Digital tools for capturing impact

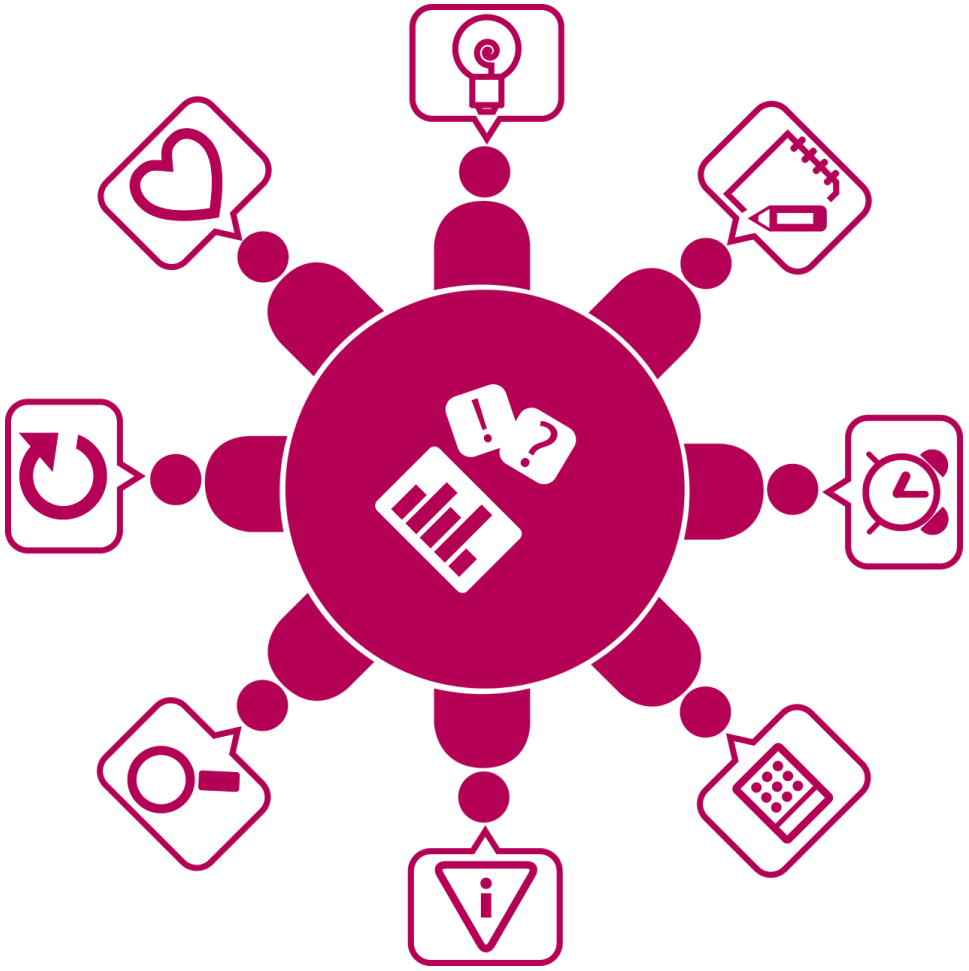
KINGSTON VOLUNTARY ACTION

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

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

Introducing Music Mentors

[Reframing data: ideas, expectations and stories]

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

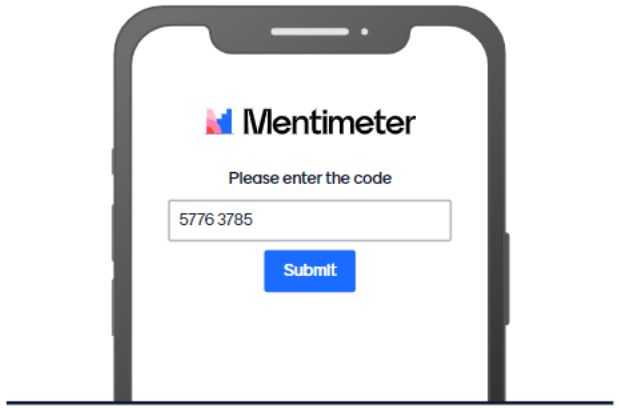
Types of outcomes

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



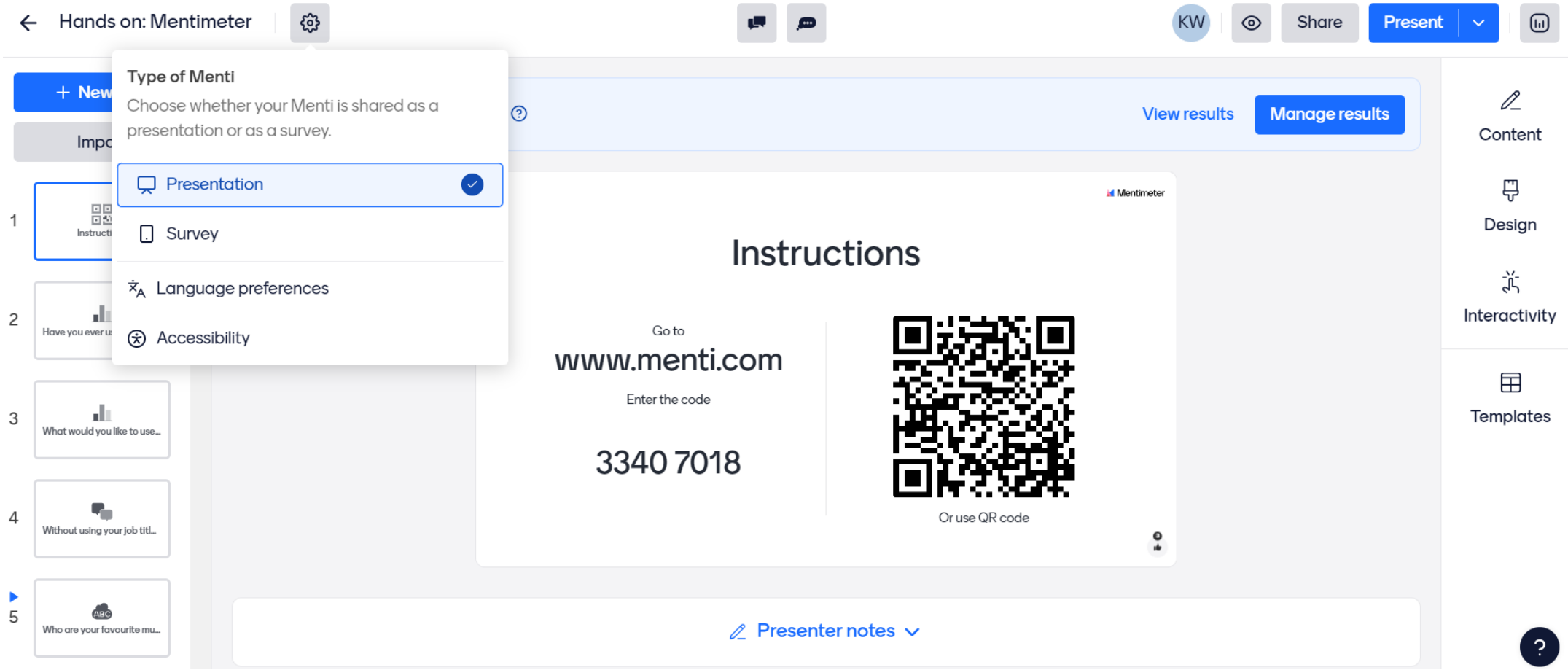
Enter the code

4140 0681

Click on the link in the Zoom chat

https://www.menti.com/alnh1u9wpndc

Building a Menti



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

SurveyMonkey · Google Forms · Microsoft Forms · ZOHO · WUFOO · Typeform · Jotform

Read our blog post...

Office 365 Forms live!

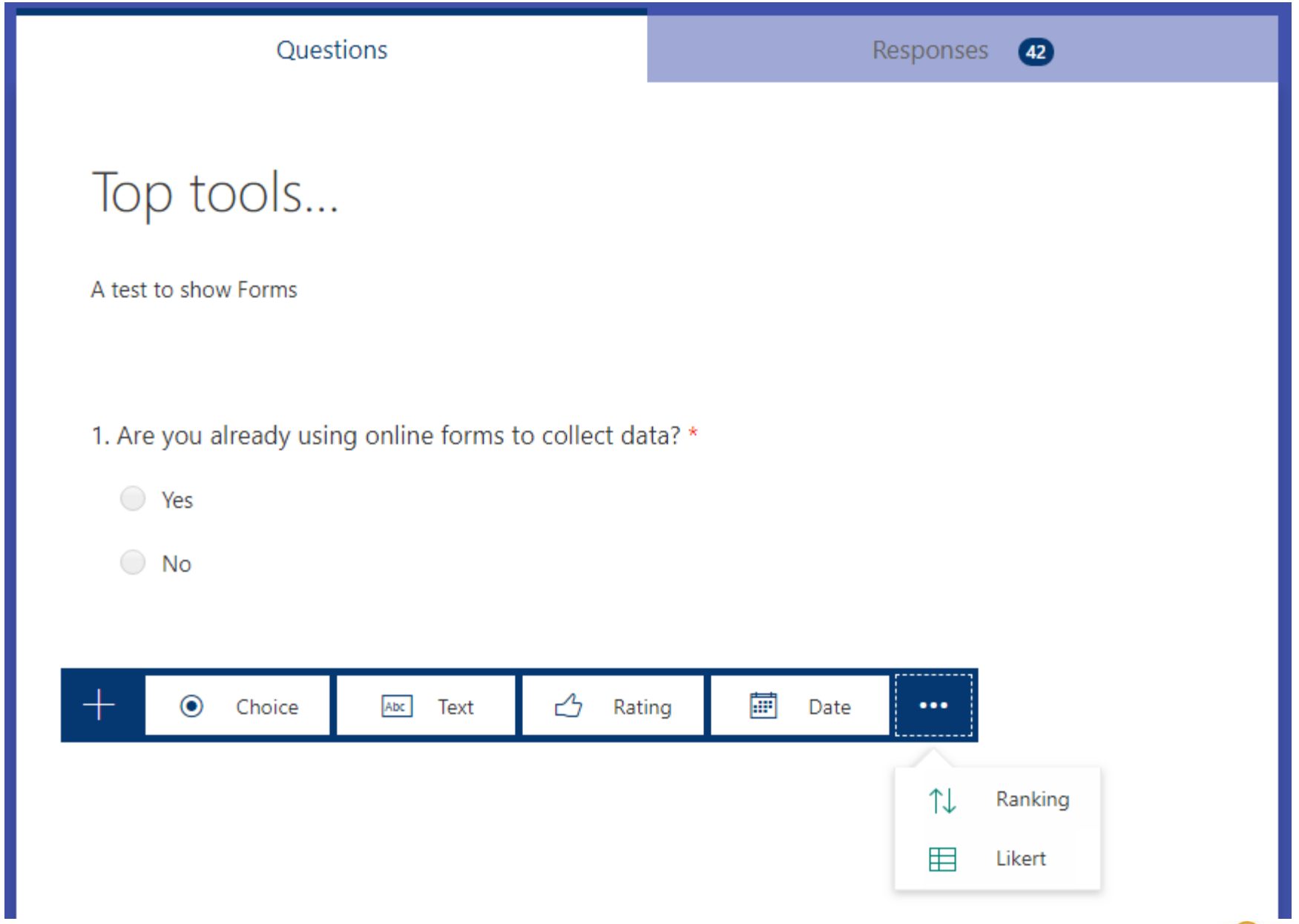
https://forms.office.com/r/y7PYYvT3fL

Setting up your survey

Forms

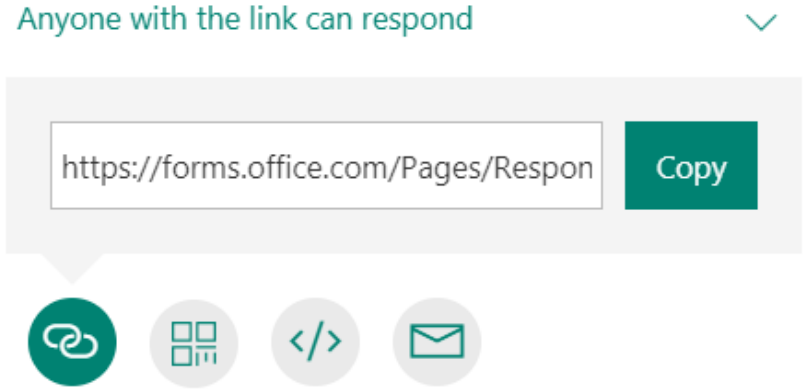
New Form

New Quiz



Sharing your survey

Send and collect responses



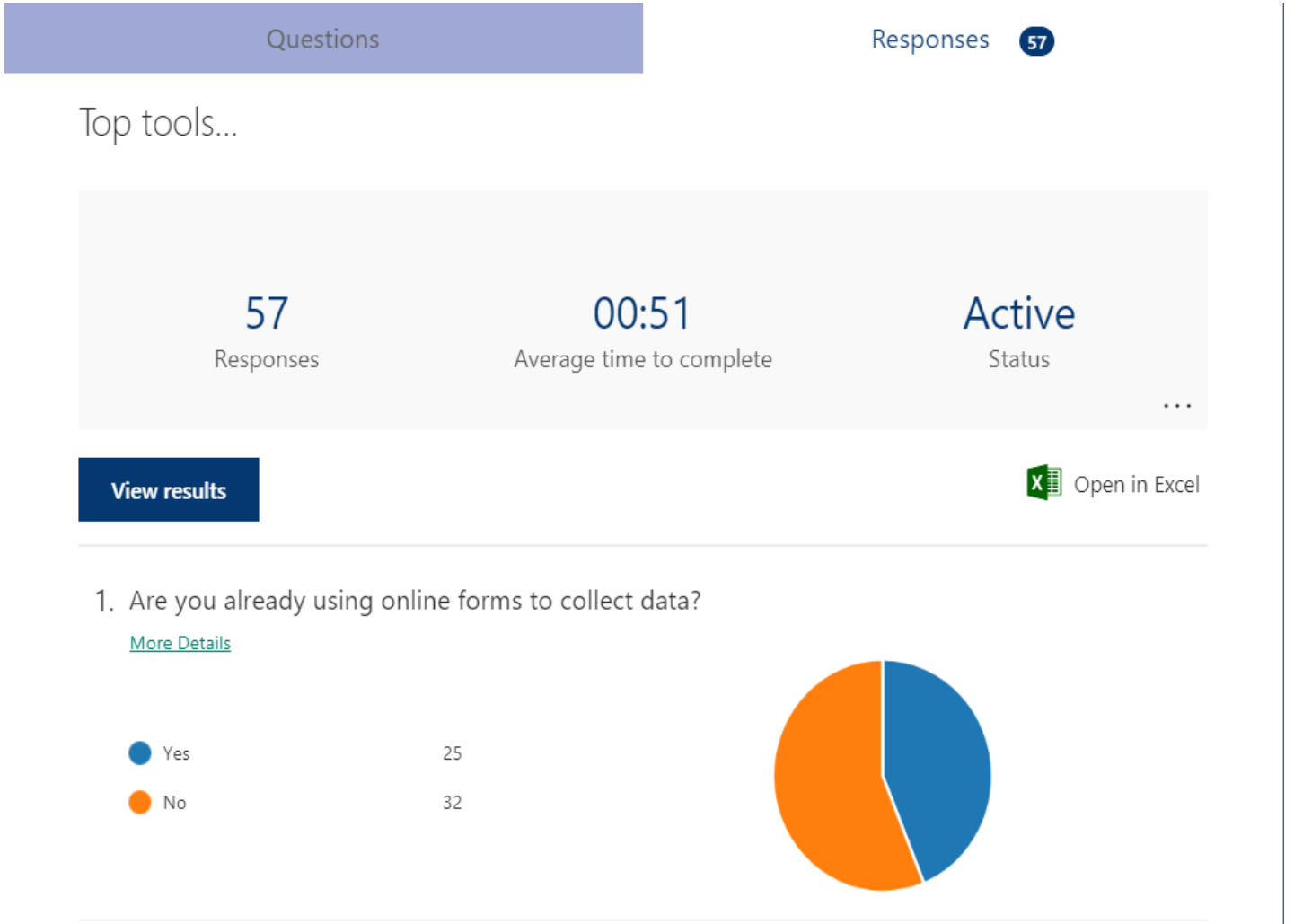
Share as a template

+ Get a link to duplicate

Share to collaborate

+ Get a link to view and edit

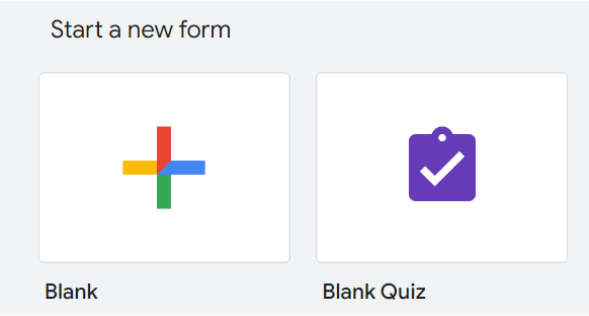
Accessing the results



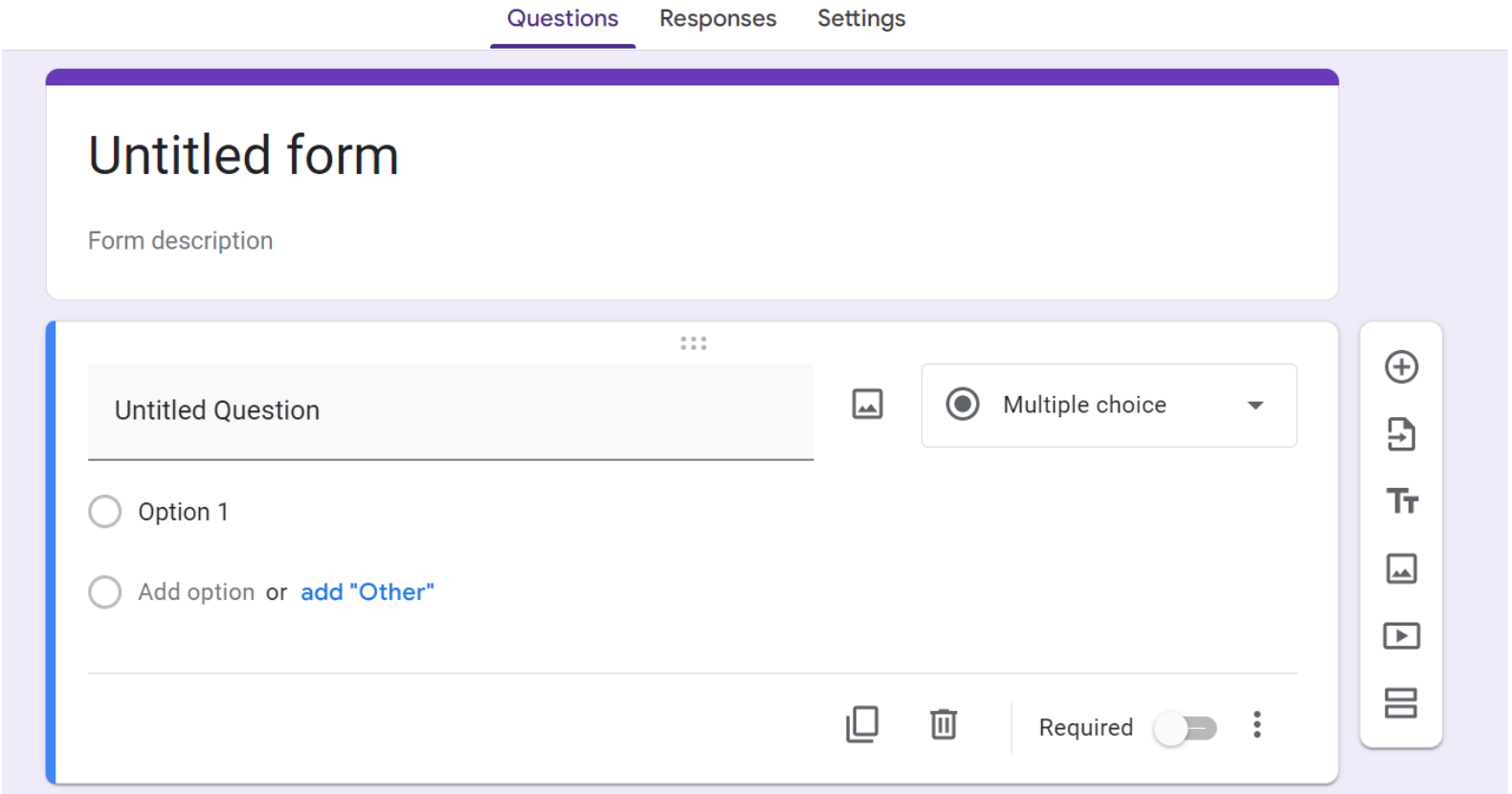
Google Forms live!

https://forms.gle/LjLqHcsCChsksbFU9

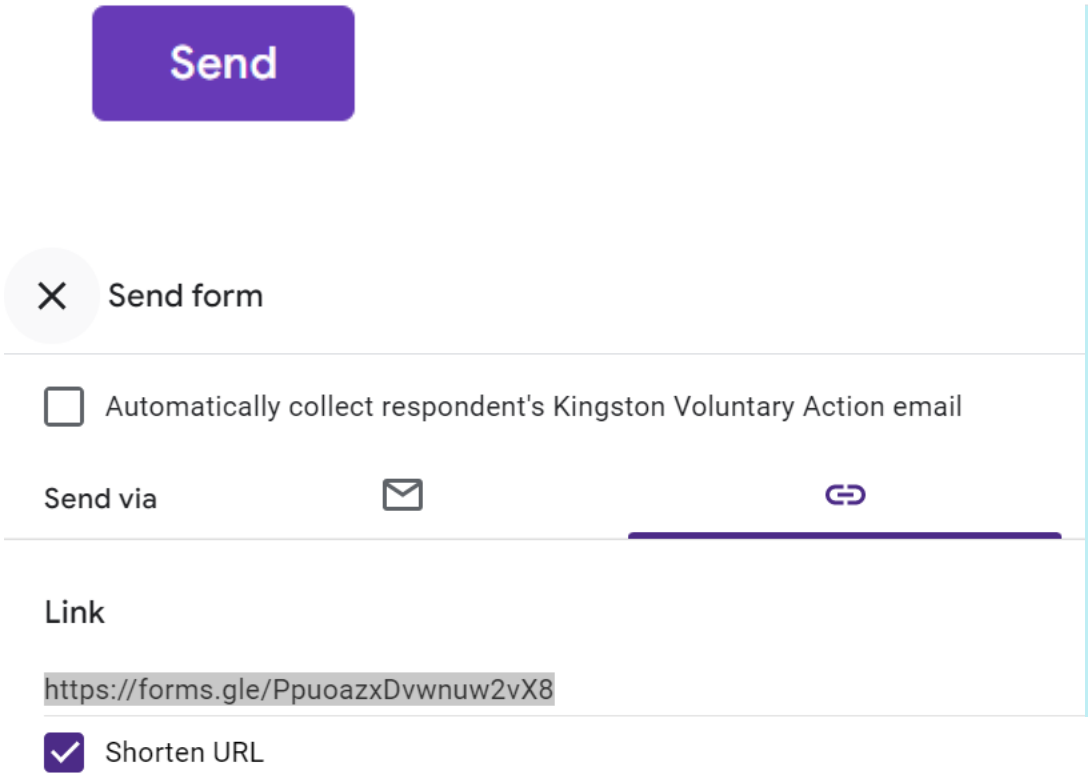
Setting up your survey



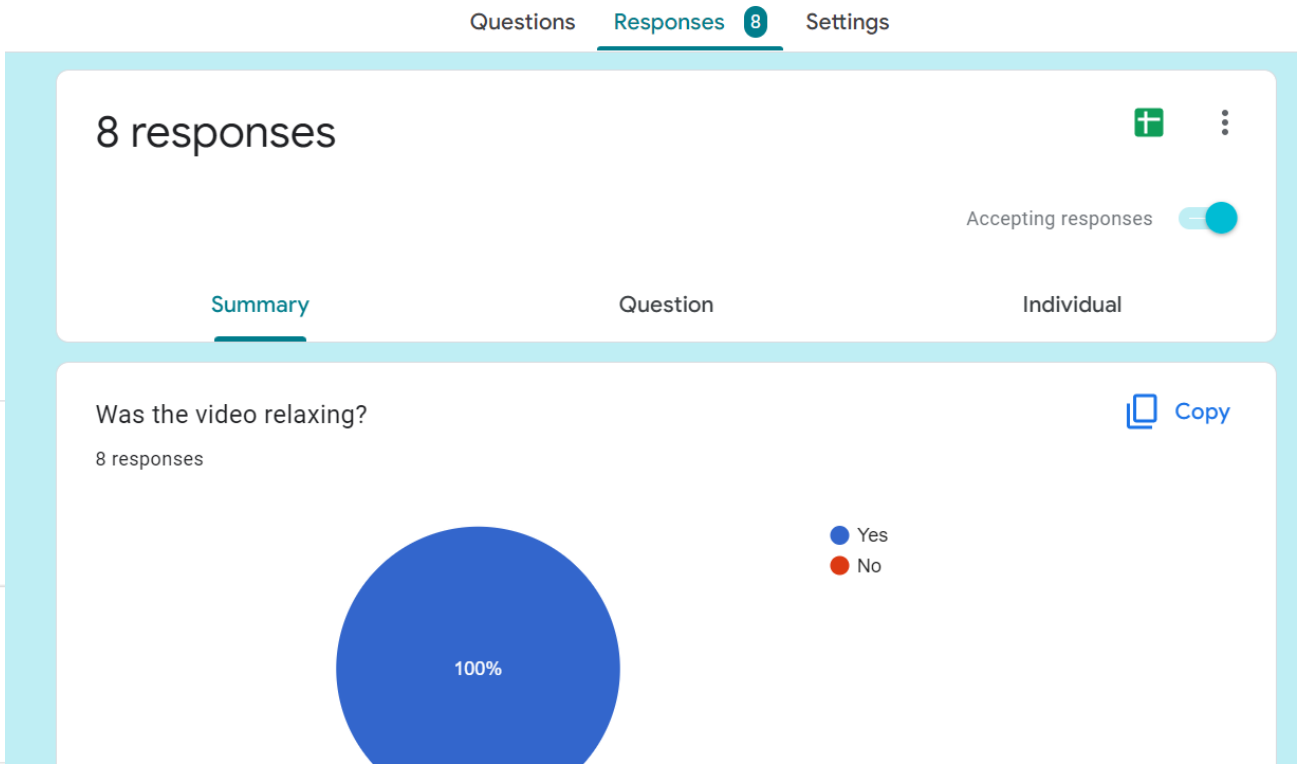
- ✓ Start a new form: blank
- ✓ Click on Untitled form to give it a title
- ✓ The + sign for more question types



Sharing your survey



Accessing the results



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

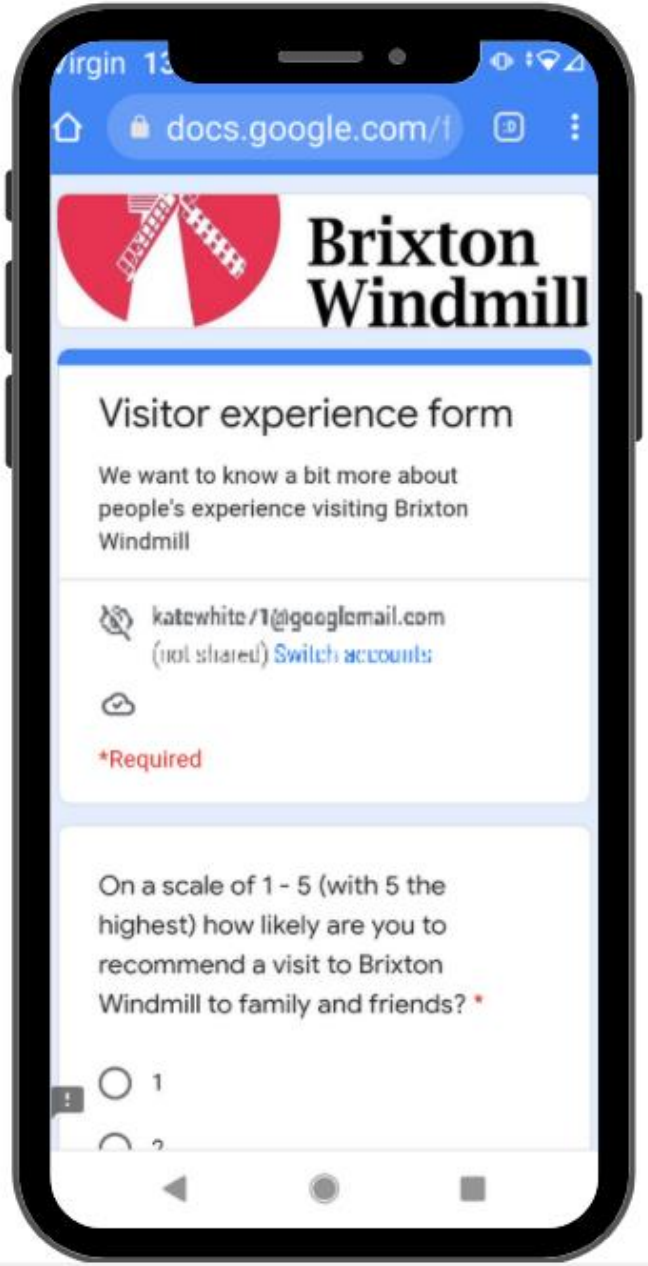
And no download options!

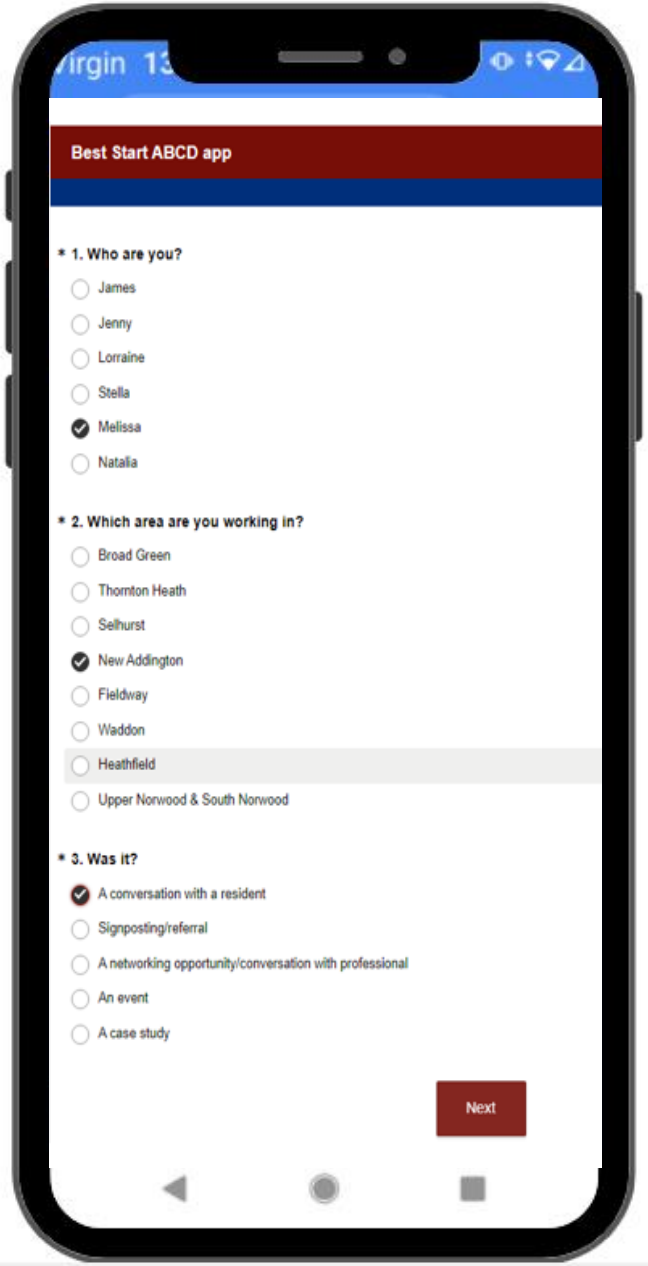
SmartSurvey — 15 questions, view only, 100 responses p/m

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

Mobile data collection

Add form shortcuts to your Homescreen...

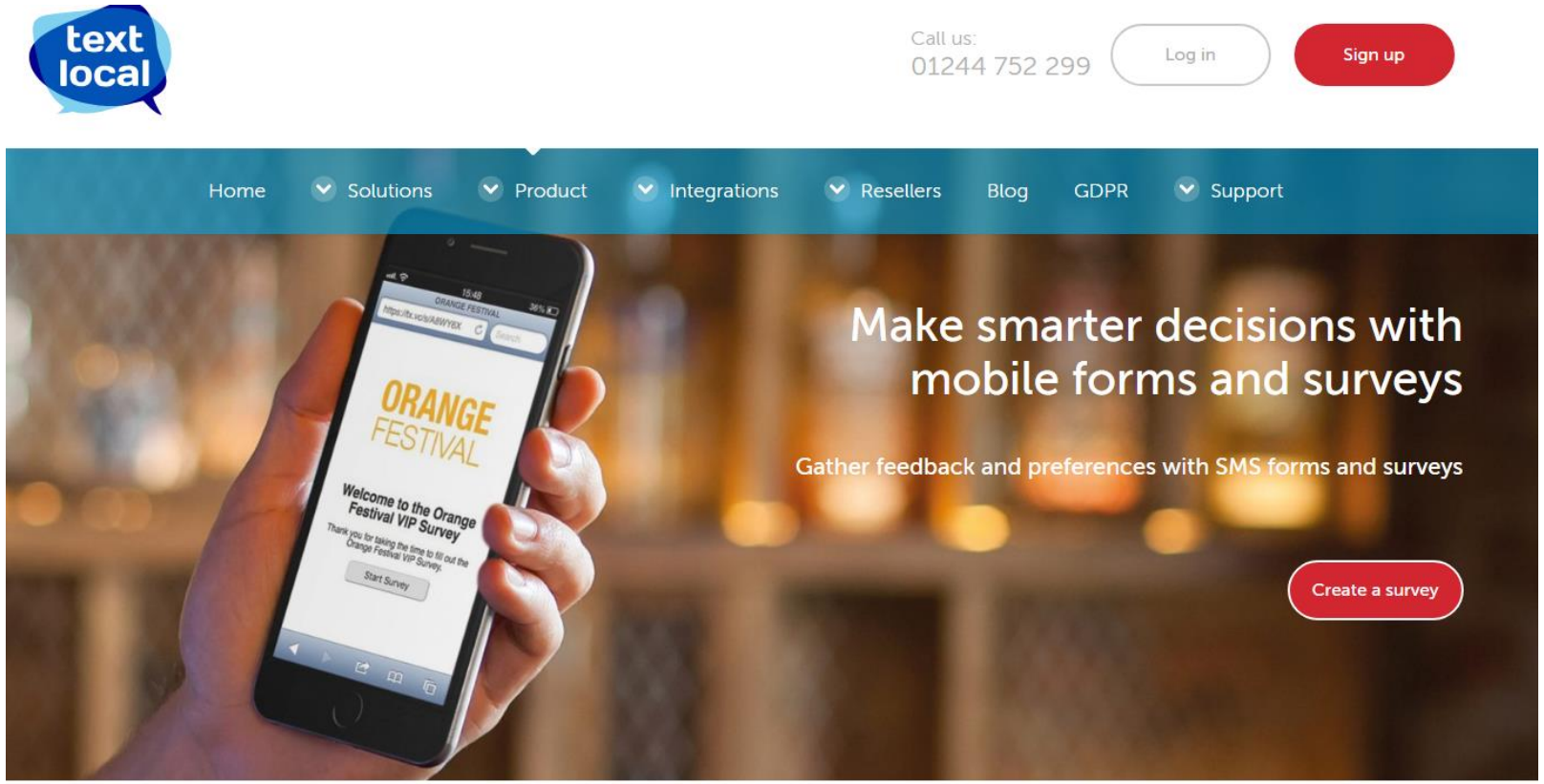




Don’t forget Zoom polls!

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

Data capture with SMS

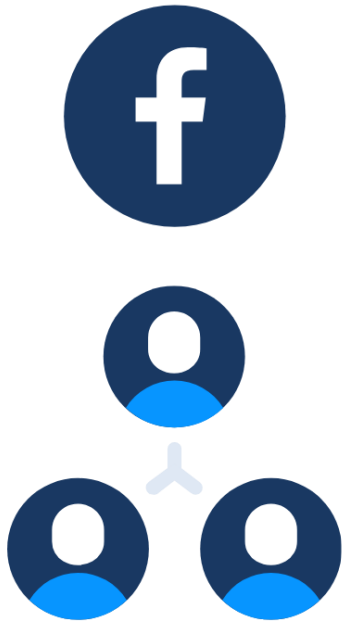


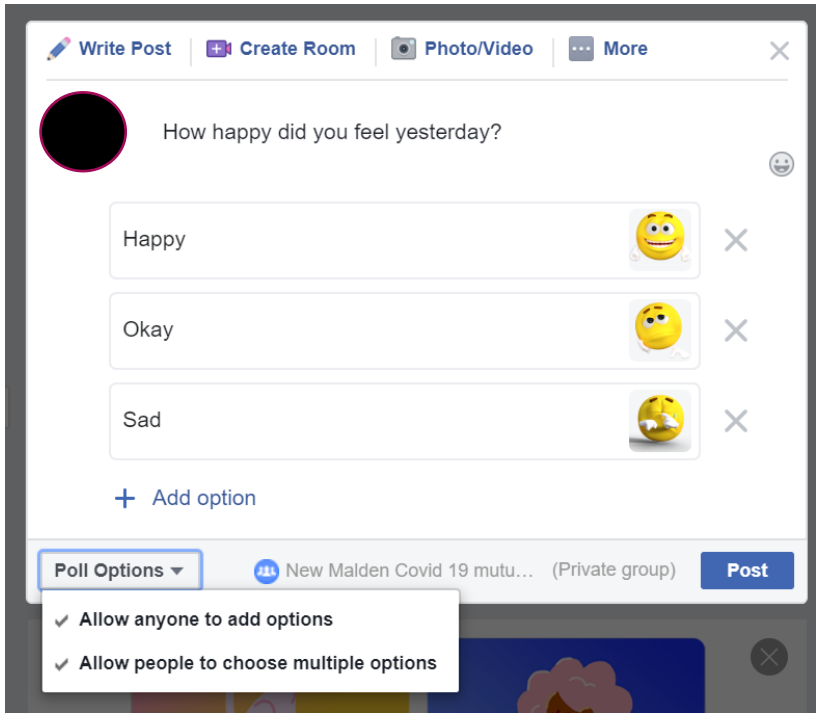
textanywhere

SmartSurvey

text local

Who’s on social media?





Let's look at digital tools

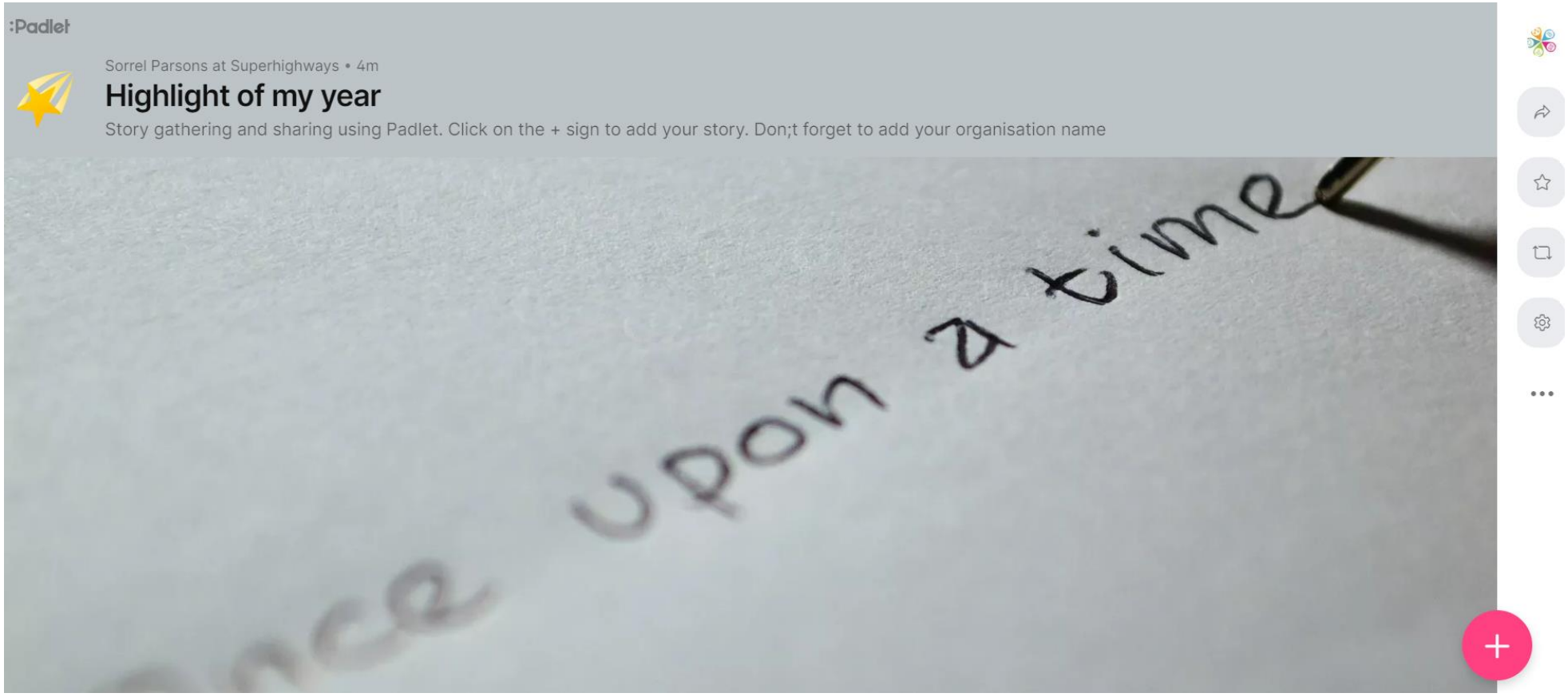
- ✓Creative and multi-media methods

“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



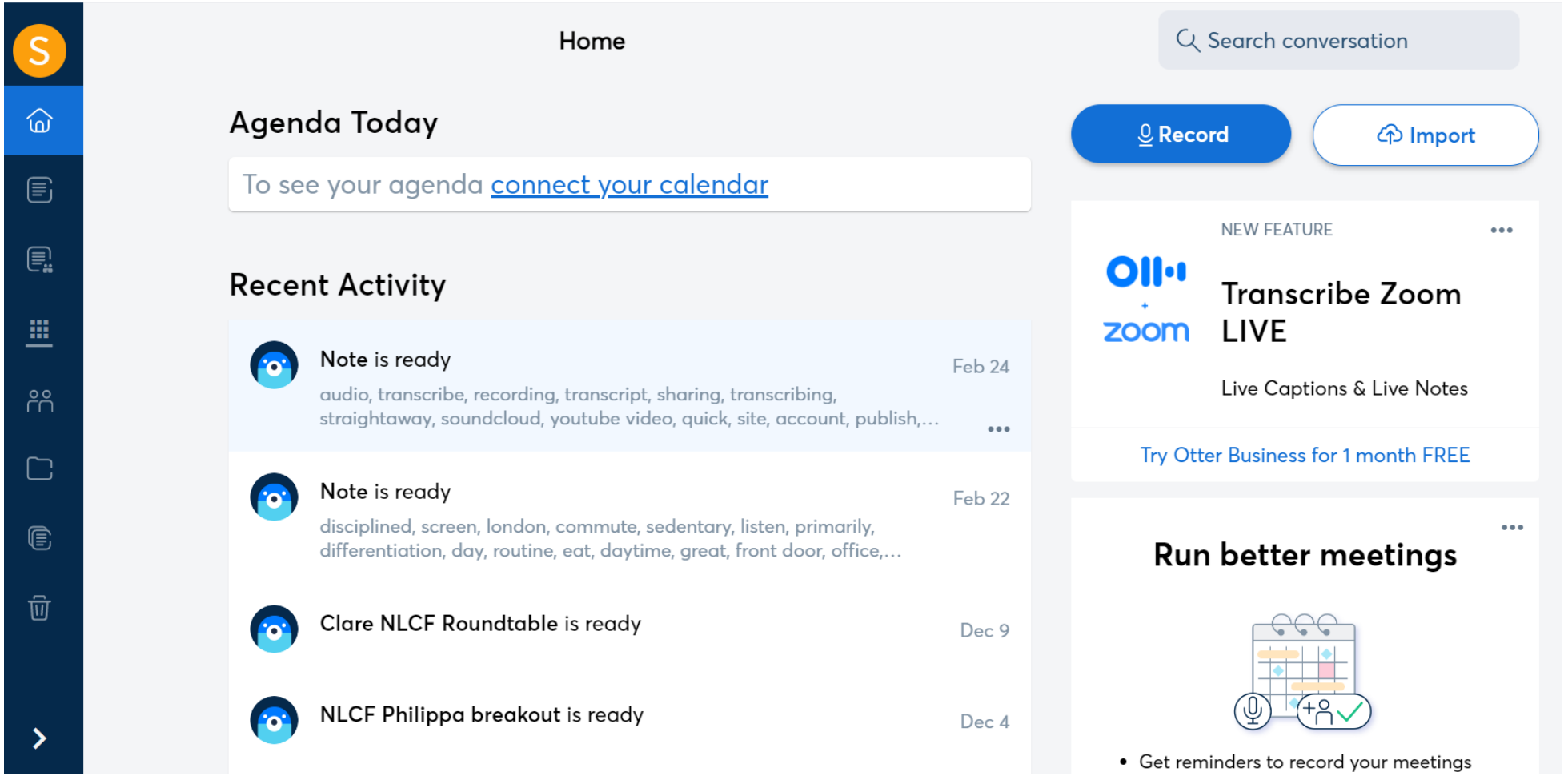
Giving people a voice

audioBoom

SOUNDCLOUD

Record, transcribe, edit and publish

Otter.ai DEMO



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

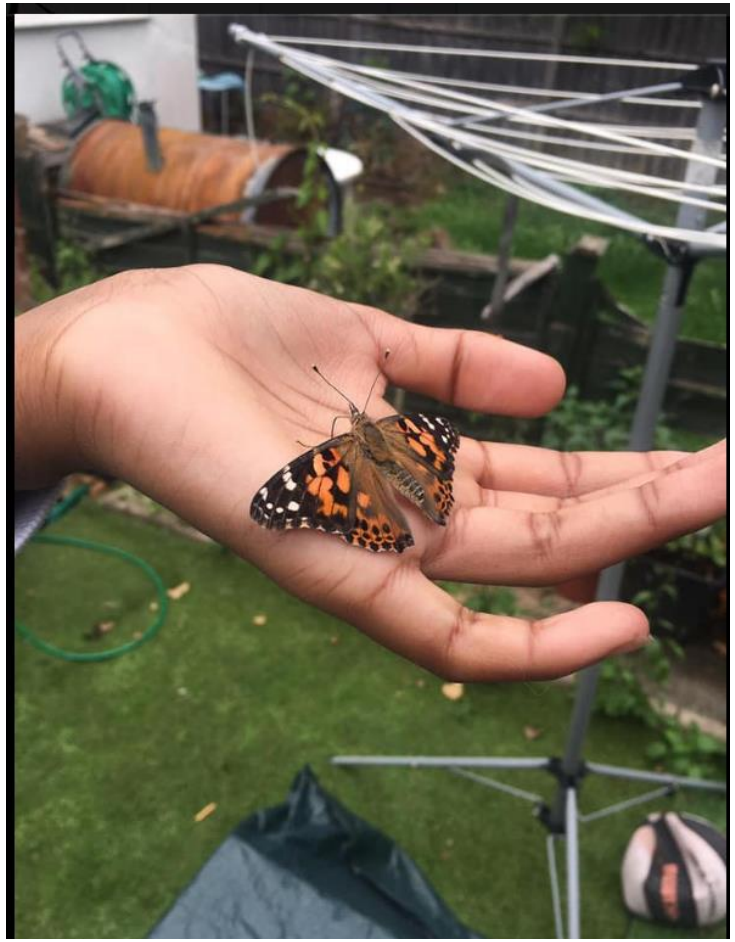
Business

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



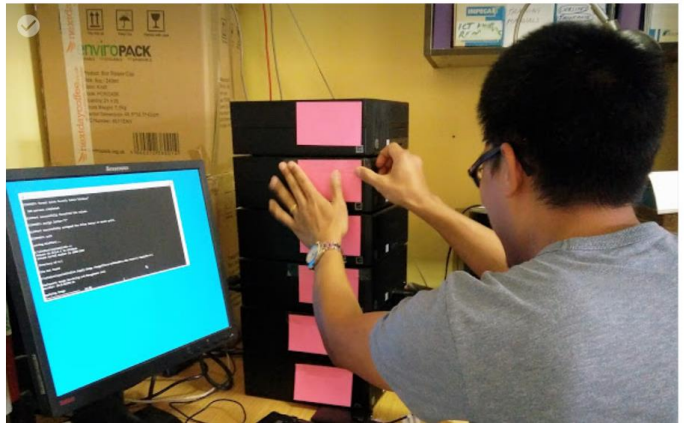
Sutton African and Caribbean Cultural Organisation

Compile & share albums / stories

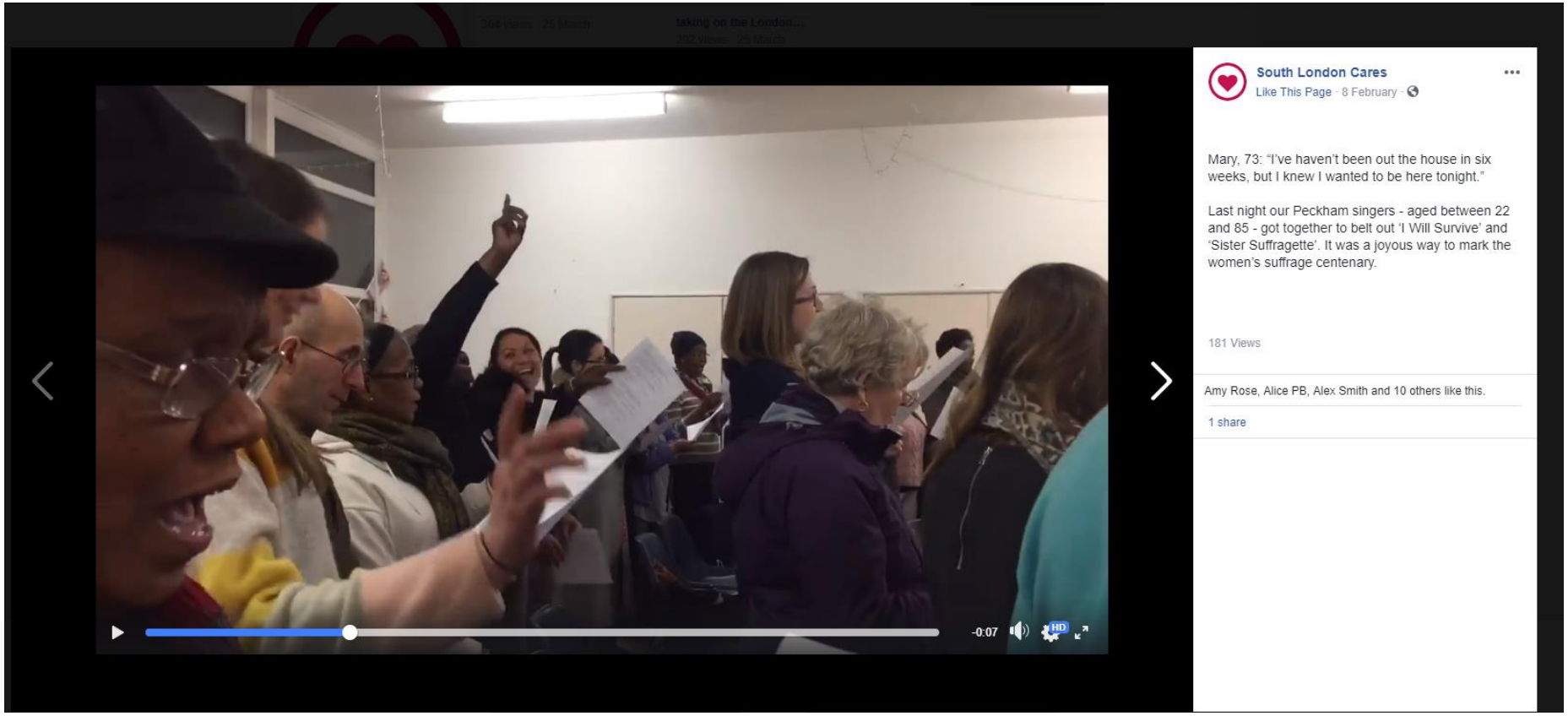
flickr™

Measuring change album

Oct 25, 2017



You don’t need feature films…



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

Lamplight

BETTER IMPACT

UPSHOT®
MANAGE | MONITOR | EVIDENCE

Time to Spare

Makerble

views

Impactasaurus

Outcomes Star™

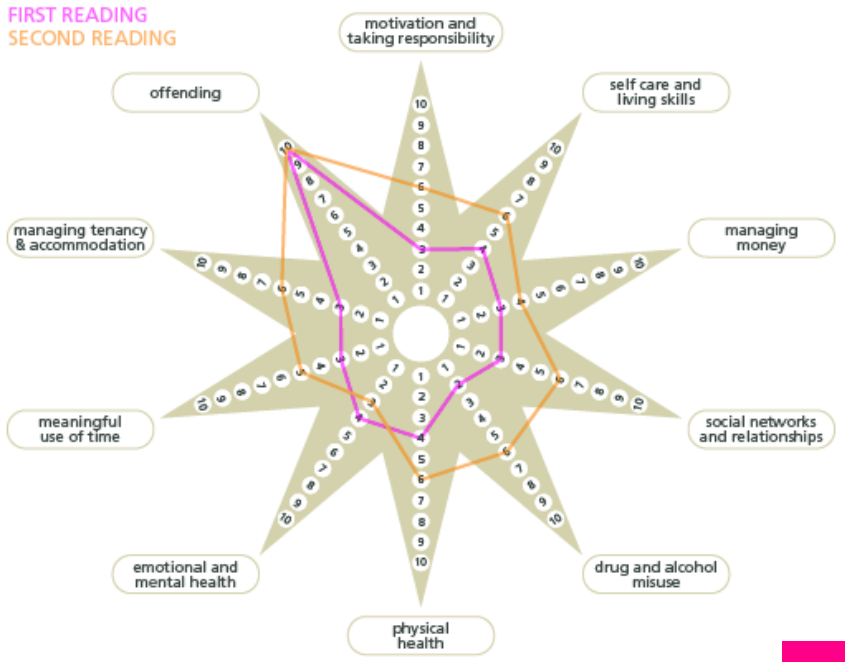
charitylog

Find out more in our blog post...

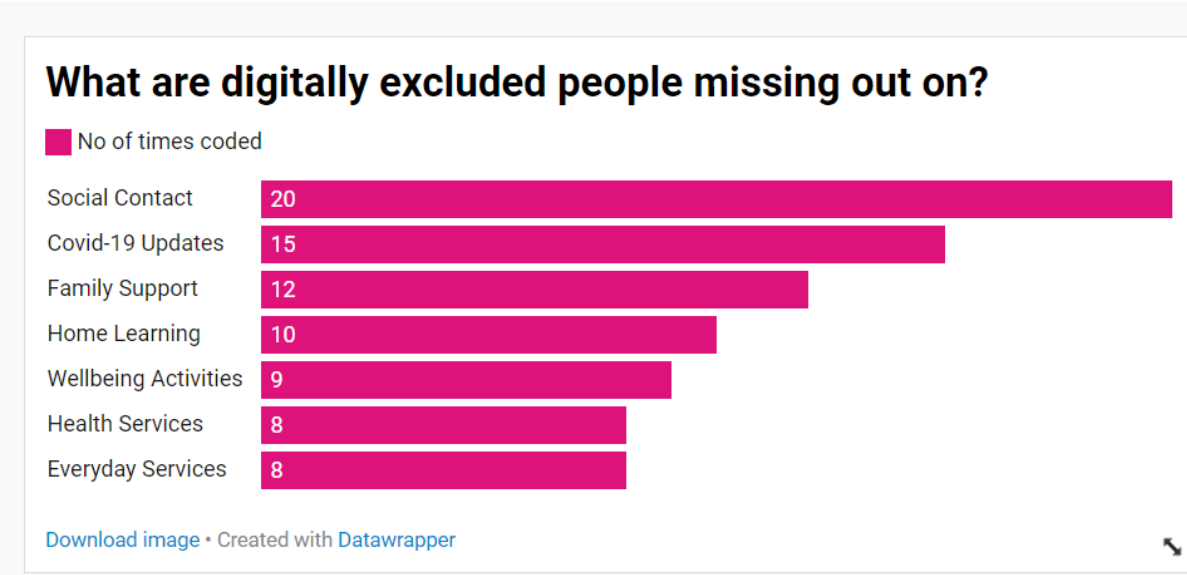
Best practice issues

- ✓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



The Outcomes Star - Homelessness version



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

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