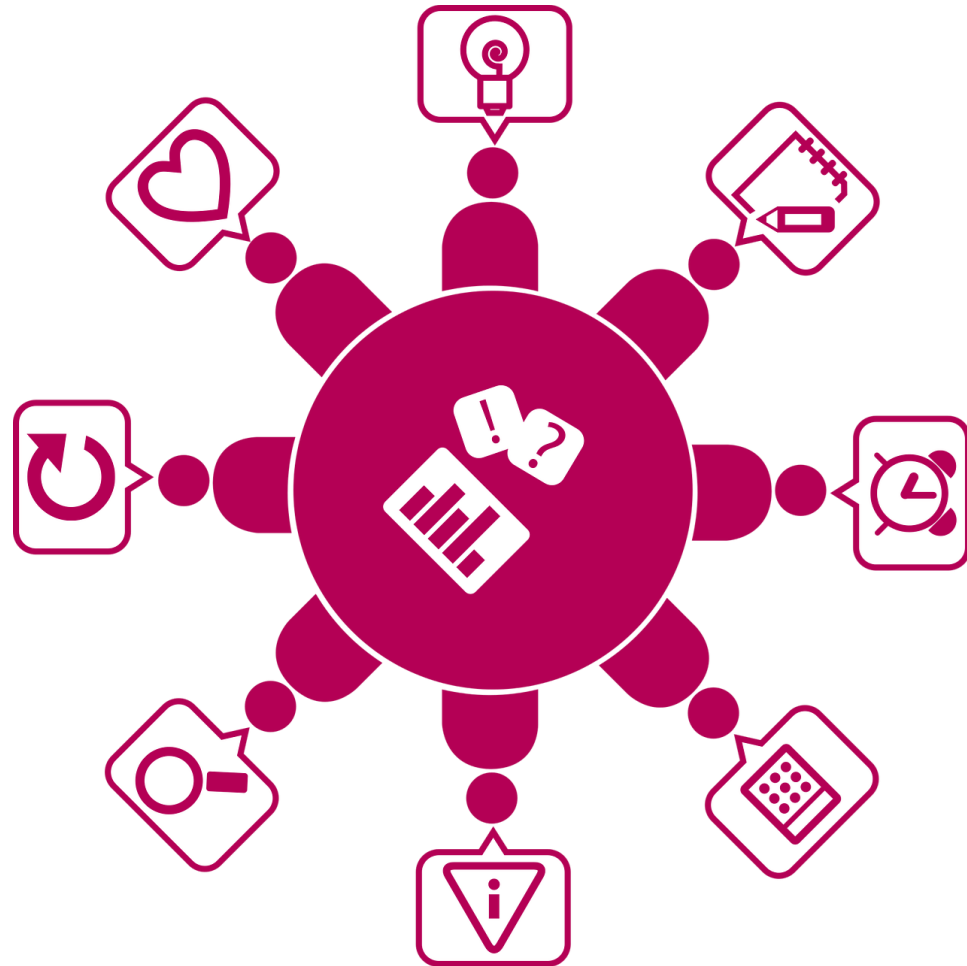


What we'll cover today

- ✓ Quick hellos
- ✓ What data?!
- ✓ Free and affordable digital tools for capturing impact



Data collection quick conversation



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



Question
to chat
about

How do you currently
capture your impact?



Types of data

User data

Asks: demographics, characteristics, reason for coming to 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



Introducing Music Mentors



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

See a theory of change working in action and watch the videos.



Types of outcomes

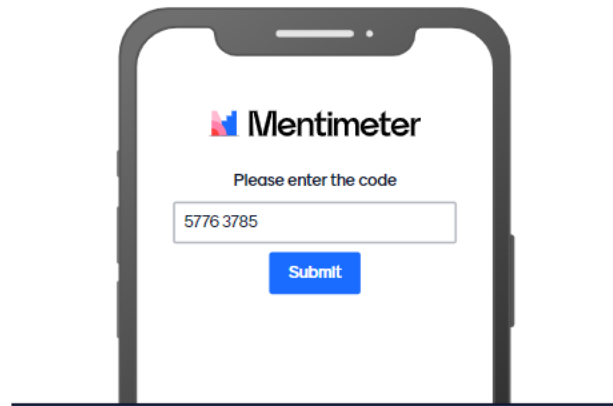
Type	Describes changes in people's....	Example – Music Mentors
Knowledge	...understanding and awareness	Understand self
Attitude	...beliefs, values, thoughts, feelings, motivations	Belief in self
Behaviour	...actions, conduct, habits, participation, engagement	Determination to succeed
Skills	...practical, 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)



What one word would describe how someone might 'feel' having attended your activities?

Go to

www.menti.com



Enter the code

4140 0681

Click on the link in the Zoom chat

<https://www.menti.com/alnh1u9wpndc>



Building a Menti

The screenshot shows the Menti interface with a dropdown menu open. The dropdown is titled "Type of Menti" and contains the following options: "Presentation" (selected with a checkmark), "Survey", "Language preferences", and "Accessibility". The main interface displays a slide titled "Instructions" with the URL "www.menti.com", the code "3340 7018", and a QR code. The top navigation bar includes a back arrow, "Hands on: Mentimeter", a settings gear, chat icons, "KW", "Share", "Present", and a help icon. The right sidebar has icons for "Content", "Design", "Interactivity", and "Templates".

Click on New slide to add content slide and questions. Quizzes and only available in presentation mode. Click on share to get a link or QR code.





Ways to collect data

- ✓ Routine data collection
- ✓ Surveys
- ✓ Observations
- ✓ Interviews
- ✓ Creative methods



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






Let's look at digital tools

- ✓ Online forms, polls & surveys





“But which one to choose?”



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

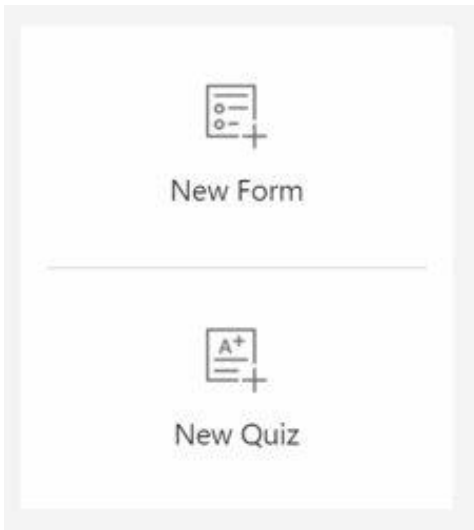


Office 365 Forms live!

<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



https://forms.office.com/Pages/Respon

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



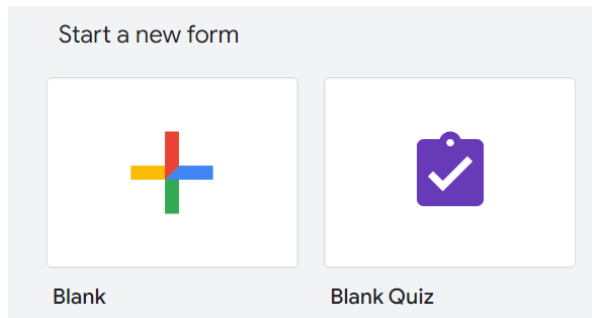


Google Forms live!

<https://forms.gle/LjLqHcsCChsksbFU9>



Setting up your survey



- ✓ Start a new form: blank
- ✓ Click on Untitled form to give it a title
- ✓ The + sign for more question types

Questions Responses Settings

Untitled form

Form description

Untitled Question

Multiple choice

Option 1

Add option or [add "Other"](#)

Required

The screenshot shows the survey editor interface. At the top, there are tabs for 'Questions', 'Responses', and 'Settings'. The main area is titled 'Untitled form' with a 'Form description' field below it. A question card is visible, titled 'Untitled Question', with a 'Multiple choice' question type selected. The question card contains two radio button options: 'Option 1' and 'Add option or add "Other"'. At the bottom of the question card, there is a 'Required' toggle switch which is currently turned off. To the right of the question card is a vertical toolbar with various icons for adding and editing content.



Sharing your survey

Send

X Send form

Automatically collect respondent's Kingston Voluntary Action email



Send via  

Link
<https://forms.gle/PpuoazxDvwnuw2vX8>

Shorten URL


Accessing the results

Questions Responses **8** Settings

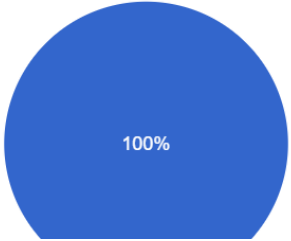
8 responses  

Accepting responses

Summary Question Individual

Was the video relaxing?  Copy

8 responses



● Yes
● No



Free – too good to be true?

 **Mentimeter**

Up to 50 responses p/m (set up after 29 May 23)

Typeform

10 questions, 10 responses p/m

 **JotForm**

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



SurveyMonkey

10 questions, view only, 25 responses p/survey
And no download options!

 **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



Don't forget Zoom polls!

On a scale of 1(low) to 10 (high),
what energy level are you
feeling now?

Data capture with SMS



Call us:
01244 752 299

Log in

Sign up

Home

Solutions

Product

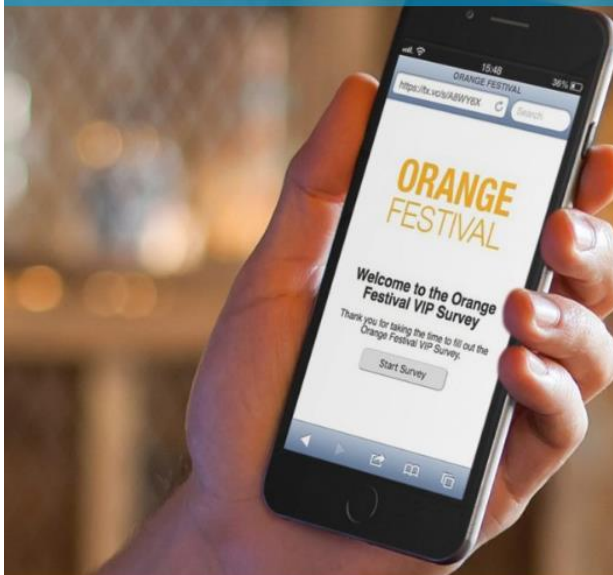
Integrations

Resellers

Blog

GDPR

Support



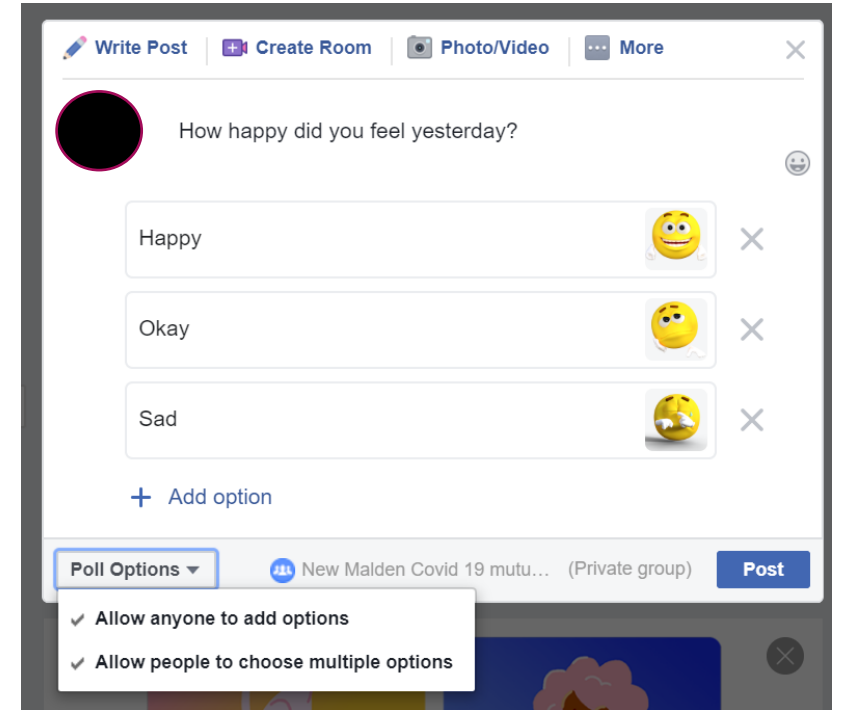
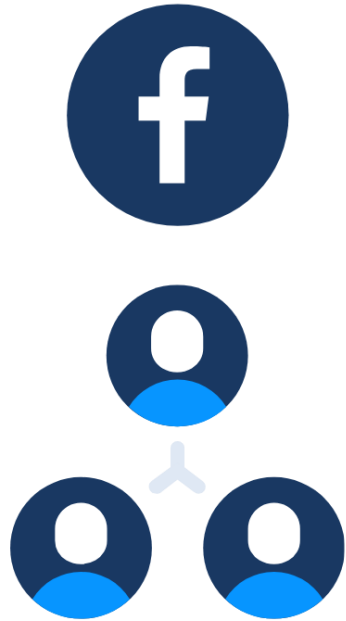
Make smarter decisions with mobile forms and surveys

Gather feedback and preferences with SMS forms and surveys

Create a survey



Who's on social media?





Let's look at digital tools

- ✓ Creative and multi-media methods





“no numbers without stories, no stories without numbers”

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



Creative story gathering

Using Padlet for audio, visual and diary story capture

:Padlet

Sorrel Parsons at Superhighways • 4m

 **Highlight of my year**

Story gathering and sharing using Padlet. Click on the + sign to add your story. Don't forget to add your organisation name







Giving people a voice



Record, transcribe, edit and publish



DEMO

The screenshot displays the Otter.ai home dashboard. 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 chevron icon. The main content area is titled 'Home' and features a search bar for 'Search conversation'. Below the search bar are two buttons: 'Record' (with a microphone icon) and 'Import' (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 an Otter.ai icon, a title, a date, and a truncated description: 1. 'Note is ready' (Feb 24) with tags: audio, transcribe, recording, transcript, sharing, transcribing, straightaway, soundcloud, youtube video, quick, site, account, publish,... 2. 'Note is ready' (Feb 22) with tags: disciplined, screen, london, commute, sedentary, listen, primarily, differentiation, day, routine, eat, daytime, great, front door, office,... 3. 'Clare NLCF Roundtable is ready' (Dec 9) 4. 'NLCF Philippa breakout is ready' (Dec 4). On the right side, there are two promotional cards. The top card is titled 'NEW FEATURE' and 'Transcribe Zoom LIVE', highlighting 'Live Captions & Live Notes' and offering a 'Try Otter Business for 1 month FREE' trial. The bottom card is titled 'Run better meetings' and includes an icon of a calendar with a microphone and a person icon, with a bullet point: 'Get reminders to record your meetings'.

Otter.ai pricing

\$10 / month if paid annually
\$16.99 / month if paid monthly

Basic

- AI meeting assistant records, transcribes, captures slides, and generates summaries in real time
- **NEW** Otter AI Chat: Chat live with Otter and teammates, and get answers to meeting questions instantly
- Joins Zoom, MS Teams, and Google Meet to automatically write and share notes
- 300 monthly transcription minutes; 30 minutes per conversation; Import and transcribe 3* audio or video files lifetime

Pro

- Everything in Basic +
- Add teammates to your workspace
 - Team features: shared custom vocabulary; tag speakers; assign action items to teammates
 - Advanced search, export, and playback
 - 1200 monthly transcription minutes; 90 minutes per conversation
 - Import and transcribe 10* audio or video files per month

Business

- Everything in Pro +
- Admin features: usage analytics, prioritized support
 - Joins up to 3 concurrent virtual meetings to automatically write and share notes
 - 6000 monthly transcription minutes; 4 hours per conversation
 - Import and transcribe unlimited* audio or video files

✓ <https://otter.ai/pricing>



A picture tells a thousand words



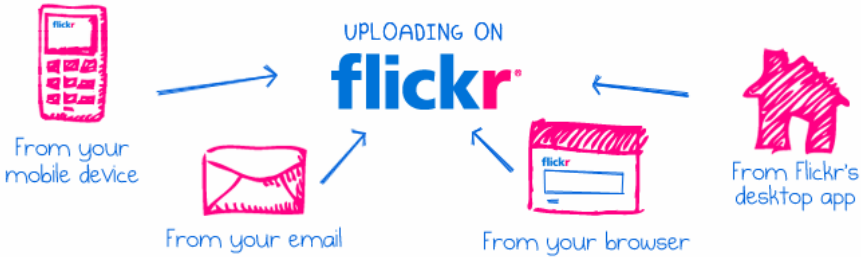
Sutton African and
Caribbean Cultural
Organisation



Compile & share albums / stories

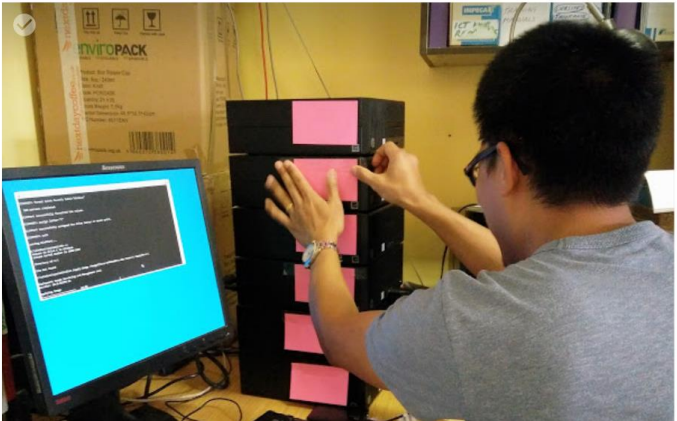


flickr™




Measuring change album

Oct 25, 2017



You don't need feature films...



The video shows a group of people, including a man in the foreground with glasses and a yellow shirt, singing enthusiastically in a room. Some are holding sheet music. The video player interface includes a play button, a progress bar at -0:07, and HD and closed captions 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





Using your data

- ✓ Analysing & visualising in Excel
- ✓ What about a database?



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](#) / get in touch for a 1:1 clarechamberlain@superhighways.org.uk



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...](#)



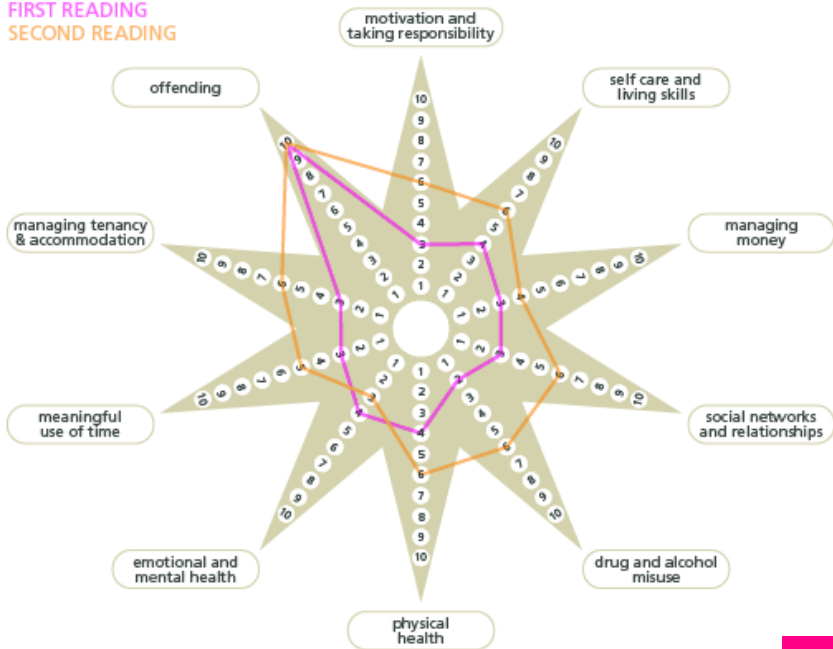
Best practice issues

- ✓ 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 antivirus software and a firewall? [NCSC infographic](#)
- ✓ [Responsible Data Planning Matrix](#)



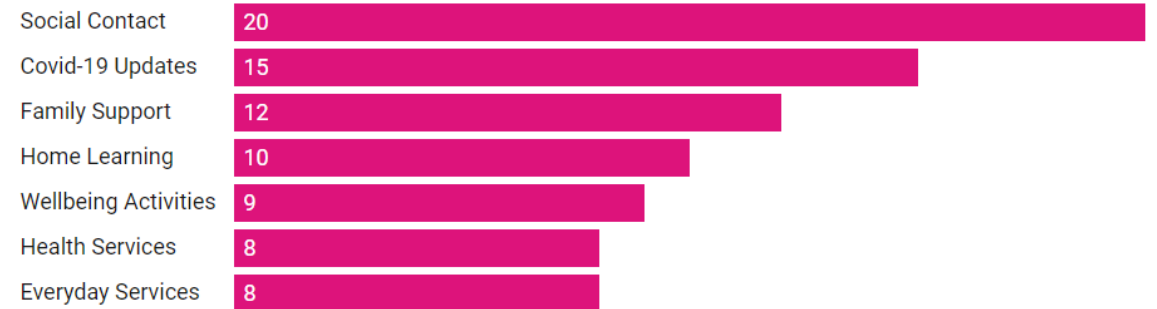
Analysing & presenting your data

FIRST READING
SECOND READING



What are digitally excluded people missing out on?

No of times coded



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

The Outcomes Star - Homelessness version



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





What one small
step will you take
forward?



Related training & extra resources

- ✓ [Watch this video](#): Using your Data to Evaluate you 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
- ✓ Ask Jeremy for a 1:1 if you need help or get in touch directly



About Superhighways

Providing tech support to the sector for 25 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

Sorrel Parsons

info@superhighways.org.uk

www.superhighways.org.uk

@SuperhighwaysUK



superhighways

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