



Basic Digital Data Collection

In partnership with Evelyn Oldfield Unit

DISCOVER. LEARN. ANALYSE. SHAPE. REPEAT



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/>

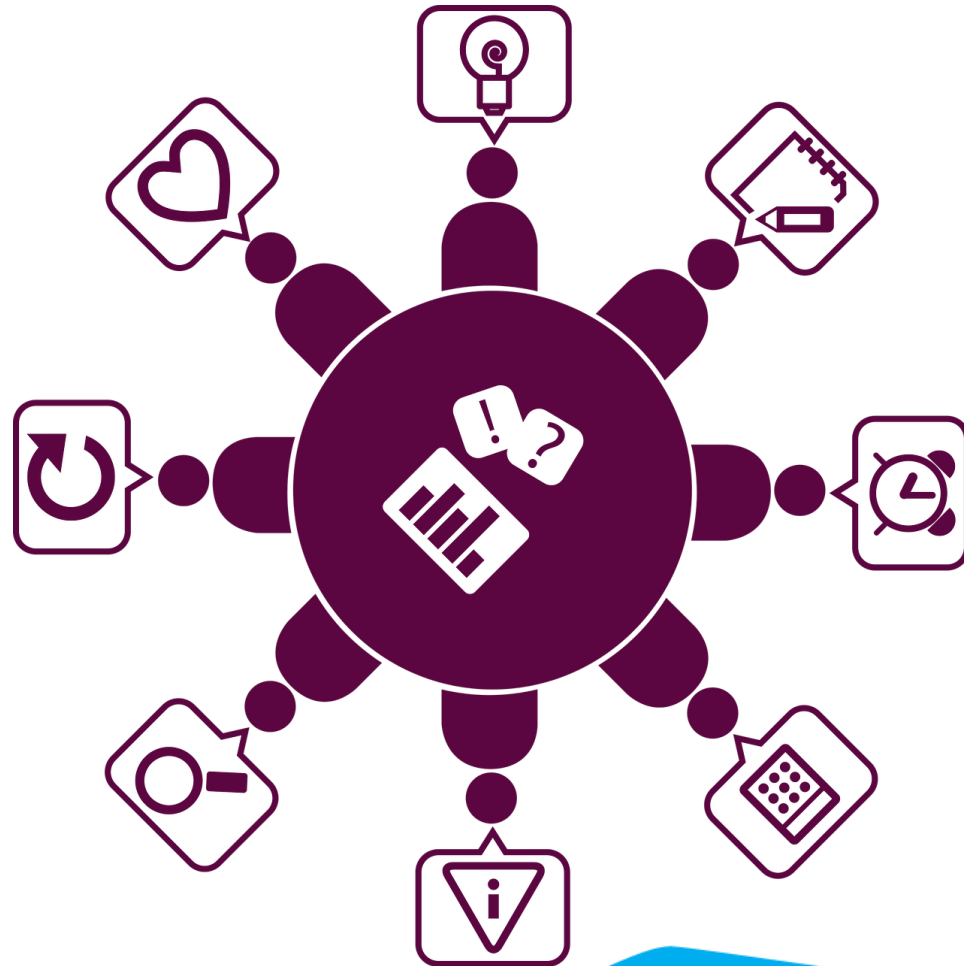


What we will share today?

- ✓ What data are we collecting?
- ✓ Why is it needed?
- ✓ How digital can help
- ✓ Free and affordable digital tools



What information are we collecting?



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



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

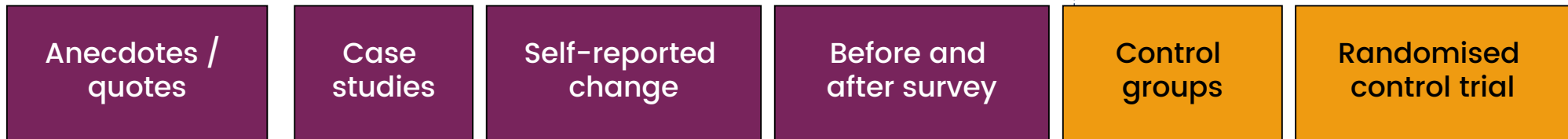
Establishes: short-term and long term impact on people's lives



Levels of evidence for outcomes



Credibility



Basic

Advanced



Ways to collect data

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



Collecting data during Covid-19

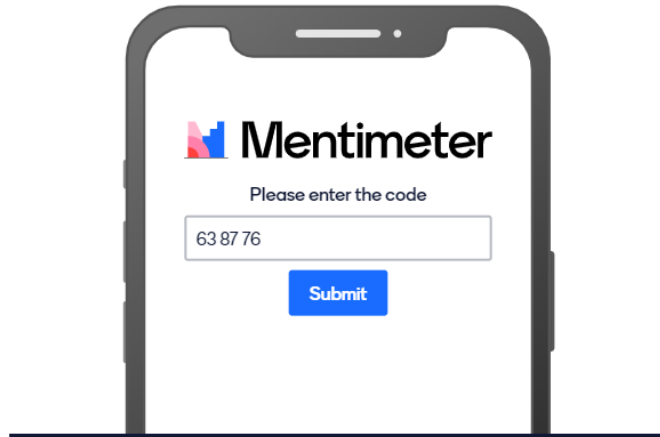
- ✓ Is it safe?
- ✓ Is it ethical?
- ✓ Is it logistically possible?
- ✓ Breadth versus depth



What do you use your data for?

Go to

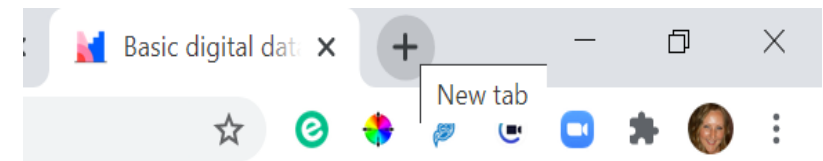
www.menti.com



Enter the code

63 87 76

You can also open a New tab in your browser and go to the website directly to enter the code.



Things to do next with



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](#) 





**“Do I look like I have
time for digital?”**

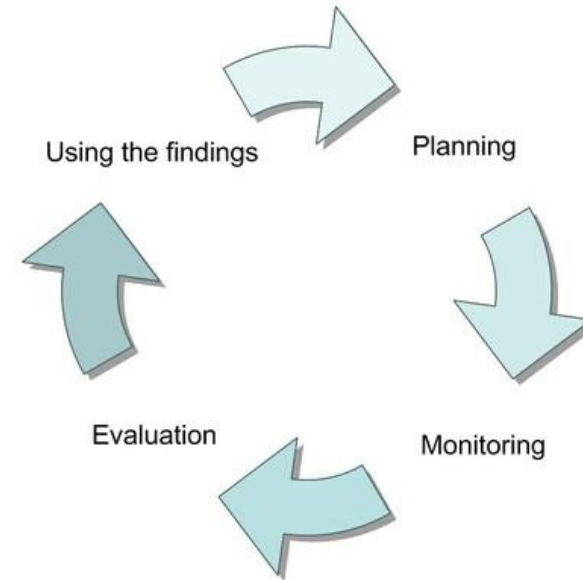
Why digital can help?

Greater efficiency:

- ✓ Automating manual processes
- ✓ Reducing paperwork
- ✓ Reducing staff time

Greater effectiveness:

- ✓ Sharing / accessing information
- ✓ Analysing data in more sophisticated ways
- ✓ Presenting information with greater impact & to a wider variety of audiences
- ✓ Engaging your audience in monitoring and evaluation



“Where do I start?”



From paper to online data collection

"The google forms have been so useful! It is amazing to see the answers compiled into graphs and charts straight away."

"I no longer need to persuade the Team Leaders of the need for digitising our data collection - it is being automatically driven by GDPR!"





Office 365 Forms live!

www.bit.ly/TheBigOne365



1) Logging a Conversation with a resident

diy app?

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



Which online form or survey tool?

1. Scale
2. Storage
3. Complexity
4. Download format
5. Looks
6. Integration
7. Design
8. Cost

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



Data capture with SMS



Call us:
01244 752 299

Log in

Sign up

Home

Solutions

Product

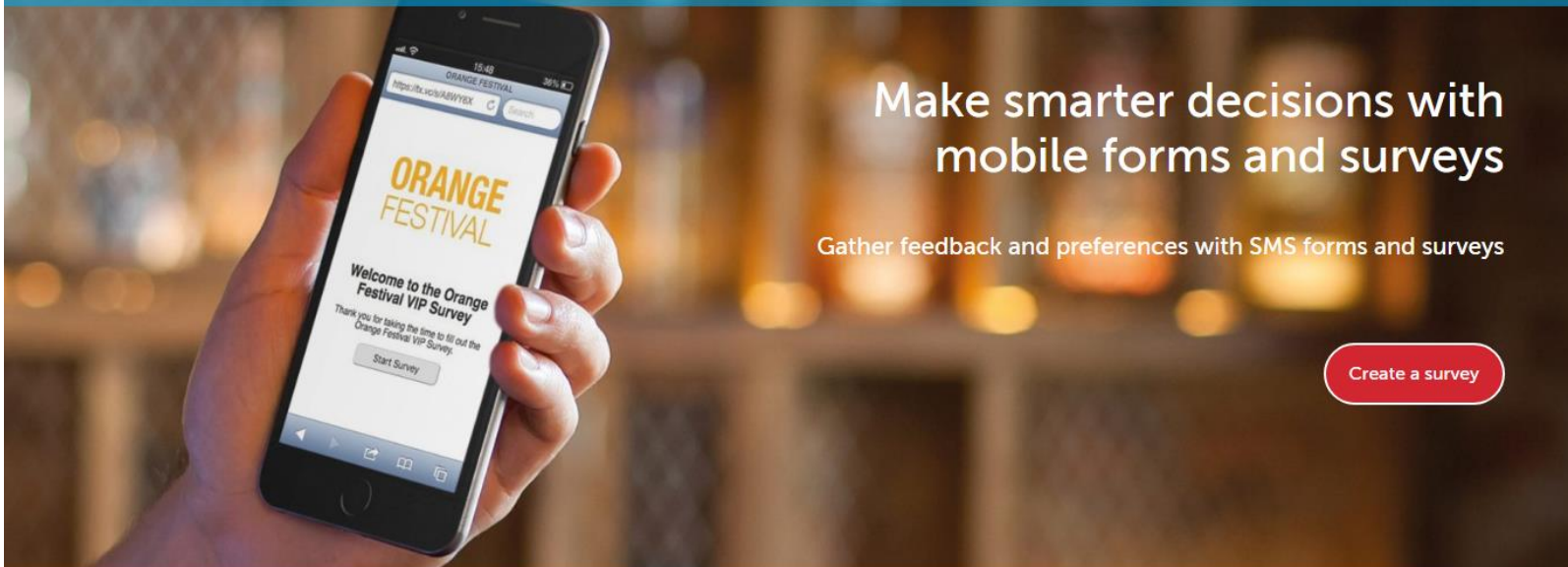
Integrations

Resellers

Blog

GDPR

Support



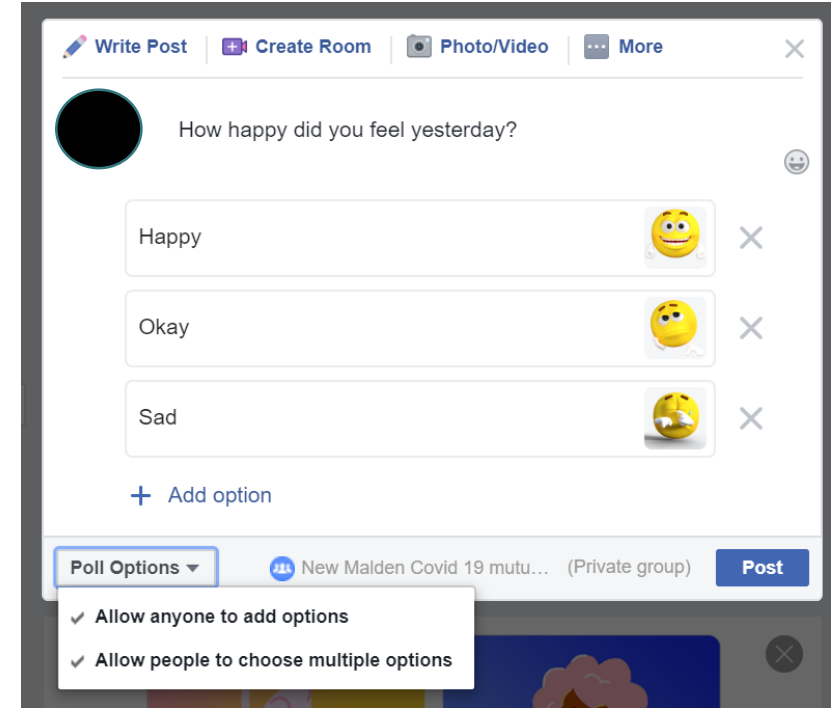
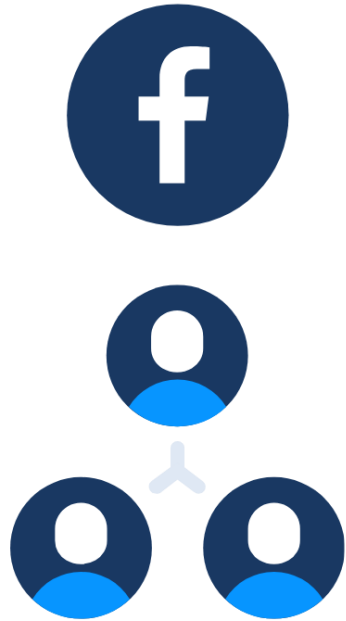
Make smarter decisions with mobile forms and surveys

Gather feedback and preferences with SMS forms and surveys

Create a survey



Are you using social media?



Capture your impact – diaries



Moodtrack Diary

:Padlet

prasanthsrinivasan (bib
2317

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



Give people a voice – audio interviews



Home Learn English Teach English

Inas

Inas is from Sudan and has a young baby. LEAH volunteer, Maggie, has been visiting her at home for several months. Inas is pictured on the left.

" Now I feel more confident to go shopping and speak to other people. Thank you LEAH."



William



Rajah



Netphis



Ham People's Project

Collect and publish



Edit



Record, transcribe, edit and publish





CPOF

Crystal Palace Overground Festival

Crystal Palace Overground Festival is an event that has a wide range of diverse activities for people of all ages to get involved in. Follow us on twitter @CPOFestival , on Facebook at Crystal Palace Overground Festival and Instagram at cpofestival

Crystal Palace Park

crystalpalacefestival.org/

59 Posts 6 Playlists



Yoga Students

CPOF



Nicola talks to John Paul from Men in Sheds

CPOF



Yoga lessons

CPOF



London Mozart Players- Julia tells people what LMP is doing next.

CPOF



London Mozart Players-



London Mozart Players-



Volunteer Stall holder



Nicola's Soundbath





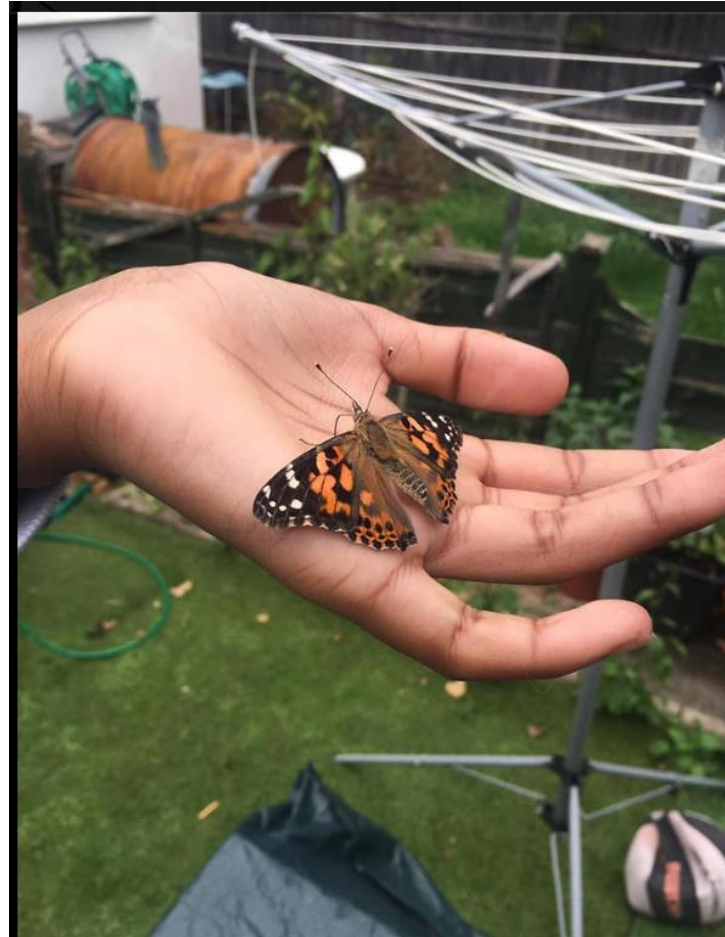


Over to you!



What
questions
do you want
to ask?

A picture tells a thousand words



Sutton African and
Caribbean Cultural
Organisation

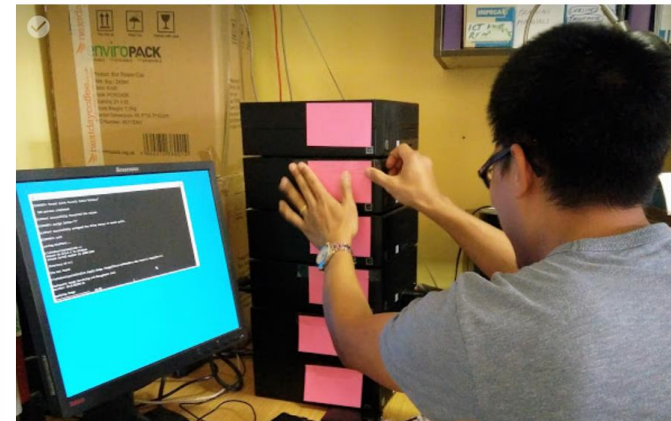


A picture tells a thousand words

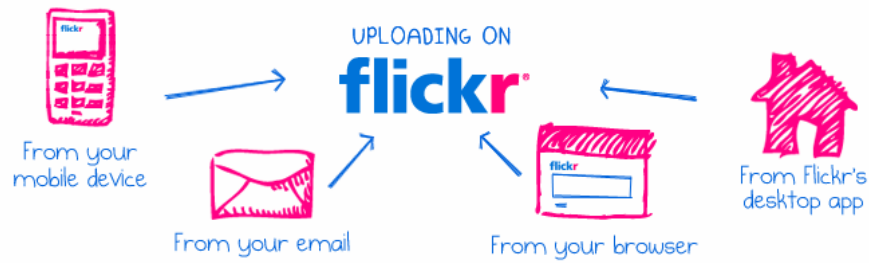


Measuring change album

Oct 25, 2017



flickr™



CROYDON NEIGHBOURHOOD CARE

THE PROBLEM: Raise awareness of Carers Week, and activities to support carers across the Borough.

THE SOLUTION: Give carers a voice by collecting Audioboom interviews.

“

Appreciate your support in helping to move us forward in the new ways of capturing information & outcomes.

It's going to be good!

”

Donna Richmond
Befriender Co-ordinator

Online tools
we're now
using every
day

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



Everybody's Zooming!



#StayHomeFeast An Introduction to the SE27 Mutual Aid Group



Systematic data collection

- ✓ Digital filing – including online repositories e.g. Huddle, Dropbox, Google Drive, SharePoint etc.
- ✓ Excel
- ✓ Off the shelf affordable online databases

**** BUILD IN TIME TO ANALYSE ****

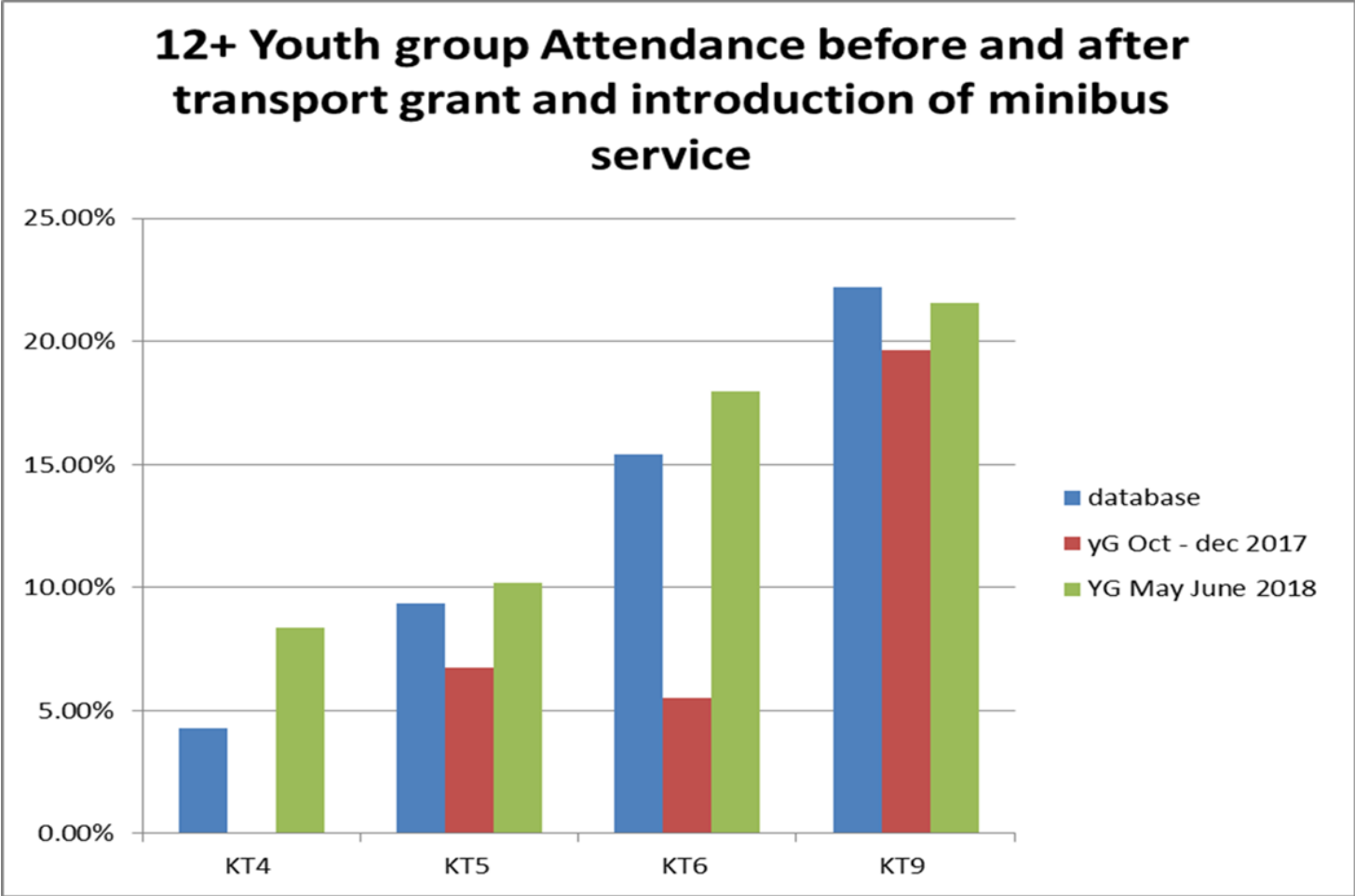


Making the most of Excel

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



Proving a hunch



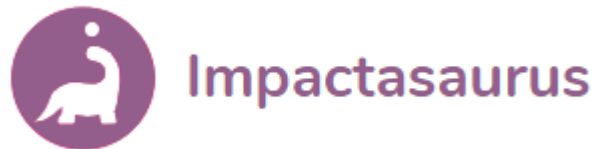
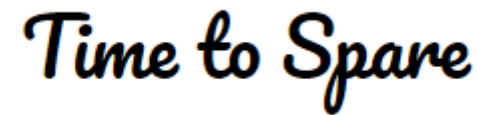
Making the most of Excel

*“I believe very strongly that charities benefit from investing in upskilling their workforce around IT and **Excel** is a fantastic tool”:*

- *Cheap to build*
- *Easy for staff to learn*
- *Fun to use!*
- *Great for reporting!*
- *Easy to analyse trends*
- *Give us confidence we know our project”*

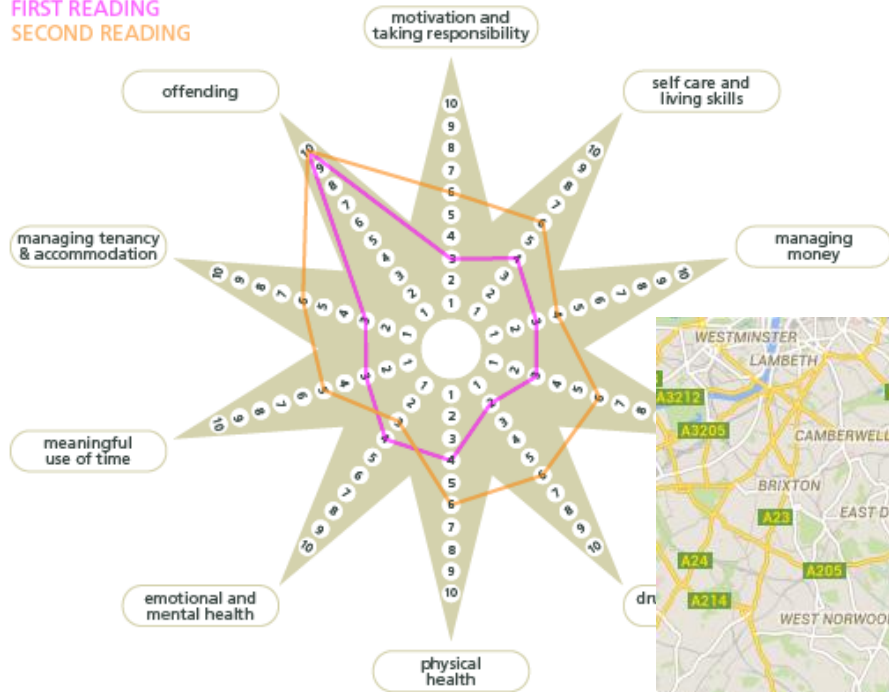


Free and affordable off the shelf online databases

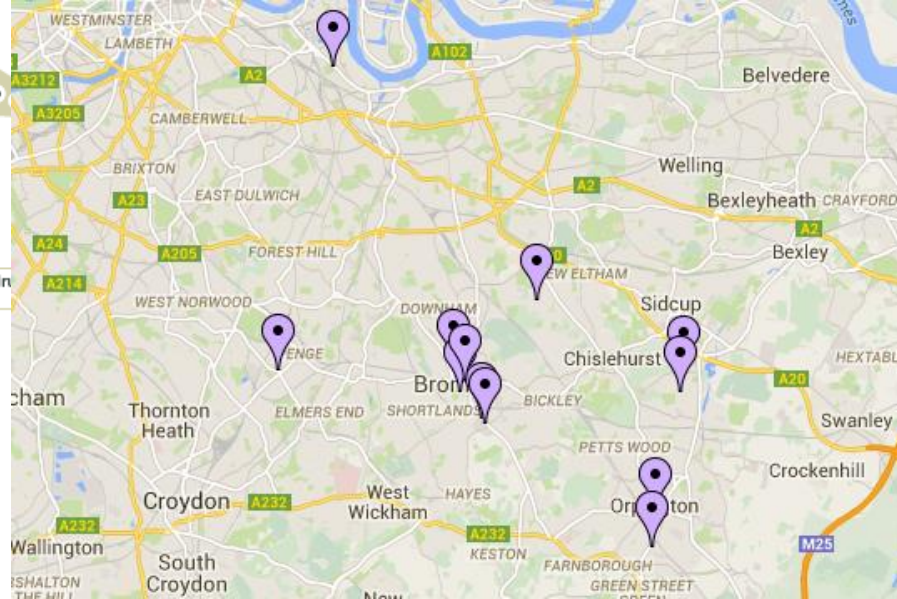


Presenting your data

FIRST READING
SECOND READING

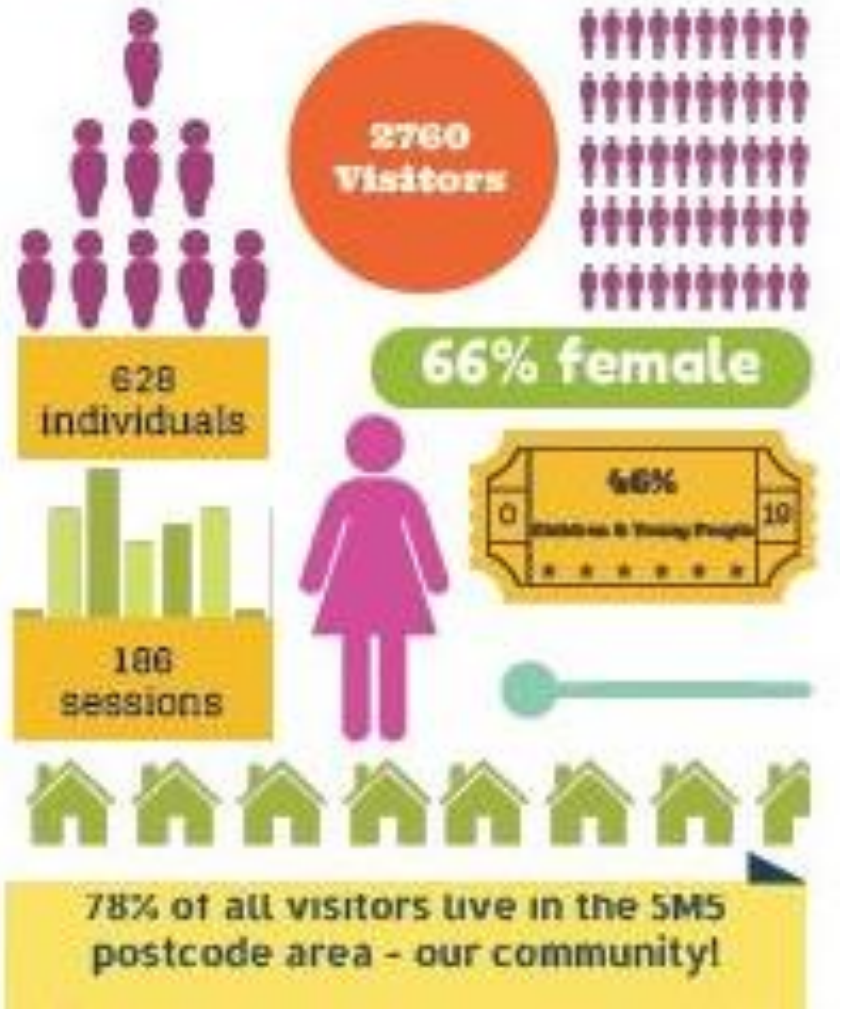


The Outcomes Star - Homelessness version



OCTOBER '14

at the Riverside Centre



Best practice issues

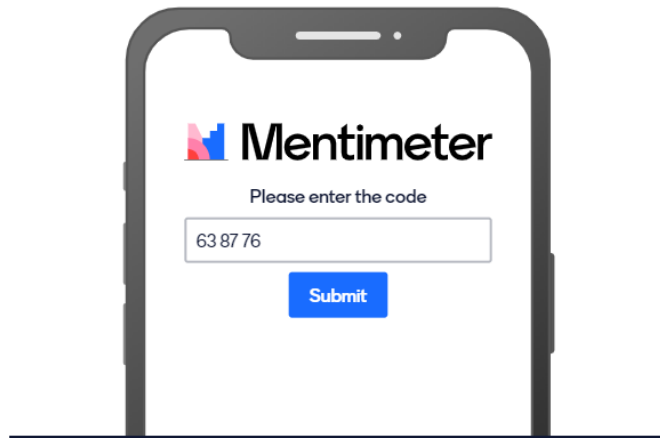
- ✓ Do you need to be registered with the information commissioner? [ICO self assessment tool](#)
- ✓ Do you have a data protection & privacy policy and explain why you collect data and what it will be used for?
New GDPR was enforceable from May 25 2018
- ✓ Do you get consent to use photos / videos?
- ✓ Is your client data secure i.e. password protected, backed up, safeguarded with anti virus software and a firewall?
[Cyber Security for Small Charities Infographic](#)



What one digital tool will you try?

Go to

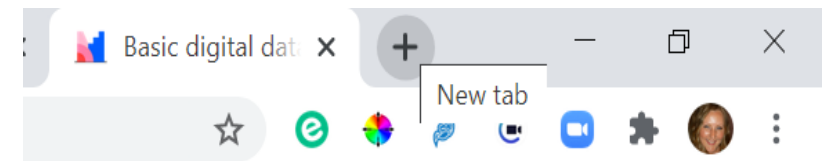
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Thank you for listening

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#DatawiseLondon

