Digital tools for capturing impact

WCA
WANDSWORTH CARE ALLIANCE

superhighways
harnessing technology for community benefit

What does Superhighways do?

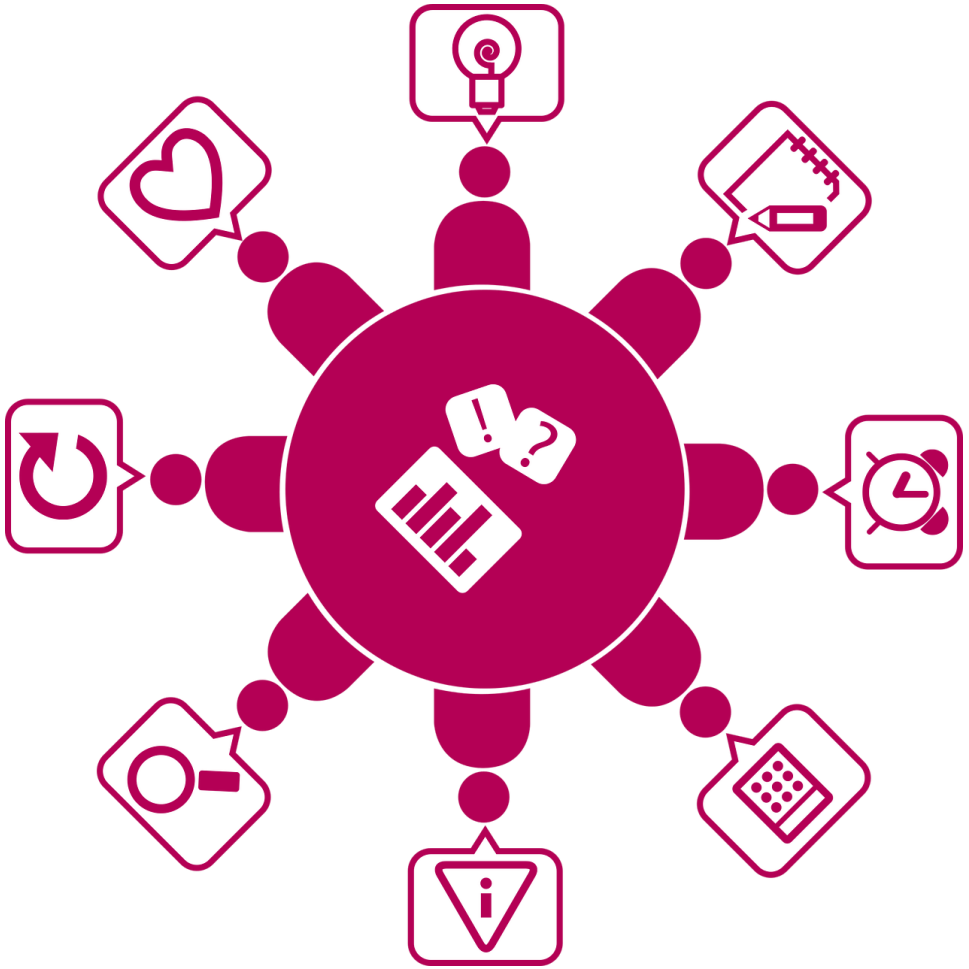
Superhighways helps small charities and community groups gain essential digital and data skills backed by the right tech to achieve their goals.

A programme of Kingston Voluntary Action

What we'll cover today

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

Data collection quick conversation



1. Individually pause and reflect on a question
2. Join a breakout room in a pair for 4 mins
3. Answer in chat when you come back to the main space

Check out some Liberating Structures engagement methods

Question to chat about

What are you currently using or hoping to use your data for?

Introducing Music Mentors

[Reframing data: ideas, expectations and stories]

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

Types of data refresher

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

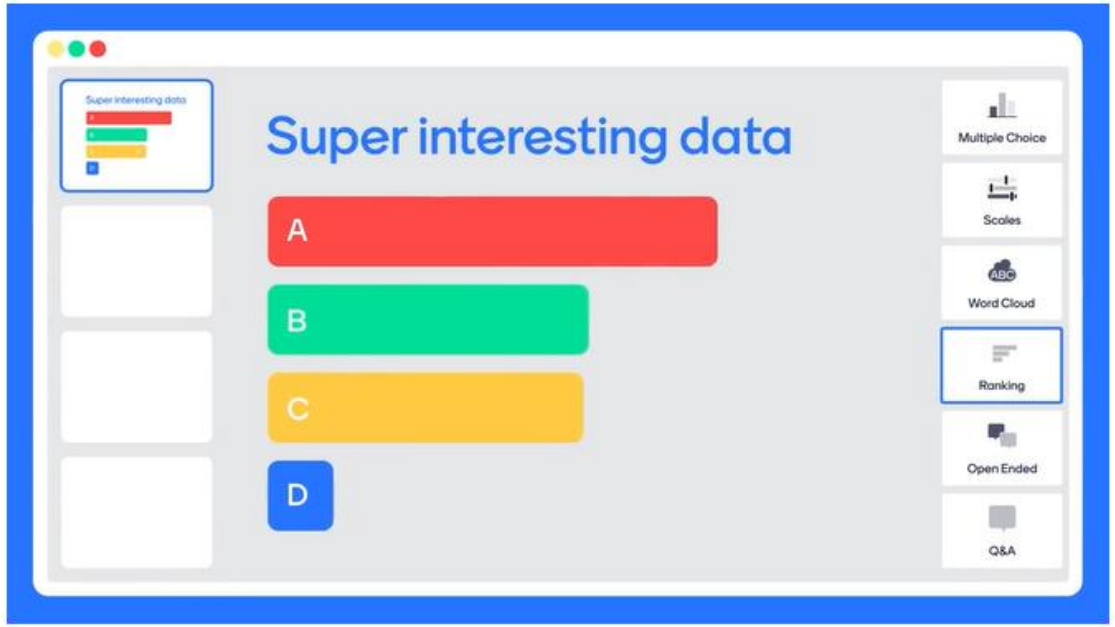
Asks: what has changed as a result of using the service, what have people gained

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

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)

Let’s go to Mentimeter



Which 3 words might describe how someone would 'feel' having attended your activities?

Go to

www.menti.com

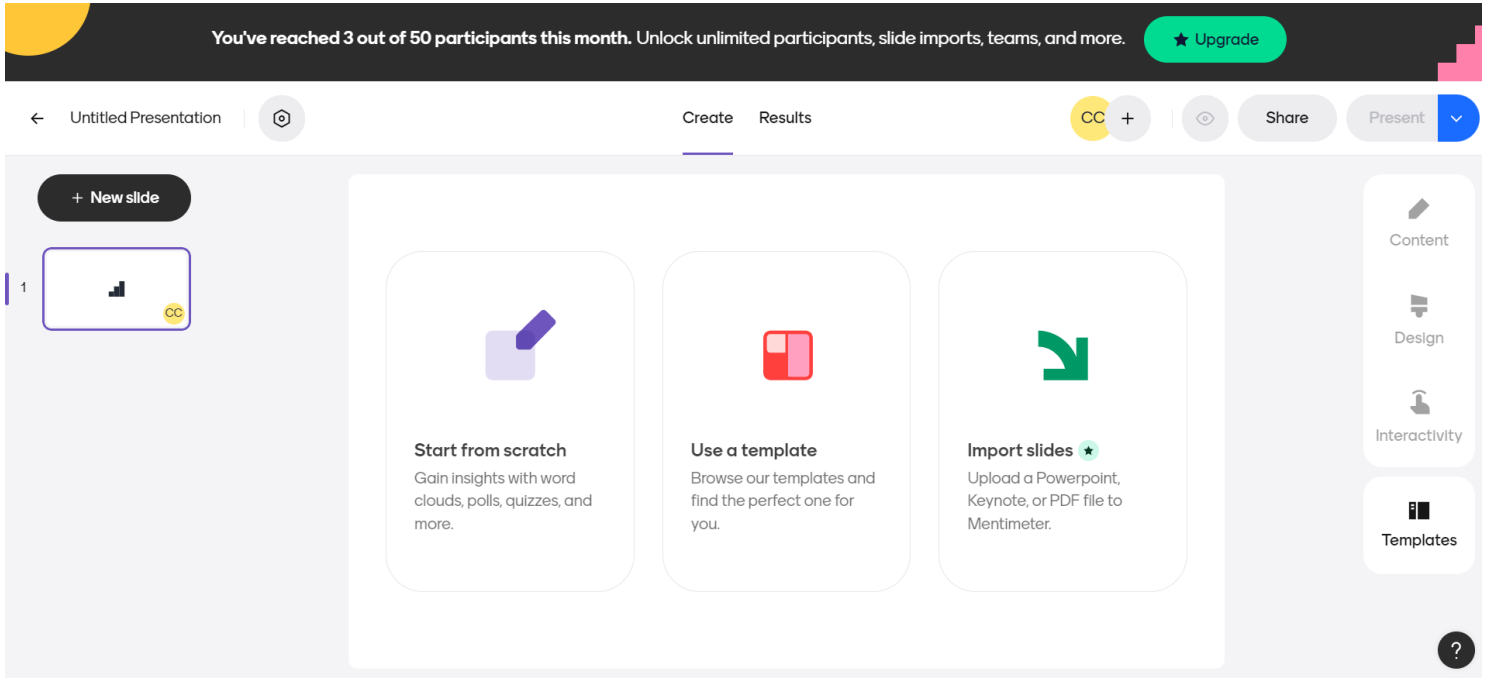
Enter the code

5878 9500

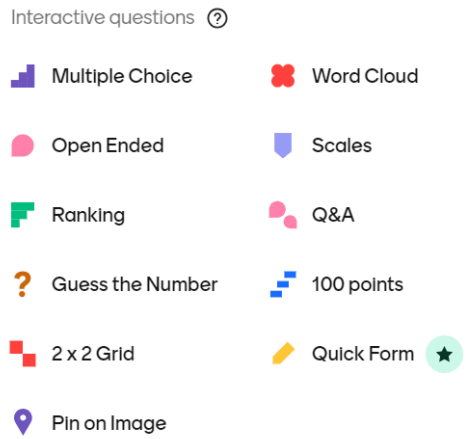
Or use QR code

✓ Or click this link: https://www.menti.com/aljkbqroeajj

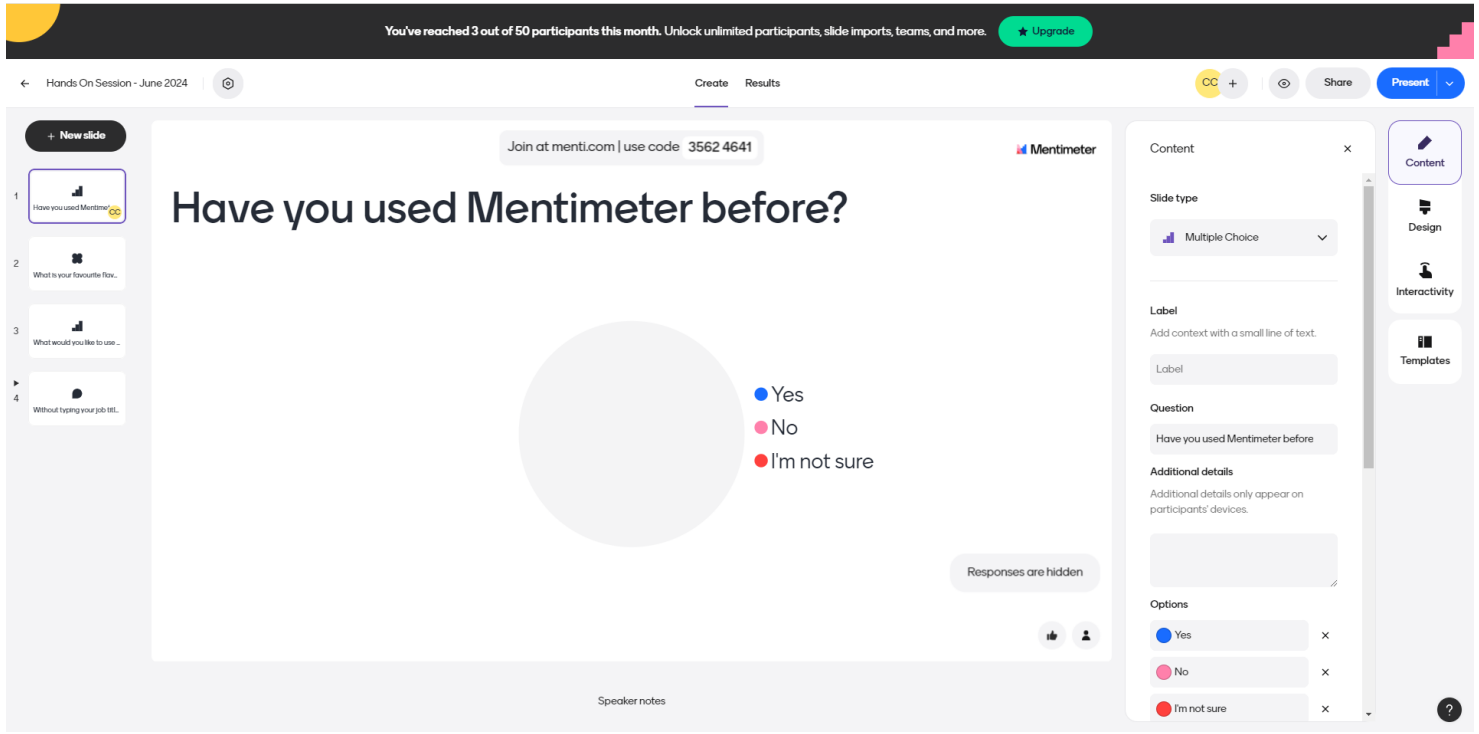
Building a Menti using the dashboard



- ✓Click on +New Menti
- ✓Rename
- ✓+ New Slide
- ✓Slide Types

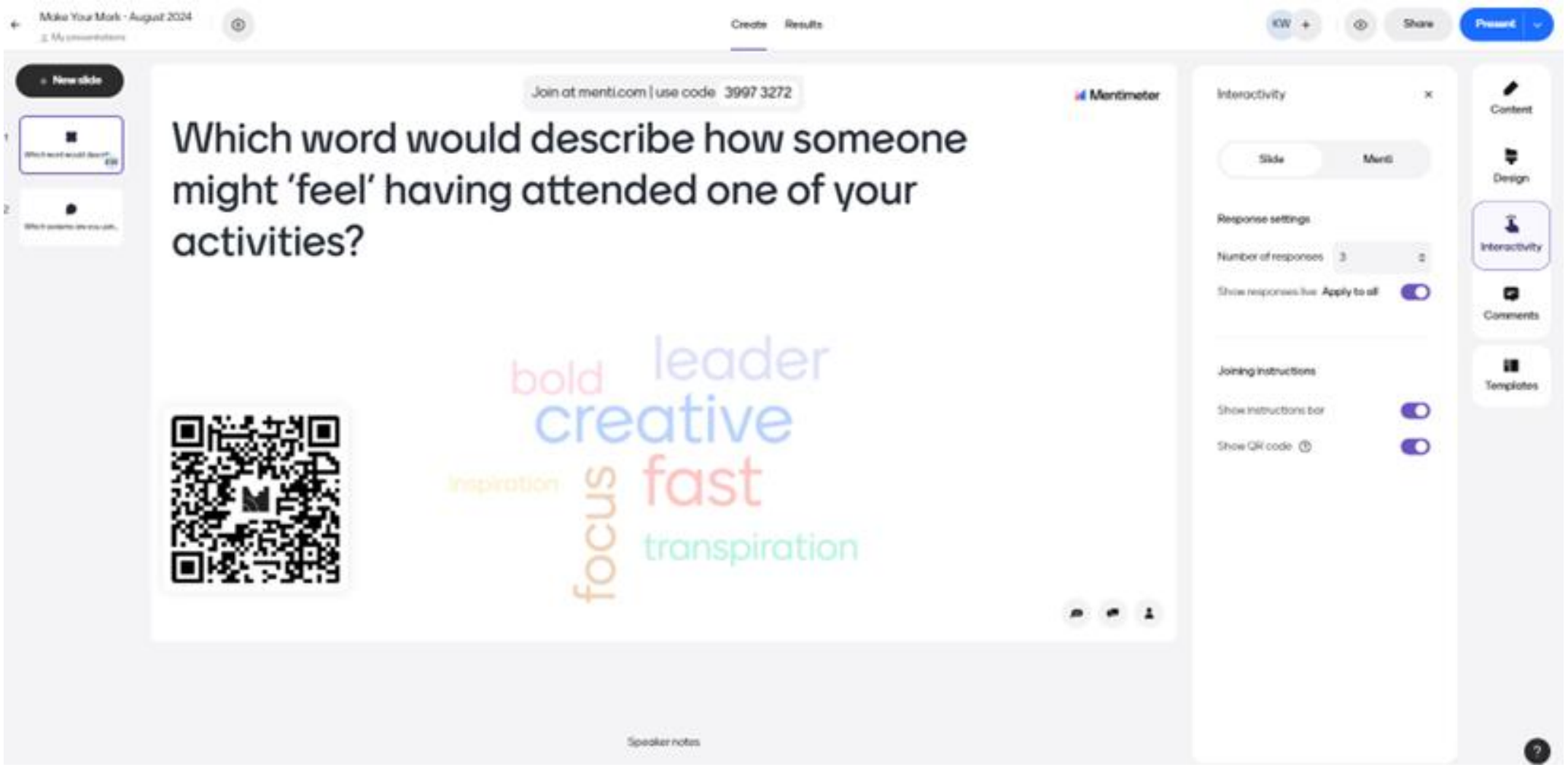


Building a Menti using the dashboard



- ✓Content
- ✓Design
- ✓Interactivity
- ✓Templates

Include joining instructions

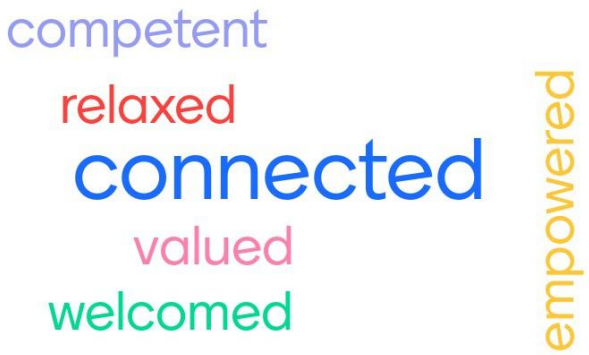


Mentimeter results

Mentimeter

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

7 responses



7

Make sure your interview questions or survey questions also elicit emotional responses. Are you getting the information you need?

Ways to collect data

- ✓Routine data collection
- ✓Surveys
- ✓Observations
- ✓Interviews
- ✓Focus groups
- ✓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!

The big question for today ...

This is an example of a Microsoft 365 form. Use these to capture information that will help you demonstrate your impact. You could ask what people need from you and make decisions based on their responses.

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

1

How do you feel about Marmite?

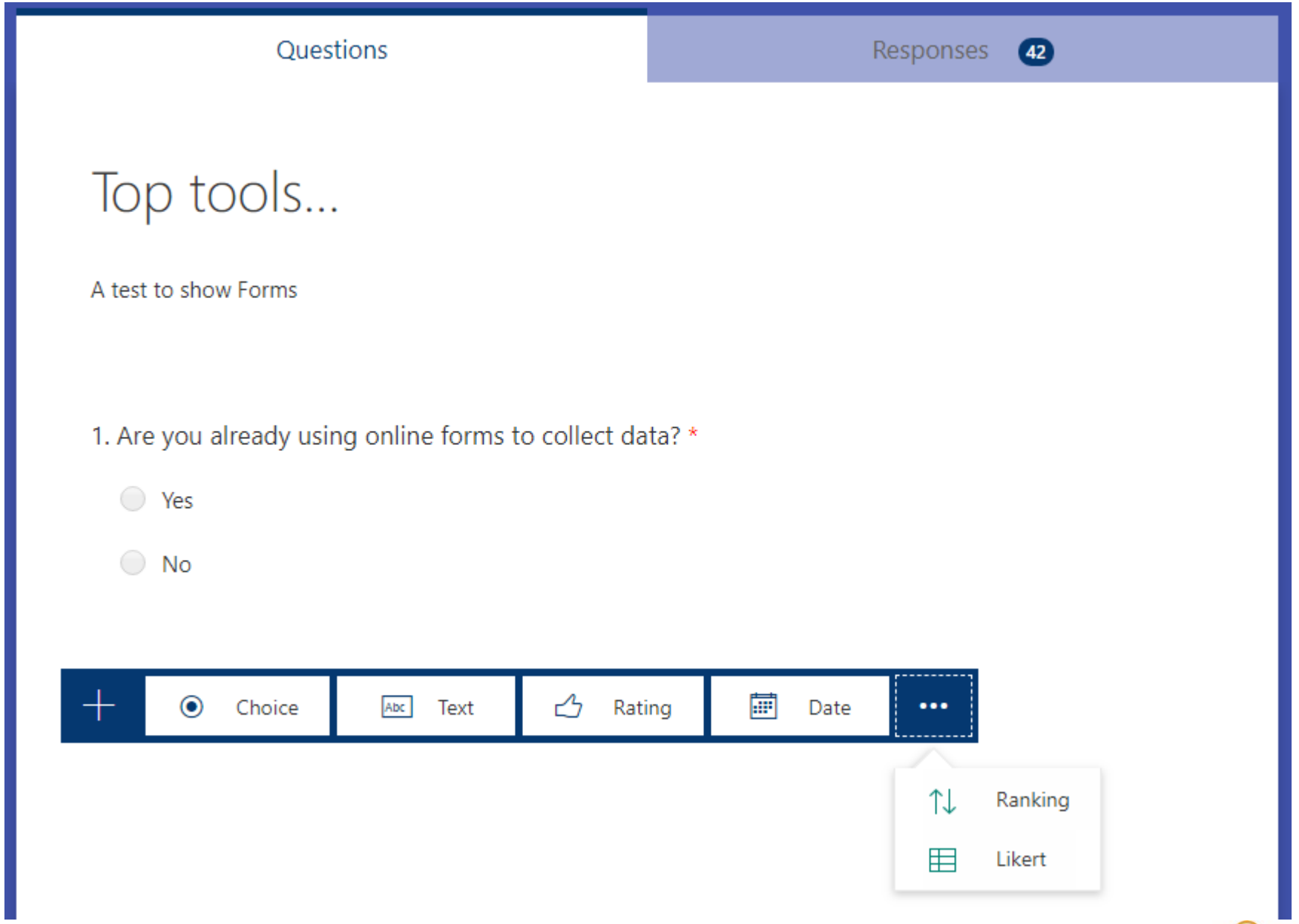
✓ https://forms.office.com/e/mM96jiD7c3

Setting up your survey

Forms

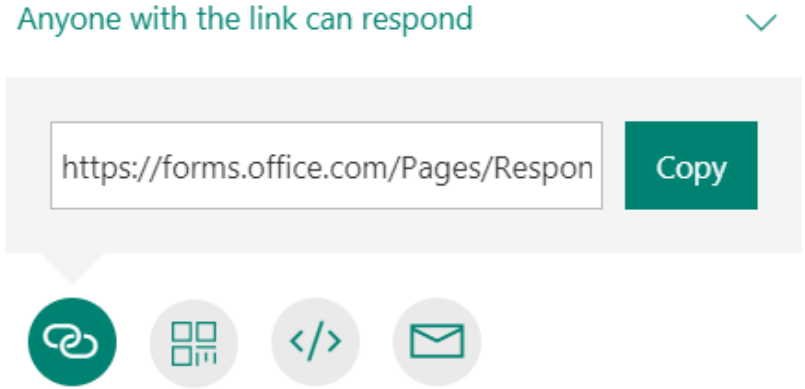
New Form

New Quiz



Sharing your survey

Send and collect responses



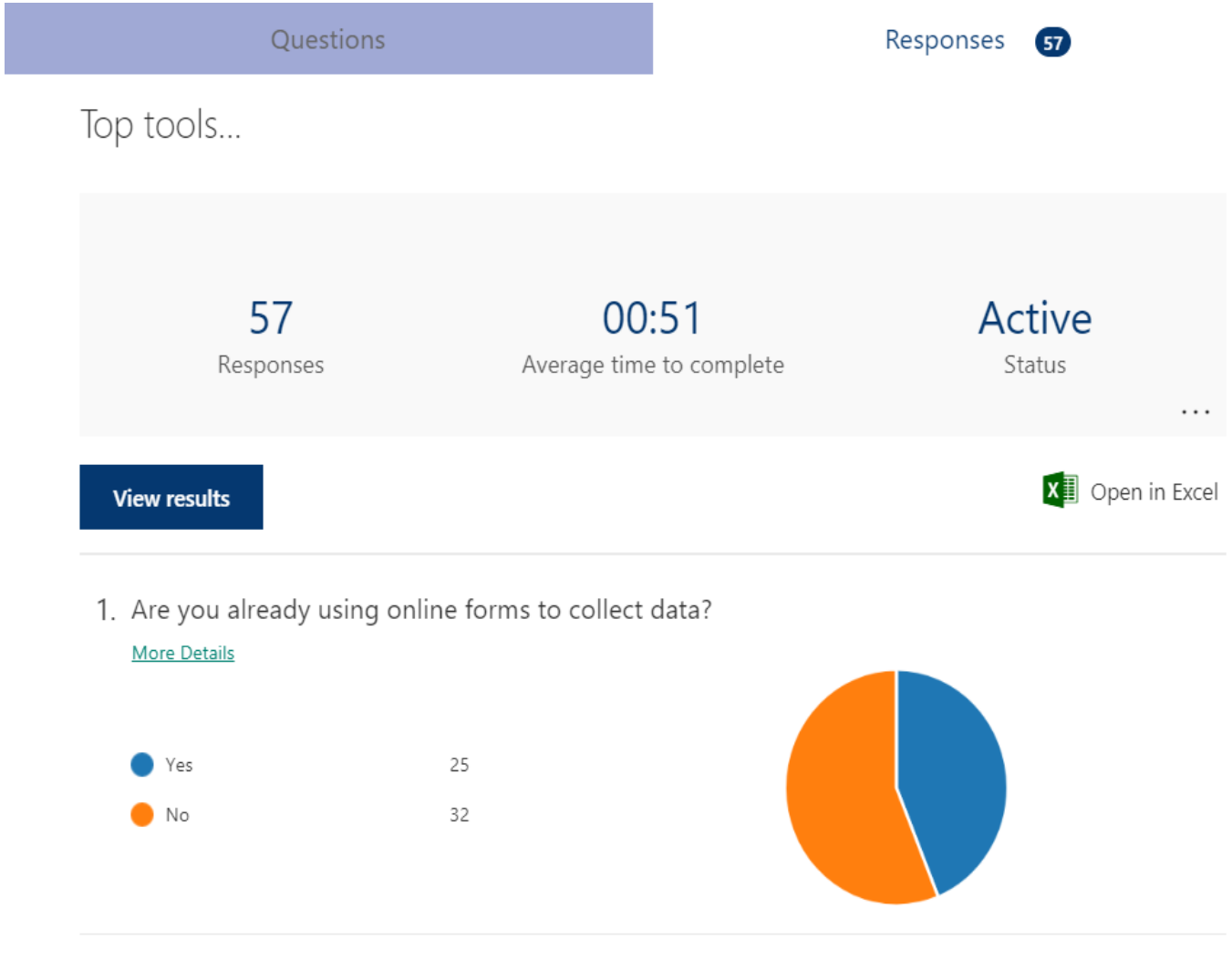
Share as a template

+ Get a link to duplicate

Share to collaborate

+ Get a link to view and edit

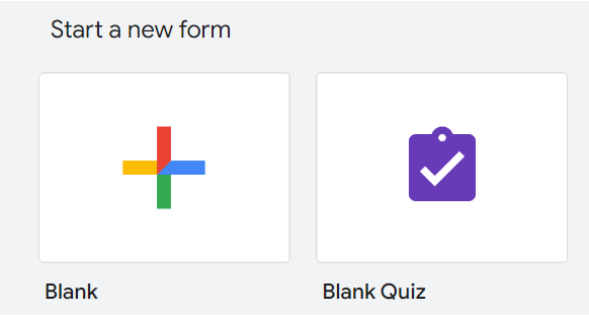
Accessing the results



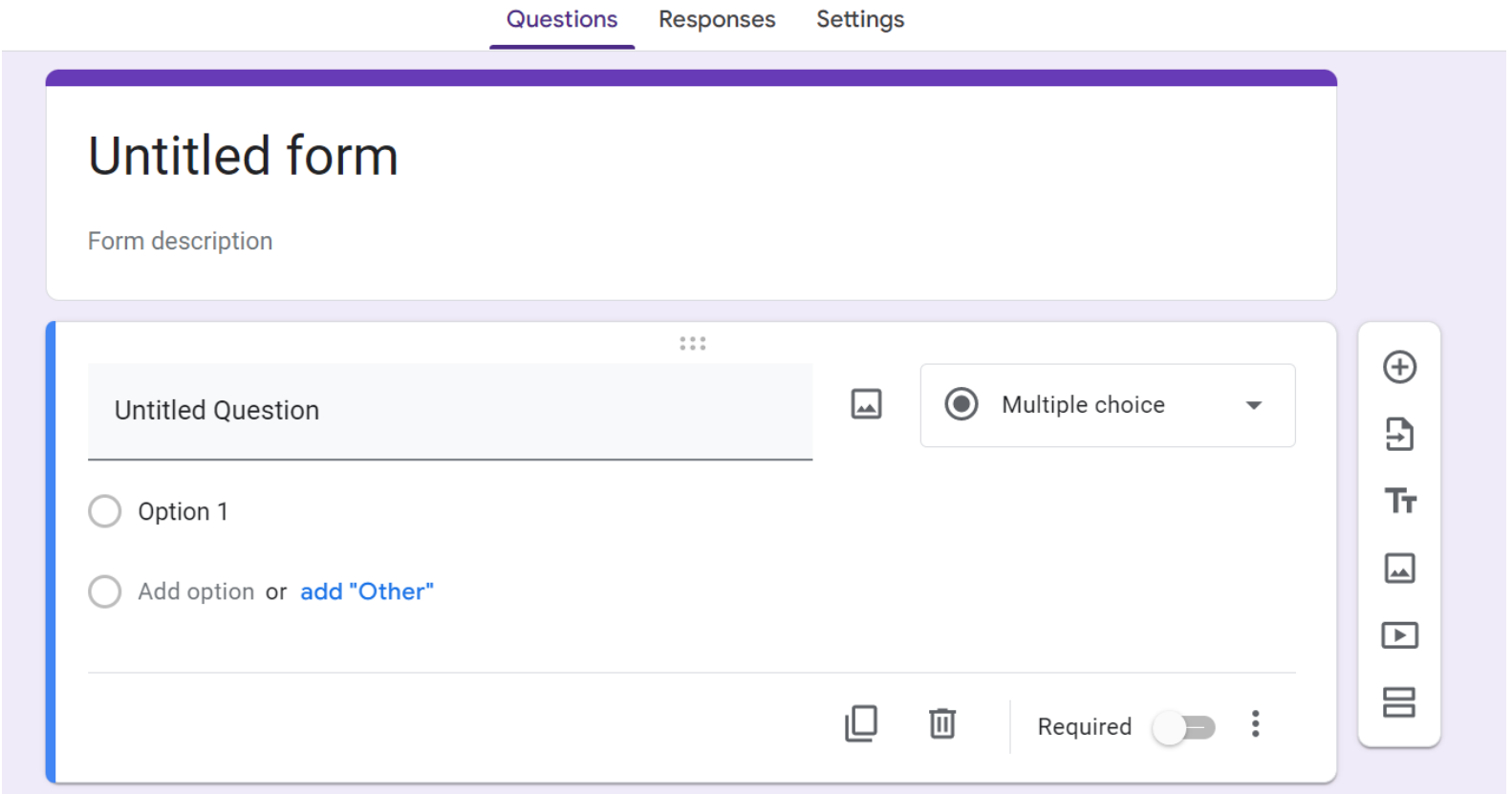
Google Forms live!

https://forms.gle/LjLqHcsCChsksbFU9

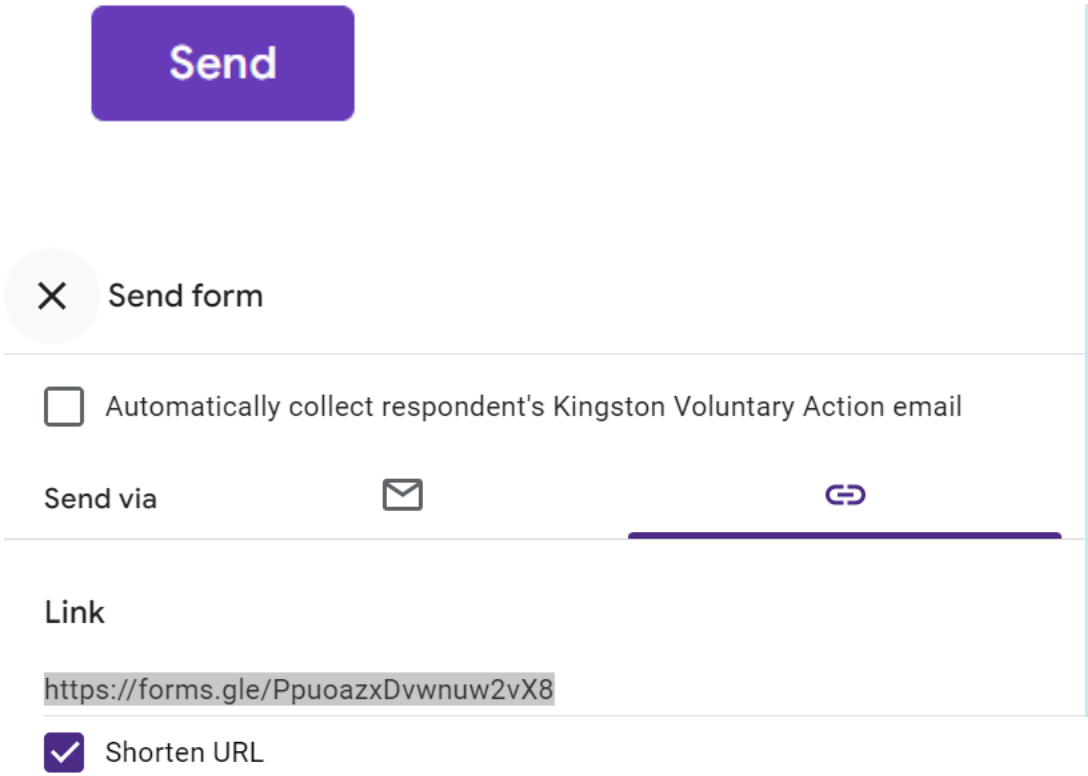
Setting up your survey



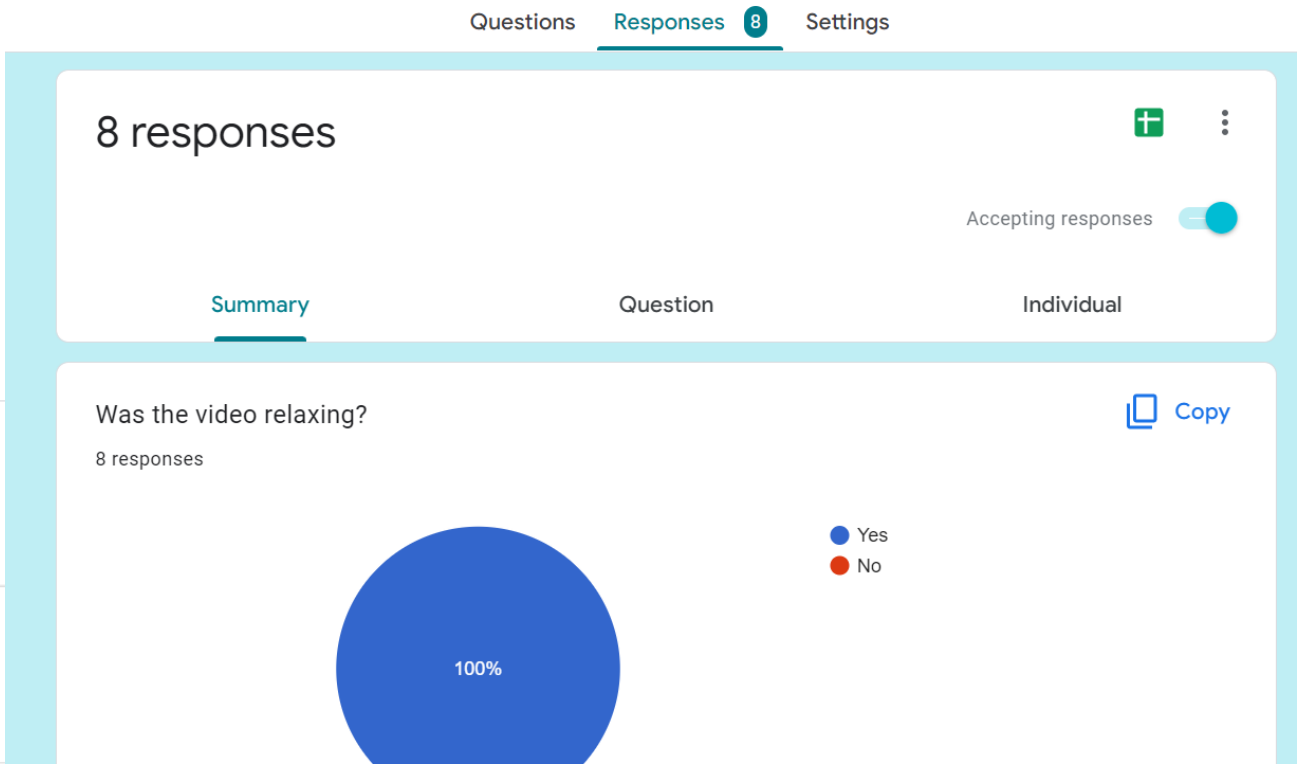
- ✓ Start a new form: blank
- ✓ Click on Untitled form to give it a title
- ✓ The + sign for more question types



Sharing your survey



Accessing the results



Free – too good to be true?

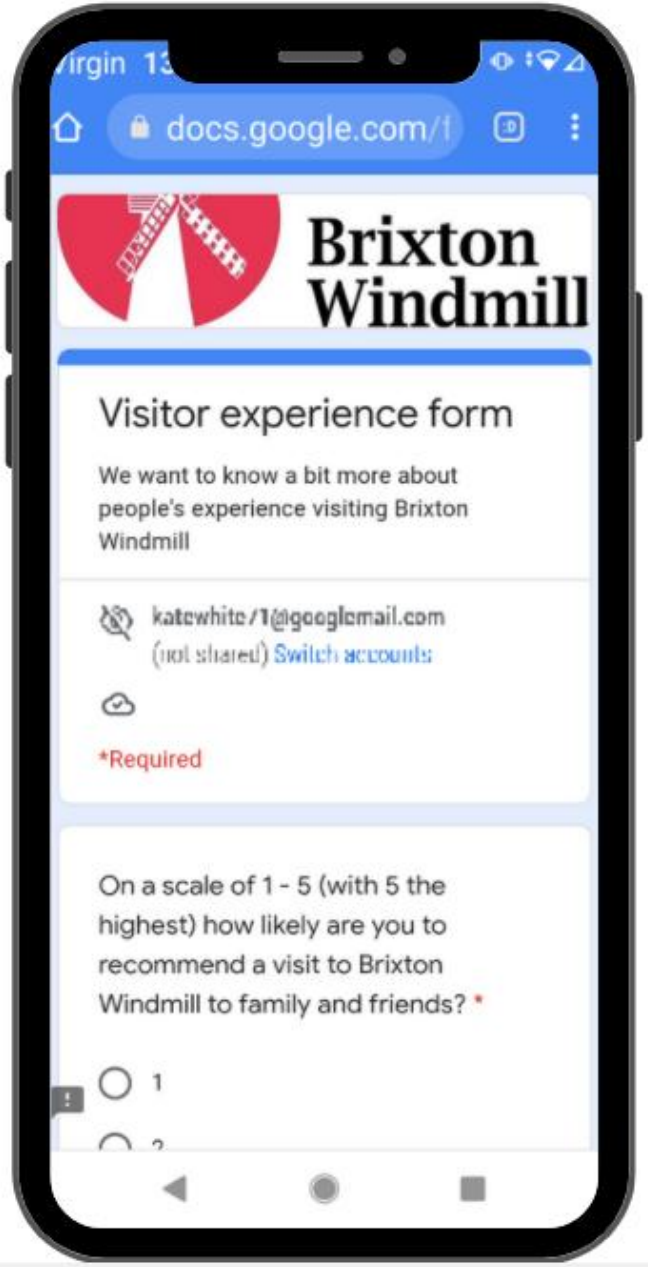
Mentimeter	Up to 50 responses p/m
Typeform	10 questions, 10 responses p/m
JotForm	5 forms, 100 responses p/m, 100MB storage
SurveyMonkey	10 questions, view only, 25 responses p/survey And no download options!
SmartSurvey	15 questions, view only, 100 responses p/m

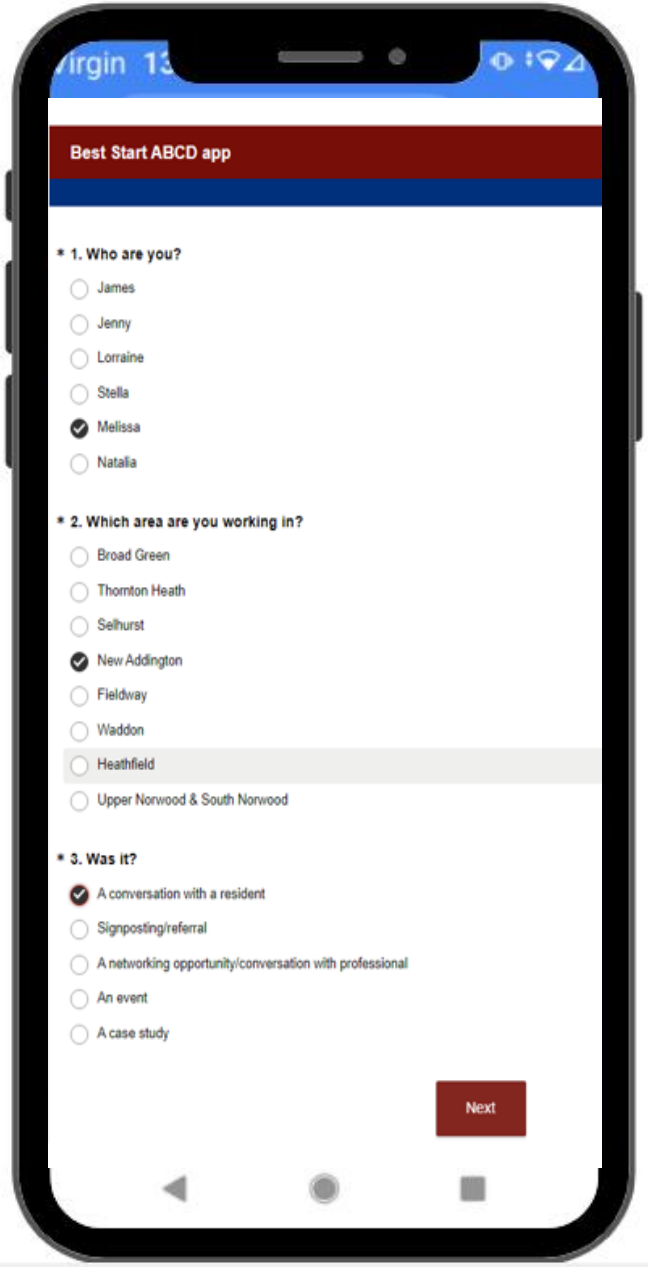
Read our blog: How to choose a survey tool

Mobile data collection

Add form shortcuts to your Homescreen...

Remember the speech to text option





Inclusive routine data collection

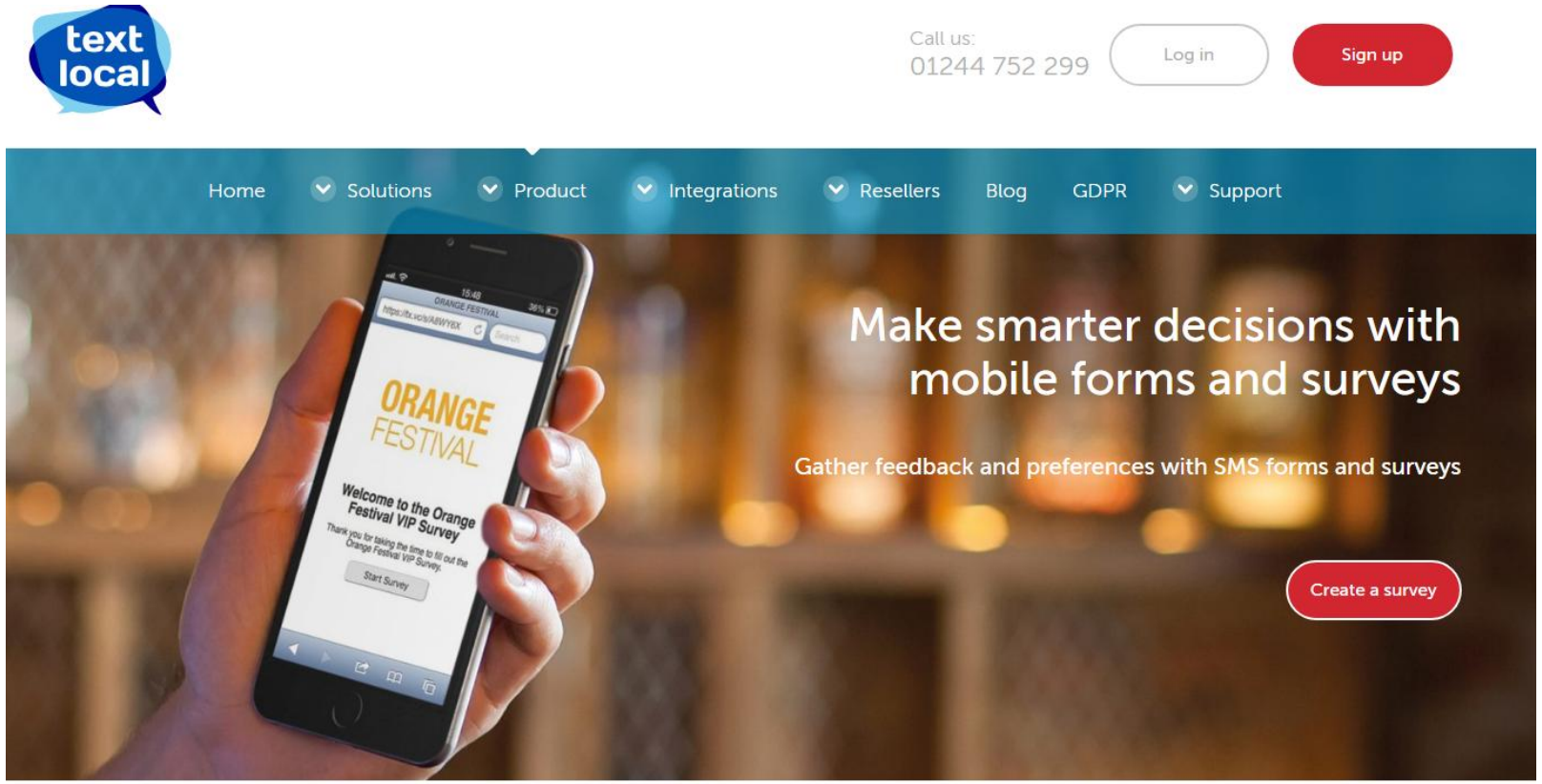
Let’s hear from Sarah

Break

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

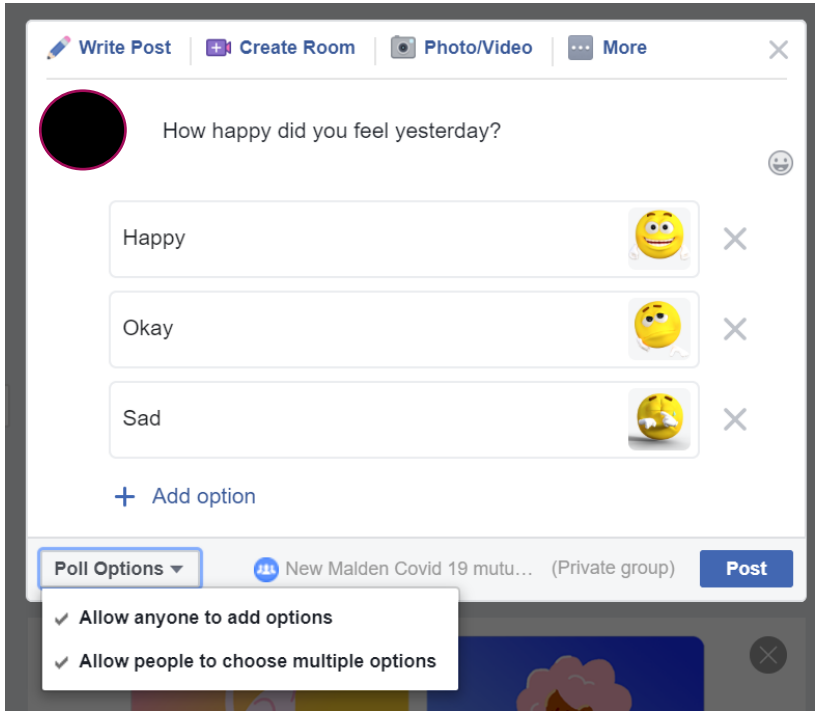
SmartSurvey

text local

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

Who’s on social media?



Let's look at digital tools

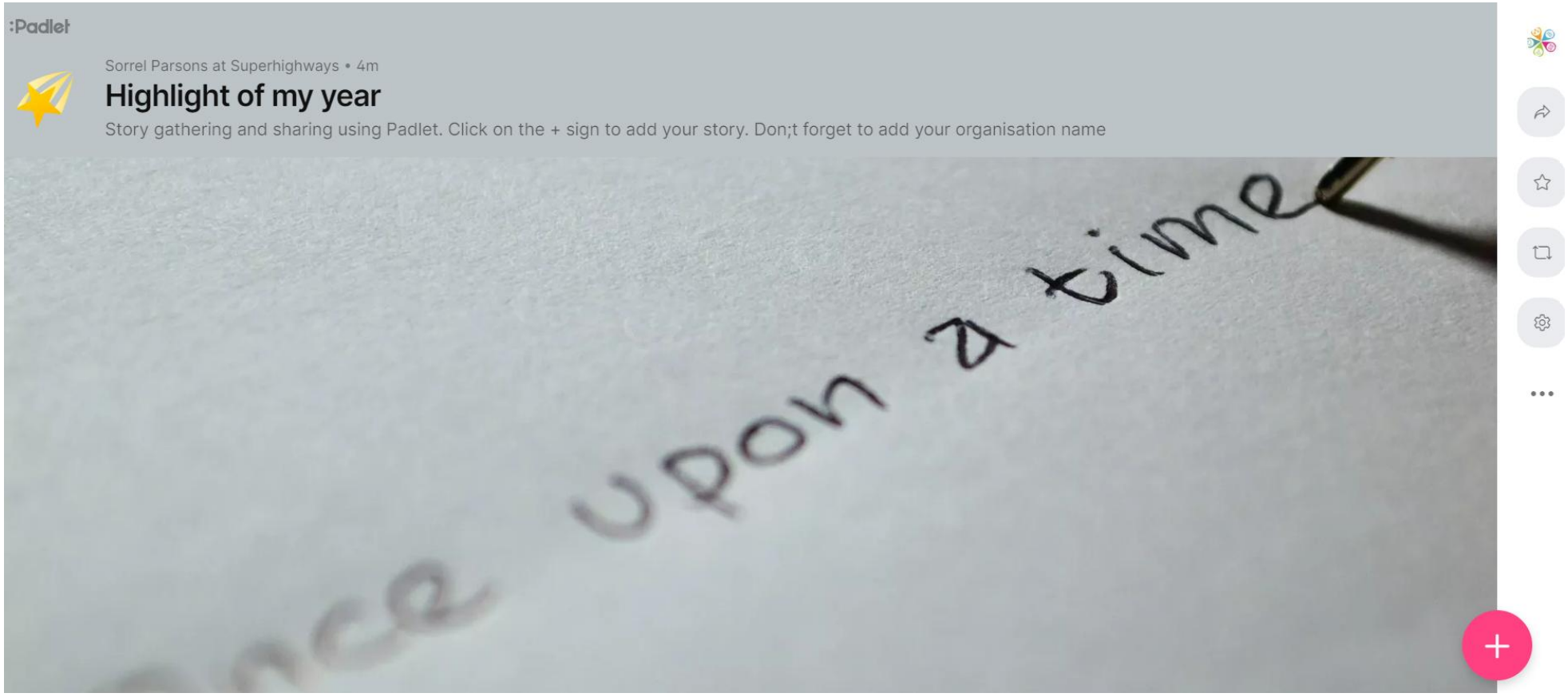
- ✓Creative and multi-media methods

“no numbers without stories, no stories without numbers”

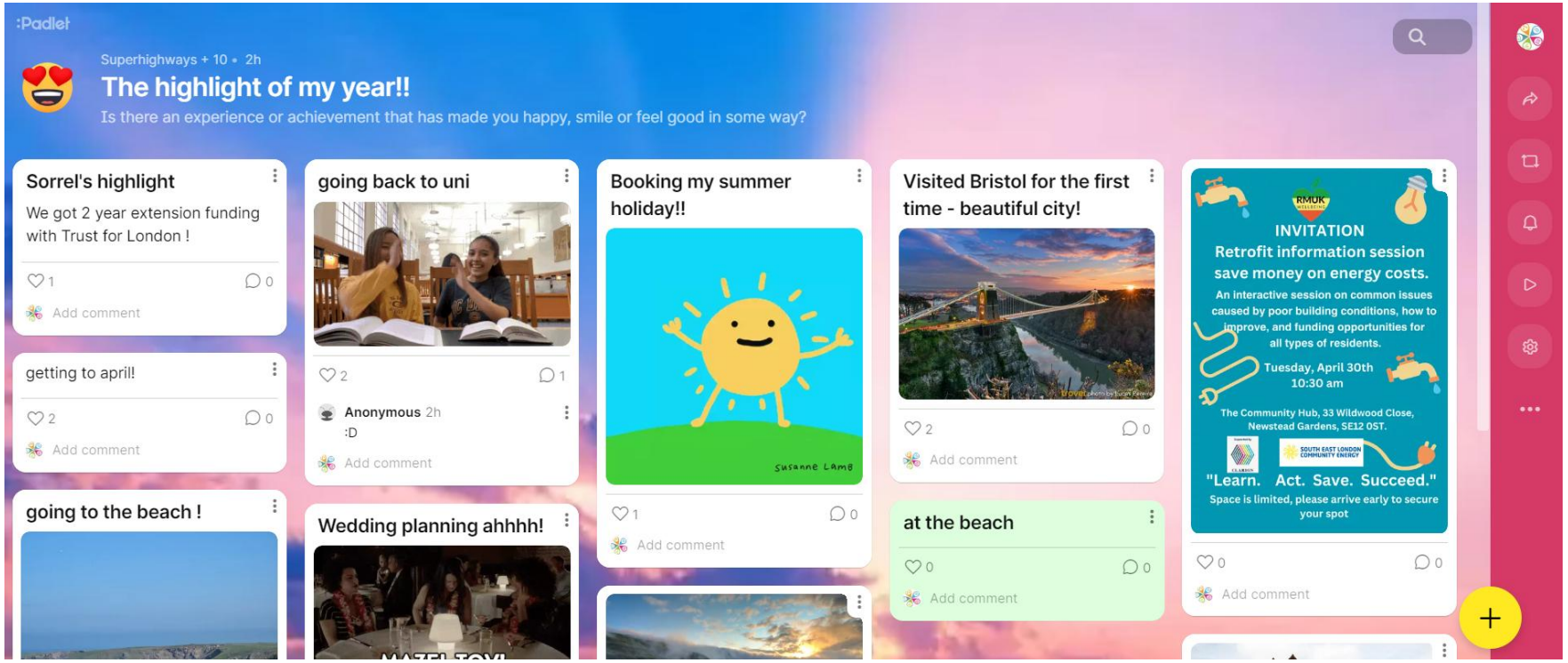
Stories and Numbers: Collecting the right impact data, New Philanthropy Capital

Creative story gathering

Using Padlet for audio, visual and diary story capture



Padlet results



✓Link to our Padlet (will be deleted shortly but feel free to have a play and add information)

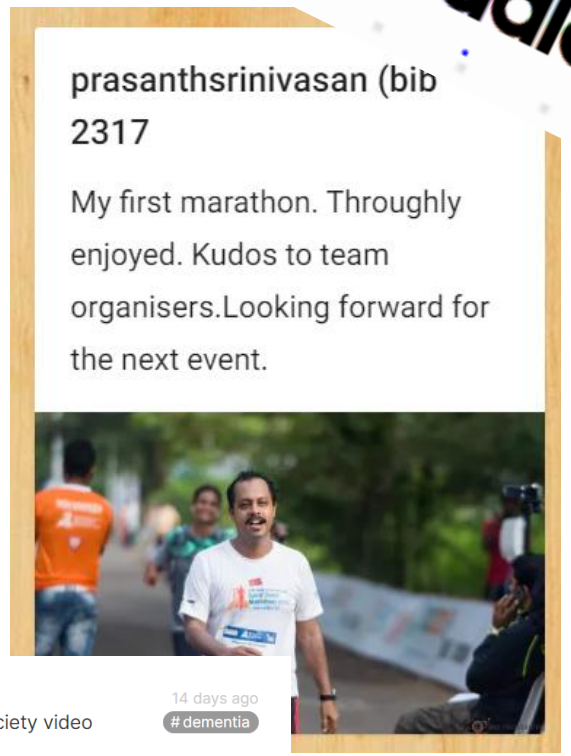
Capture your impact - diaries

Longer term wellbeing projects and reflections on practice or behaviour. There are lots of apps and options.

Moodtrack Diary

Daylio Journal - Mood Tracker
Habitics

:Padlet



Giving people a voice

audioBoom

SOUNDCLOUD

An introduction to Otter

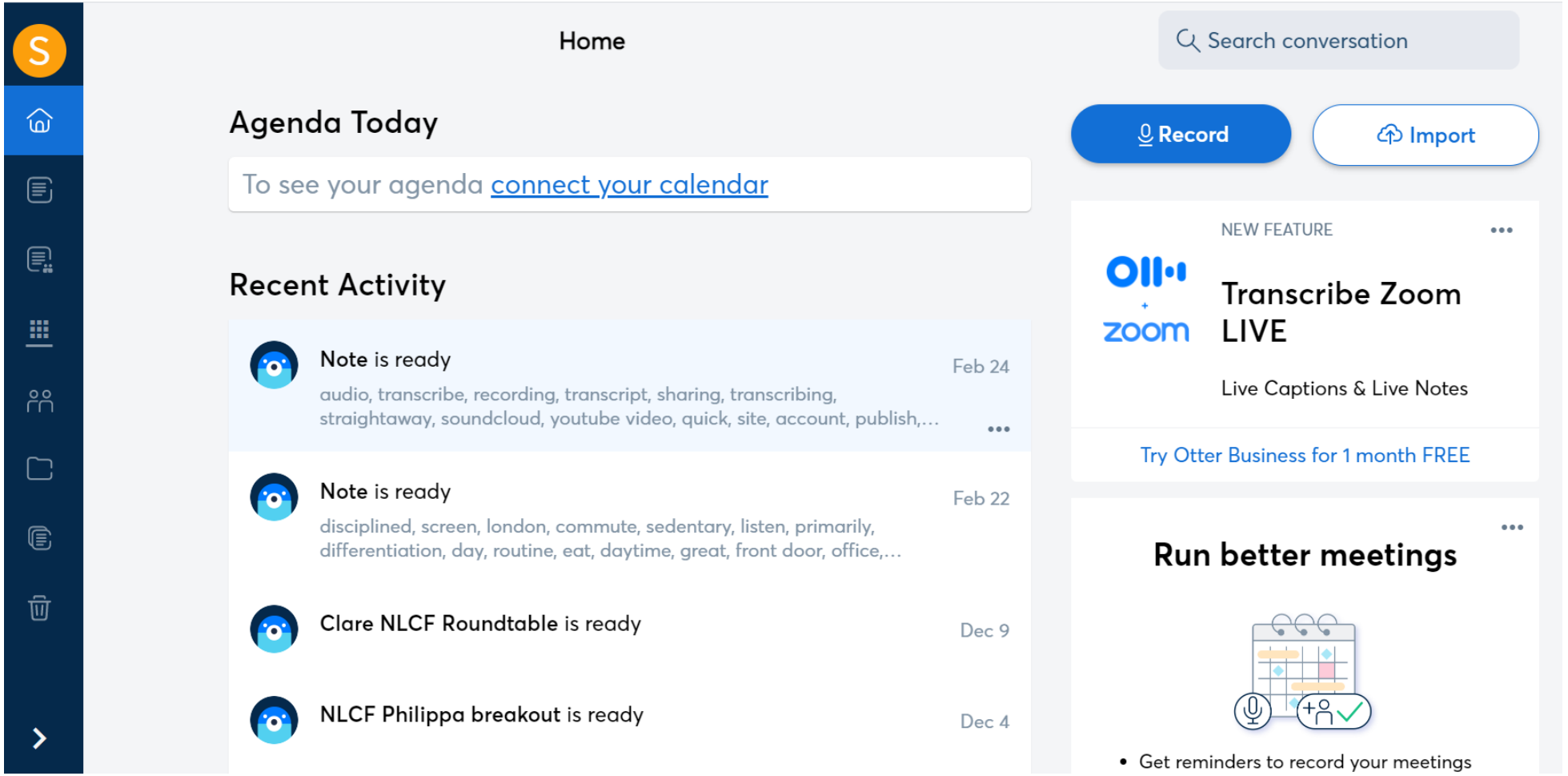
Otter.ai

Transcribing conversations with Otter.ai

- ✓Record & import conversations or record live
- ✓Turn conversations into text, edit the results and share transcripts with others
- ✓Highlight insights from your conversations
- ✓Use workarounds to navigate free account limits

Record, transcribe, edit and publish

Otter.ai DEMO



Otter.ai pricing

$8.33 / 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

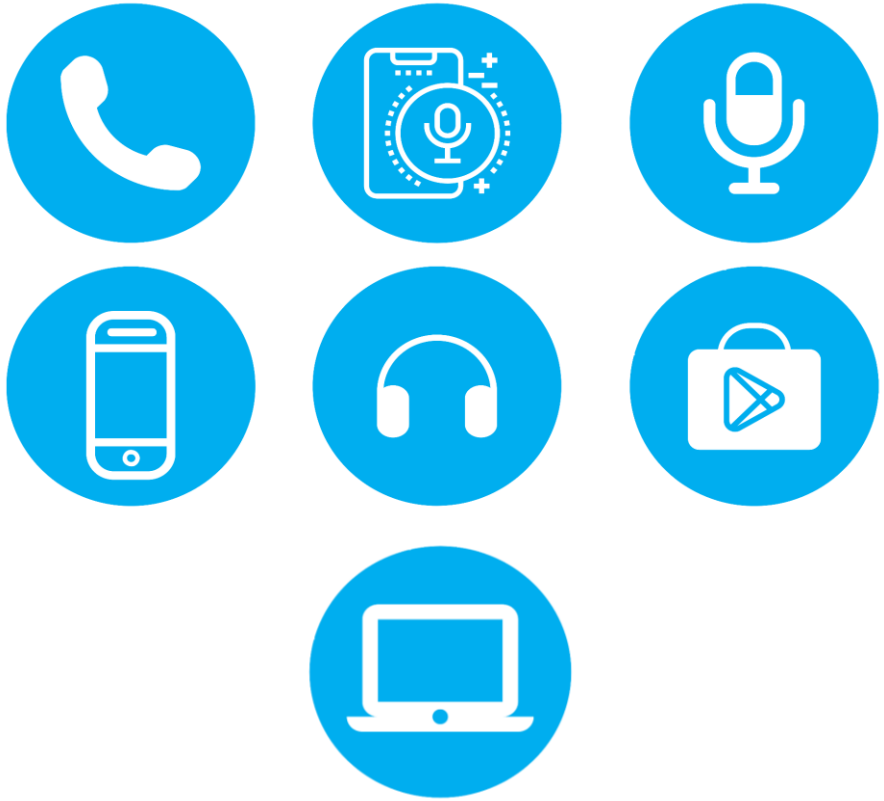
[Otter pricing]

Workaround?

Play it loud from one device to Otter to more easily pick up the sound.

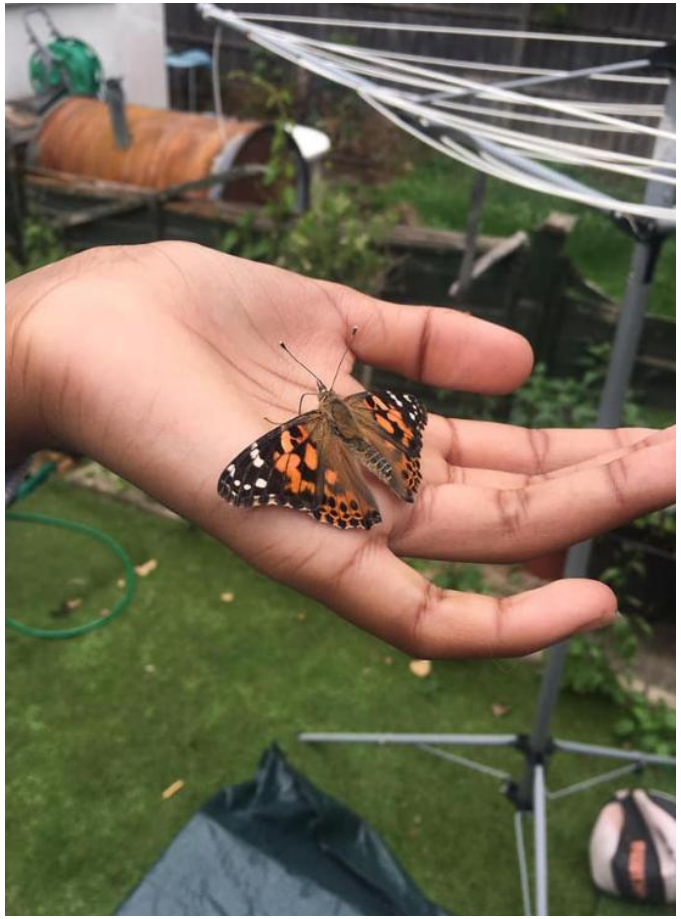
Then it’s a recording not an import!

Equipment you may need



Lapel mic – plug into your phone (face-to-face)

A picture tells a thousand words



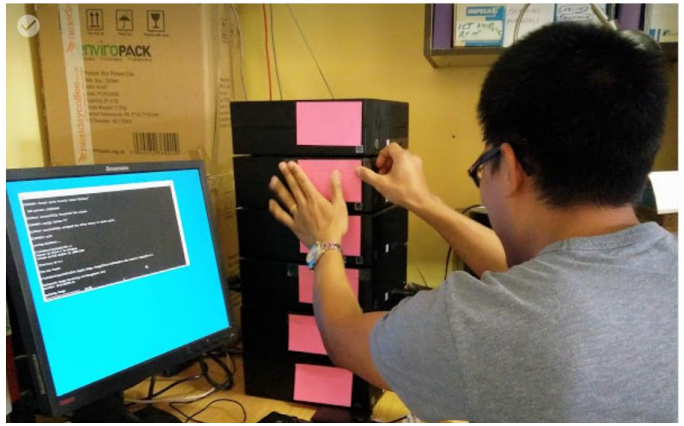
[Sutton African and Caribbean Cultural Organisation]

Compile & share albums / stories

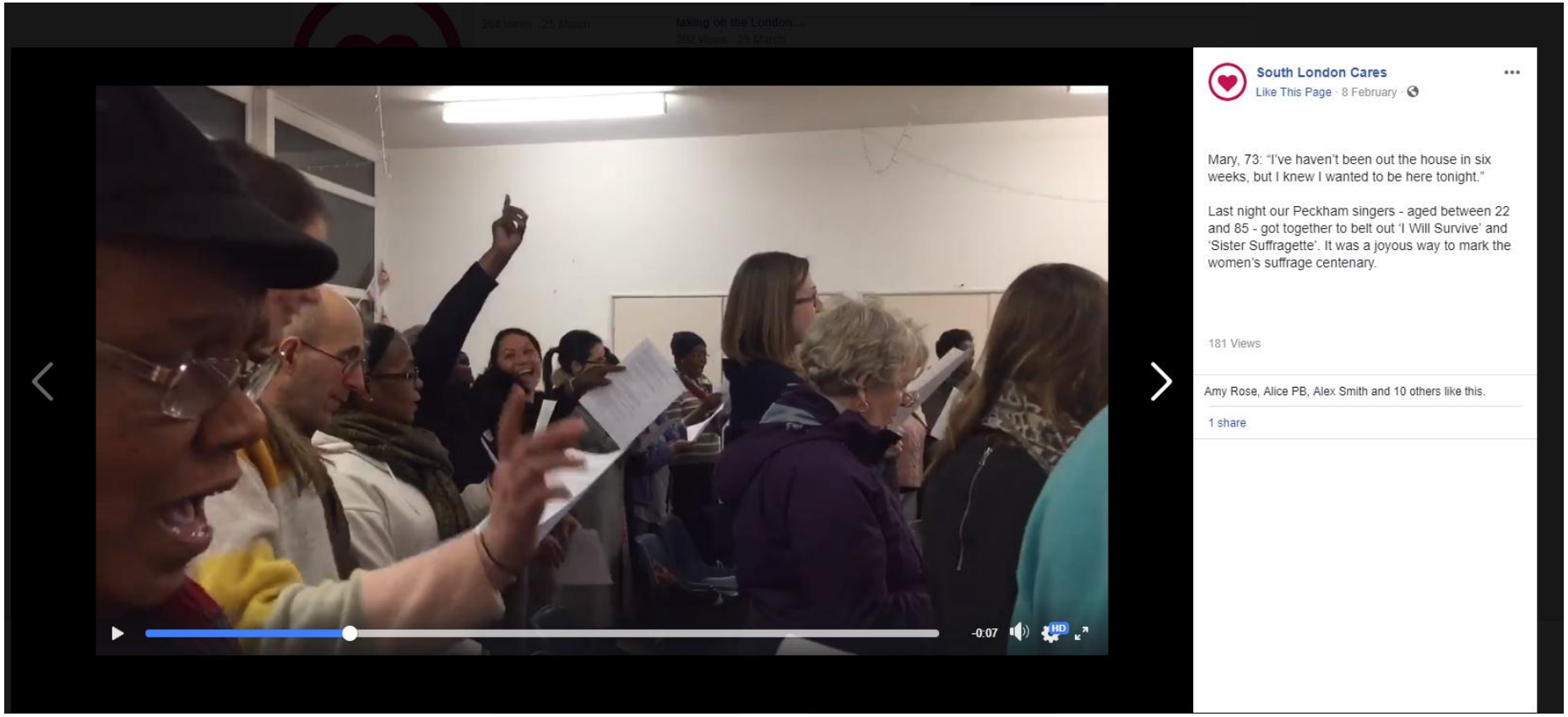
flickr™

Measuring change album

Oct 25, 2017



You don’t need feature films…



What systems are you using to store & analyse your data?

Go to

www.menti.com

Enter the code

5878 9500

Or use QR code

✓ Or click this link: https://www.menti.com/aljkbqroeajj

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.

Winter Dates tbc/ 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 guide

Low cost off the shelf online databases

Lamplight

BETTER IMPACT

UPSHOT®
MANAGE | MONITOR | EVIDENCE

plinth

Cimplify
MAKING IMPACT EASIER

Beacon

Makerble

views

Impactasaurus

Outcomes Star™

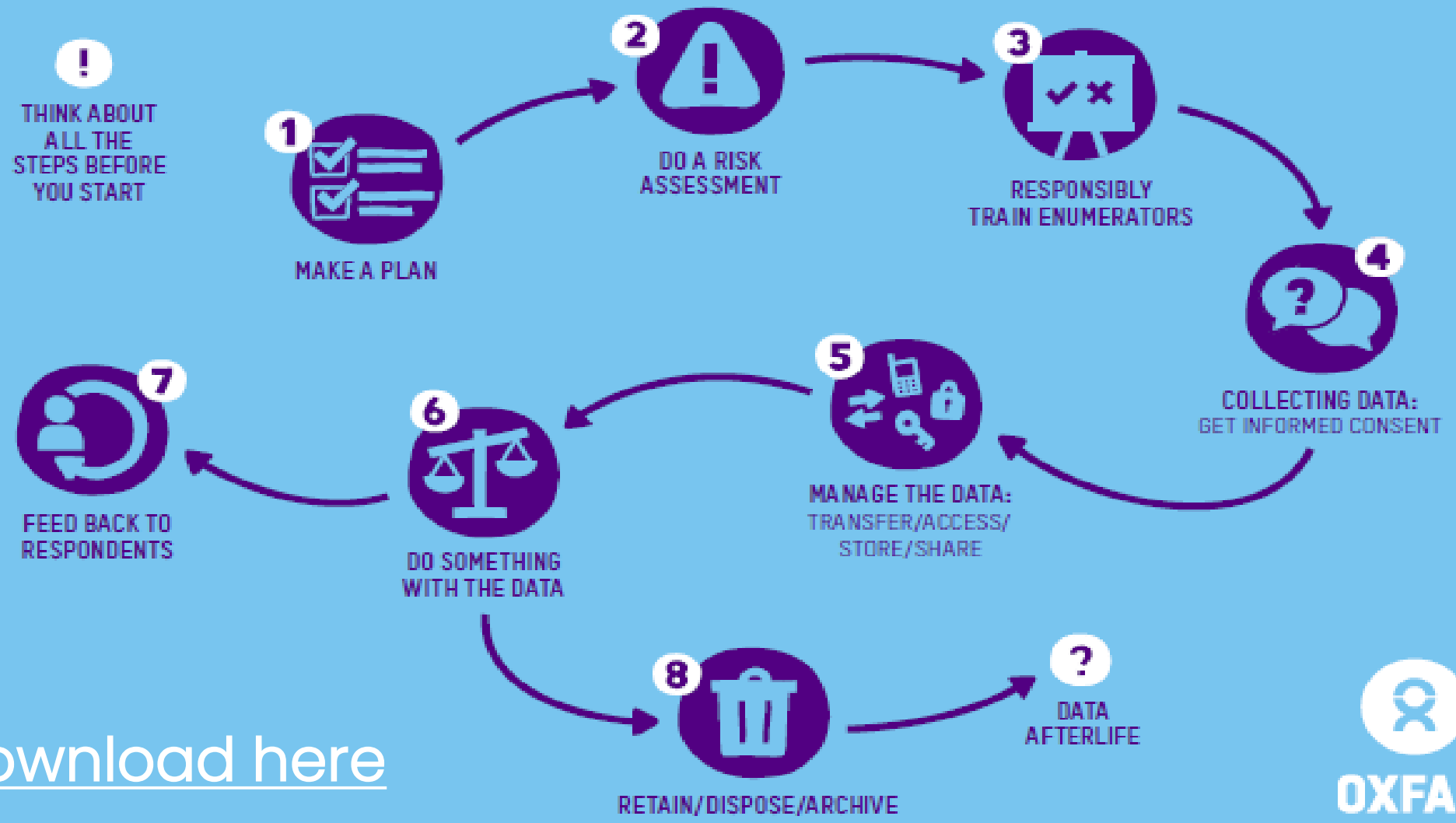
charitylog

[Choosing and Implementing a database]

Best practice issues

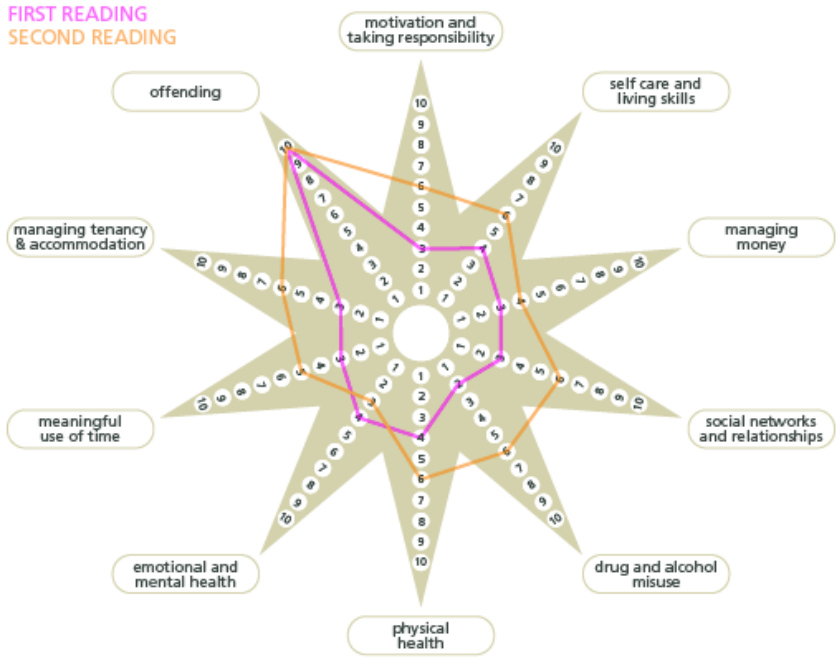
- ✓Do you need to be registered with the information commissioner? www.ico.org.uk
- ✓Do you have a data protection & privacy policy and explain why you collect data and what it will be used for?
- ✓Do you get consent to use photos / videos?
- ✓Is your client data secure i.e. password protected, backed up, safeguarded with antivirus software and a firewall? NCSC infographic
- ✓Responsible Data Planning Matrix (check your downloads)

THE RESPONSIBLE DATA LIFECYCLE

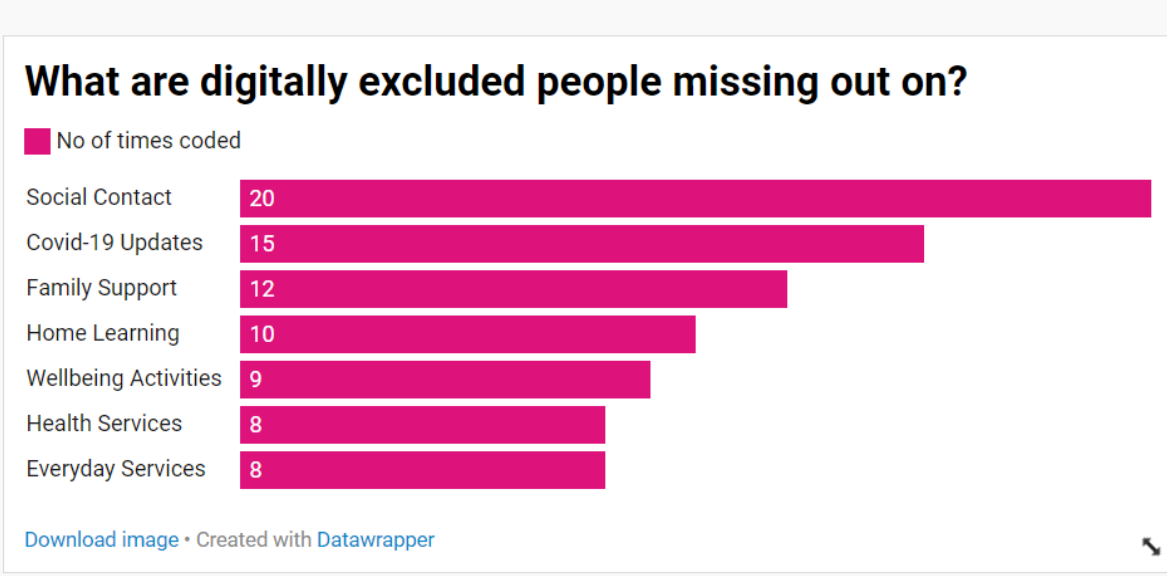


Download here

Analysing & presenting your data



The Outcomes Star - Homelessness version



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?

It takes time to make changes to our data collection. What one thing might you try or test in the course of your work?

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

Clare Chamberlain

clarechamberlain@superhighways.org.uk
www.superhighways.org.uk
@SuperhighwaysUK

superhighways
harnessing technology for community benefit