

Digital tools for capturing impact



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.

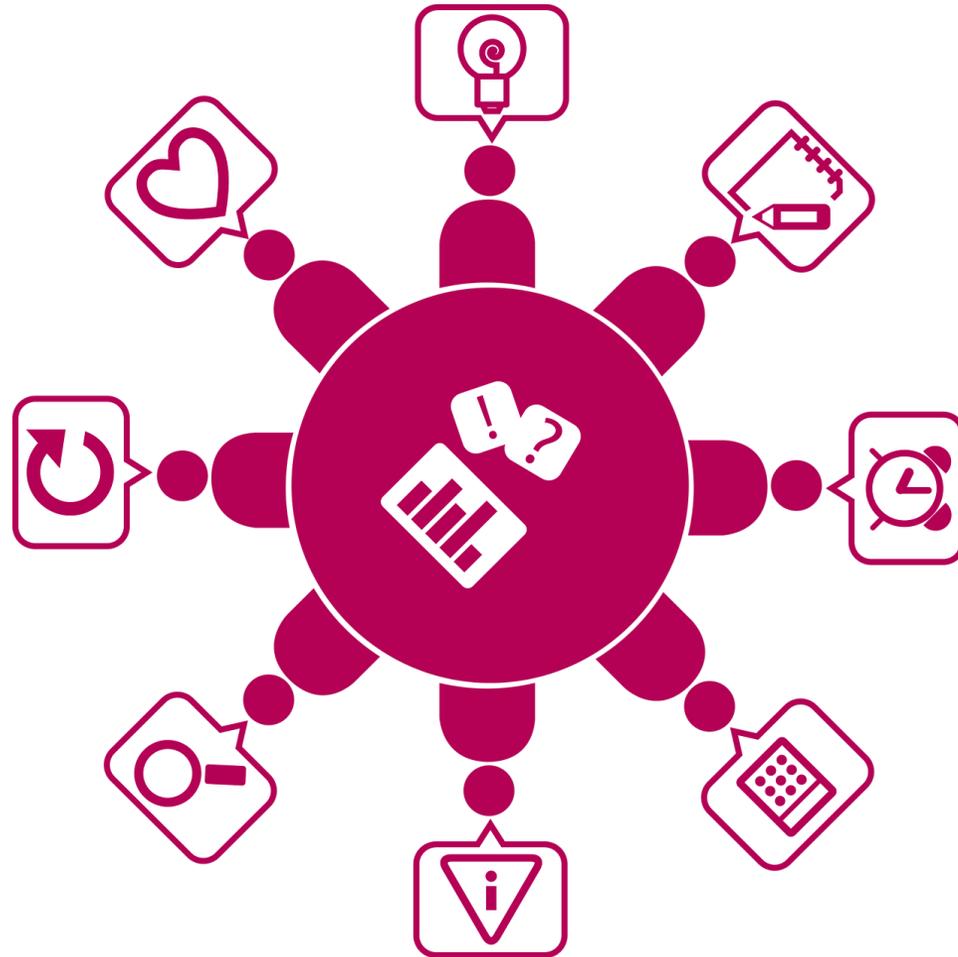
A programme of Kingston Voluntary Action

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

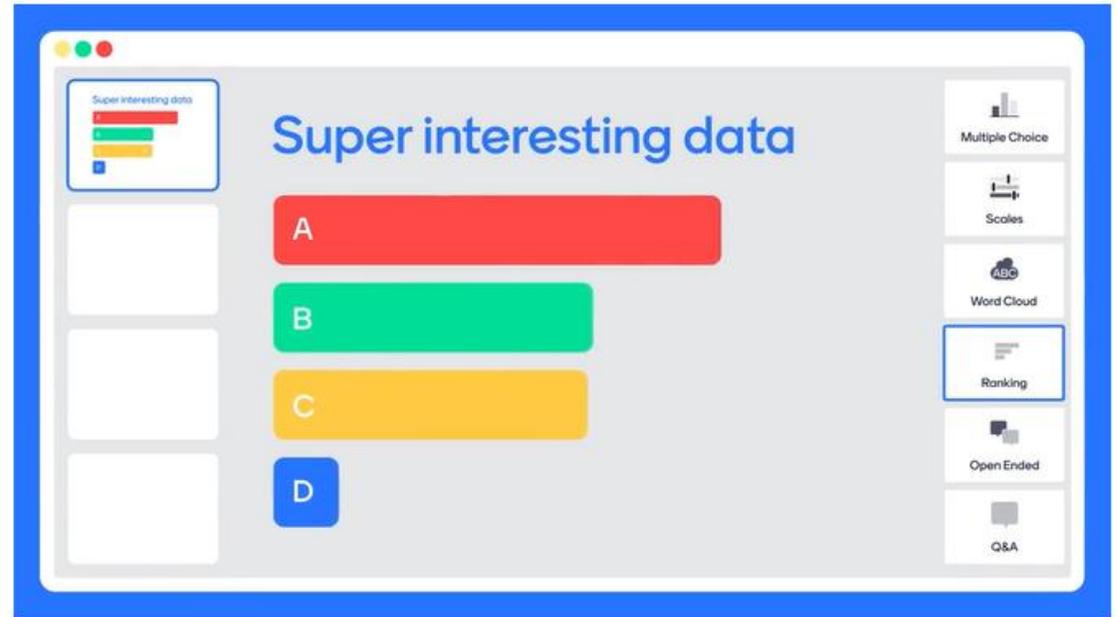


Types of outcomes

Type	Describes changes in people's....	<u>Example – Music Mentors</u>
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

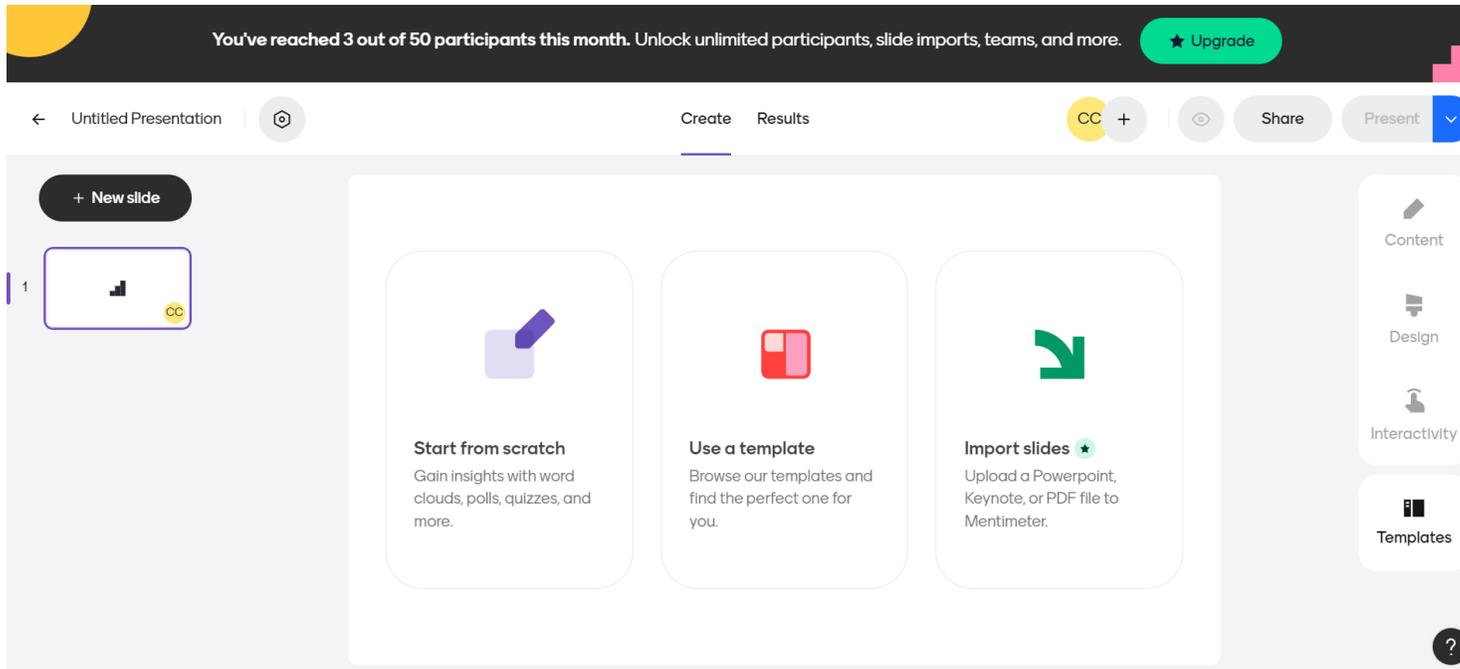


Or use QR code

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



Building a Menti using the dashboard



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

Interactive questions ⓘ

- Multiple Choice
- Word Cloud
- Open Ended
- Scales
- Ranking
- Q&A
- Guess the Number
- 100 points
- 2 x 2 Grid
- Quick Form ★
- Pin on Image



Building a Menti using the dashboard

The screenshot displays the Menti dashboard interface. At the top, a notification bar states: "You've reached 3 out of 50 participants this month. Unlock unlimited participants, slide imports, teams, and more." with an "Upgrade" button. Below this, the dashboard shows a navigation bar with "Hands On Session - June 2024", "Create", "Results", and "Present" buttons. The main area features a slide titled "Have you used Mentimeter before?" with a large grey circle and three options: "Yes" (blue dot), "No" (pink dot), and "I'm not sure" (red dot). A "Responses are hidden" button is visible at the bottom right of the slide. On the left, a "New slide" button and a list of slides are shown. On the right, a "Content" panel is open, showing the slide type as "Multiple Choice", the question "Have you used Mentimeter before", and the options "Yes", "No", and "I'm not sure".

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



Include joining instructions

The screenshot displays a Menti poll interface. At the top, the poll title is "Make Your Mark - August 2024" with a sub-link "My presentations". The poll is in "Create" mode, with a "Results" tab also visible. A "Join at menti.com | use code 3997 3272" instruction is shown. The main question is "Which word would describe how someone might 'feel' having attended one of your activities?". A QR code is provided for joining. The word cloud contains the following words: "bold", "leader", "creative", "fast", "focus", "inspiration", and "transpiration". The interface includes a "Mentimeter" logo, a "Present" button, and a sidebar with settings for "Interactivity", "Response settings", and "Joining instructions". The "Interactivity" sidebar shows "Slide" and "Menti" options, "Number of responses" set to 3, "Show responses live" set to "Apply to all", and "Show instructions bar" and "Show QR code" both toggled on. The "Joining instructions" sidebar shows "Show instructions bar" and "Show QR code" both toggled on. The bottom of the screen has a "Speaker notes" area.



Mentimeter results

 Mentimeter

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

7 responses

competent
relaxed
connected
valued
welcomed
empowered

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





“But which one to choose?”



[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

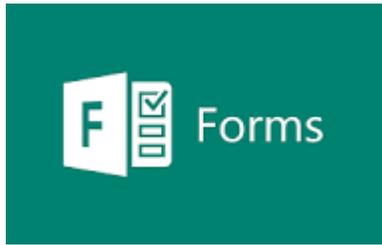
How do you feel about Marmite?



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



Setting up your survey



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



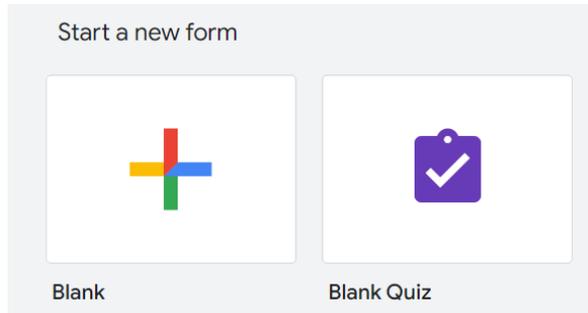


Google Forms live!

<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

This screenshot shows the survey editor interface. At the top, there are tabs for 'Questions', 'Responses', and 'Settings'. The main area displays a 'Multiple choice' question titled 'Untitled Question'. Below the question, there are two radio button options: 'Option 1' and 'Add option or add "Other"'. At the bottom right of the question card, there is a 'Required' toggle switch and a menu icon. On the far right, there 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

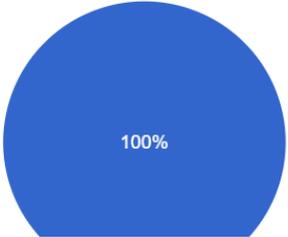
8 responses  

Accepting responses

Summary Question Individual

Was the video relaxing?  Copy

8 responses



● Yes
● No

Response	Percentage
Yes	100%
No	0%



Free – too good to be true?



Up to 50 responses p/m

Typeform

10 questions, 10 responses p/m



[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

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



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



Call us:
01244 752 299

Log in

Sign up

Home

Solutions

Product

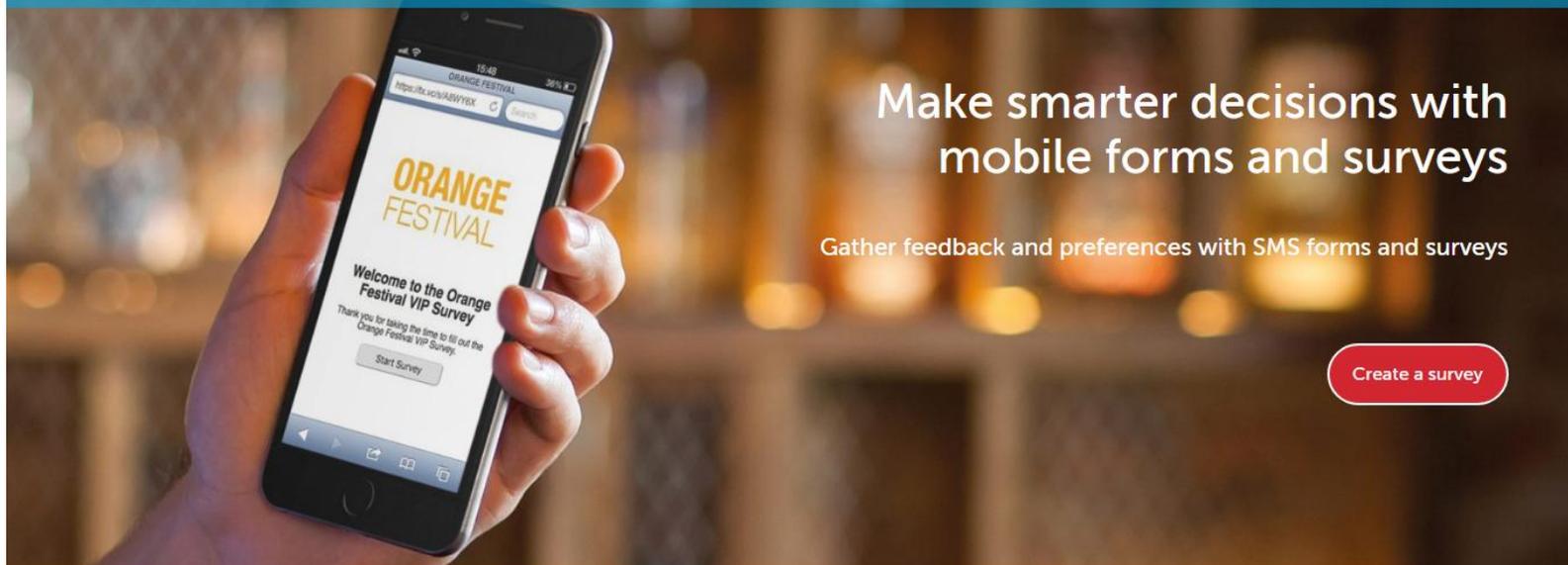
Integrations

Resellers

Blog

GDPR

Support



Make smarter decisions with mobile forms and surveys

Gather feedback and preferences with SMS forms and surveys

Create a survey

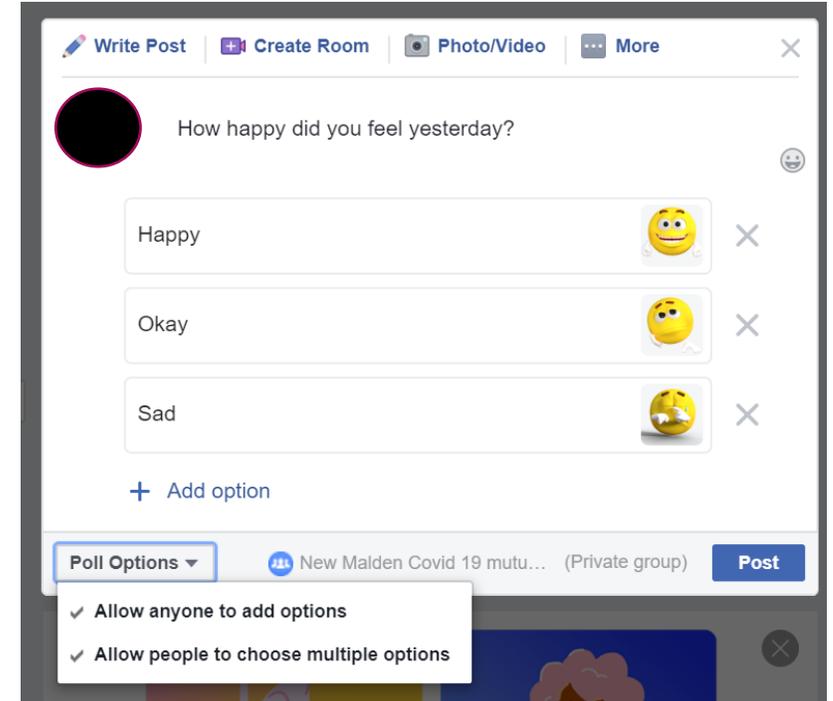
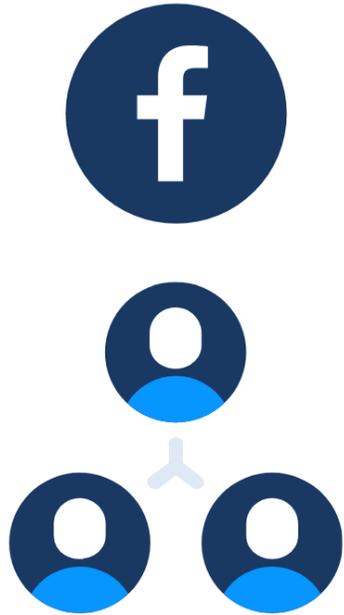


SMS platform costs

- ✓ 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

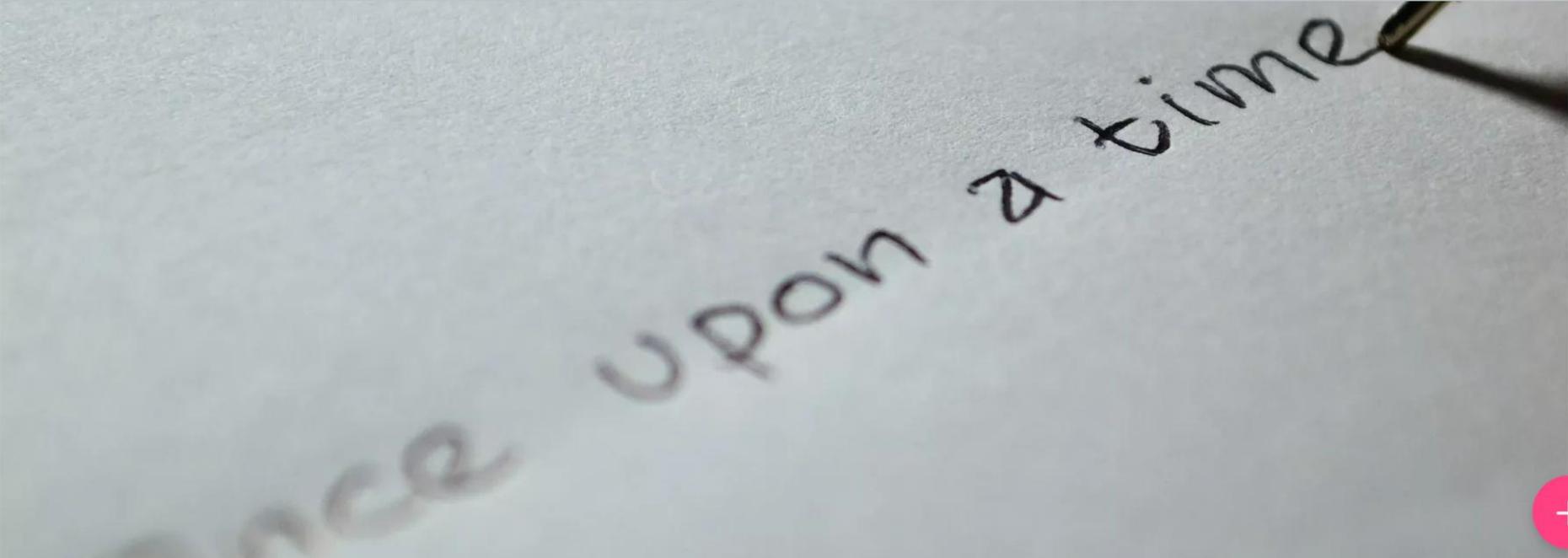
Using Padlet for audio, visual and diary story capture

:Padlet

Sorrel Parsons at Superhighways • 4m

 **Highlight of my year**

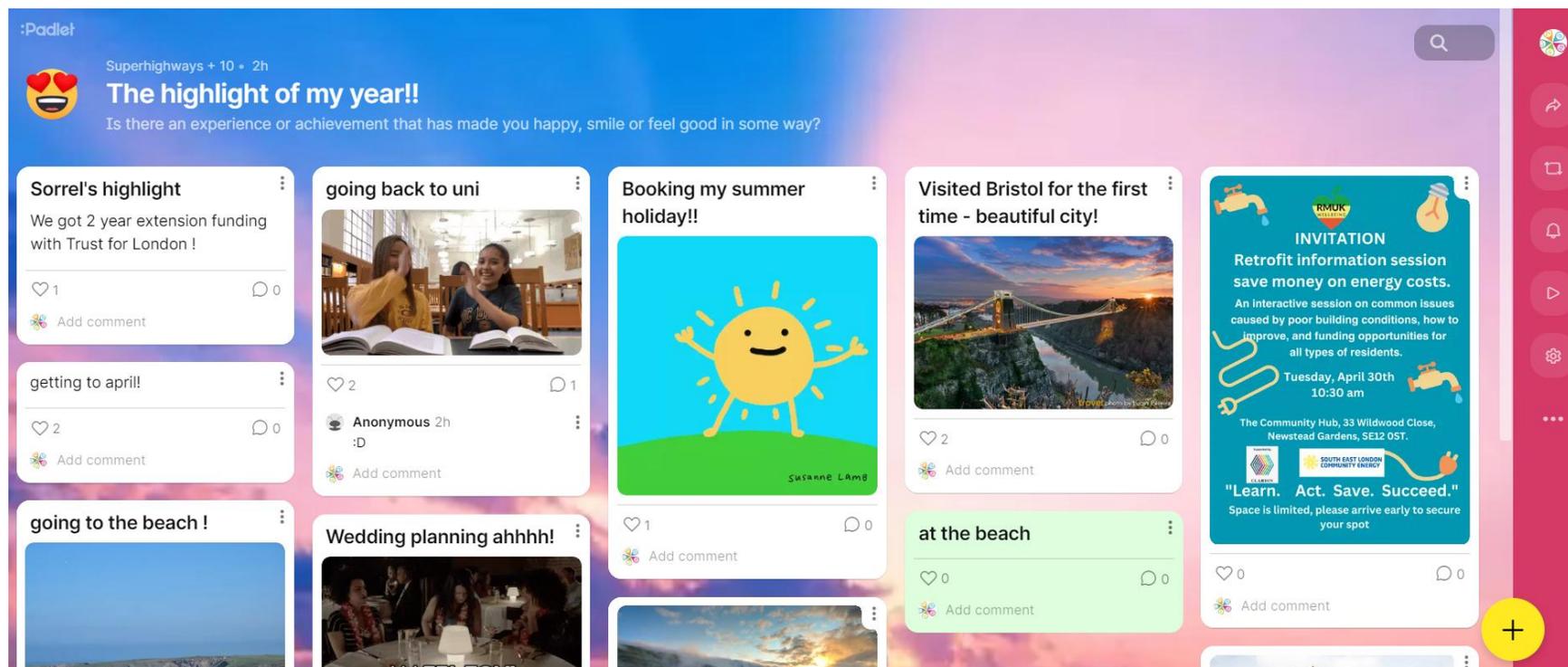
Story gathering and sharing using Padlet. Click on the + sign to add your story. Don't forget to add your organisation name







Padlet results

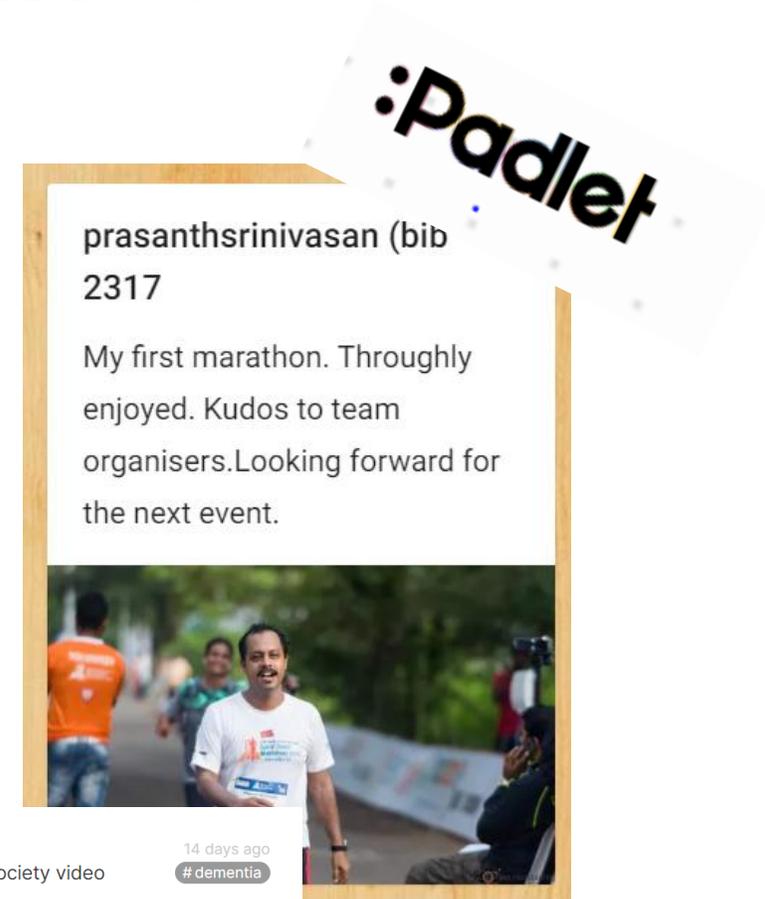
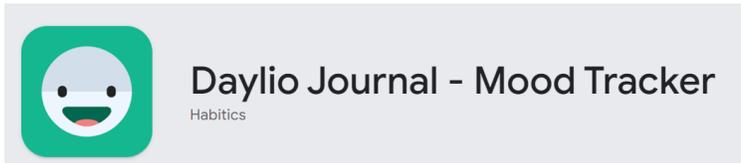


✓ [Link to our Padlet](#) (will be deleted shortly but feel free to have a play and add information)



Capture your impact – diaries

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



Giving people a voice



An introduction to Otter



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



DEMO

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 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 the Otter.ai logo, 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

\$8.33 / month if paid annually
\$16.99 / month if paid monthly



Basic

Pro

Business

- 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

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

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

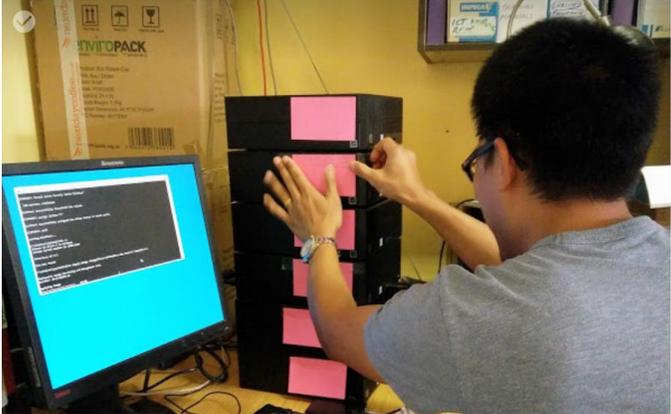


flickr™



Measuring change album

Oct 25, 2017



You don't need feature films...



The video shows a group of people, mostly women, in a room. They are holding papers and appear to be singing or performing. One woman in the foreground is wearing a purple jacket and has her mouth open as if singing. Another woman in the background has her hand raised. The room has white walls and a whiteboard.

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



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



[Choosing and Implementing a database](#)

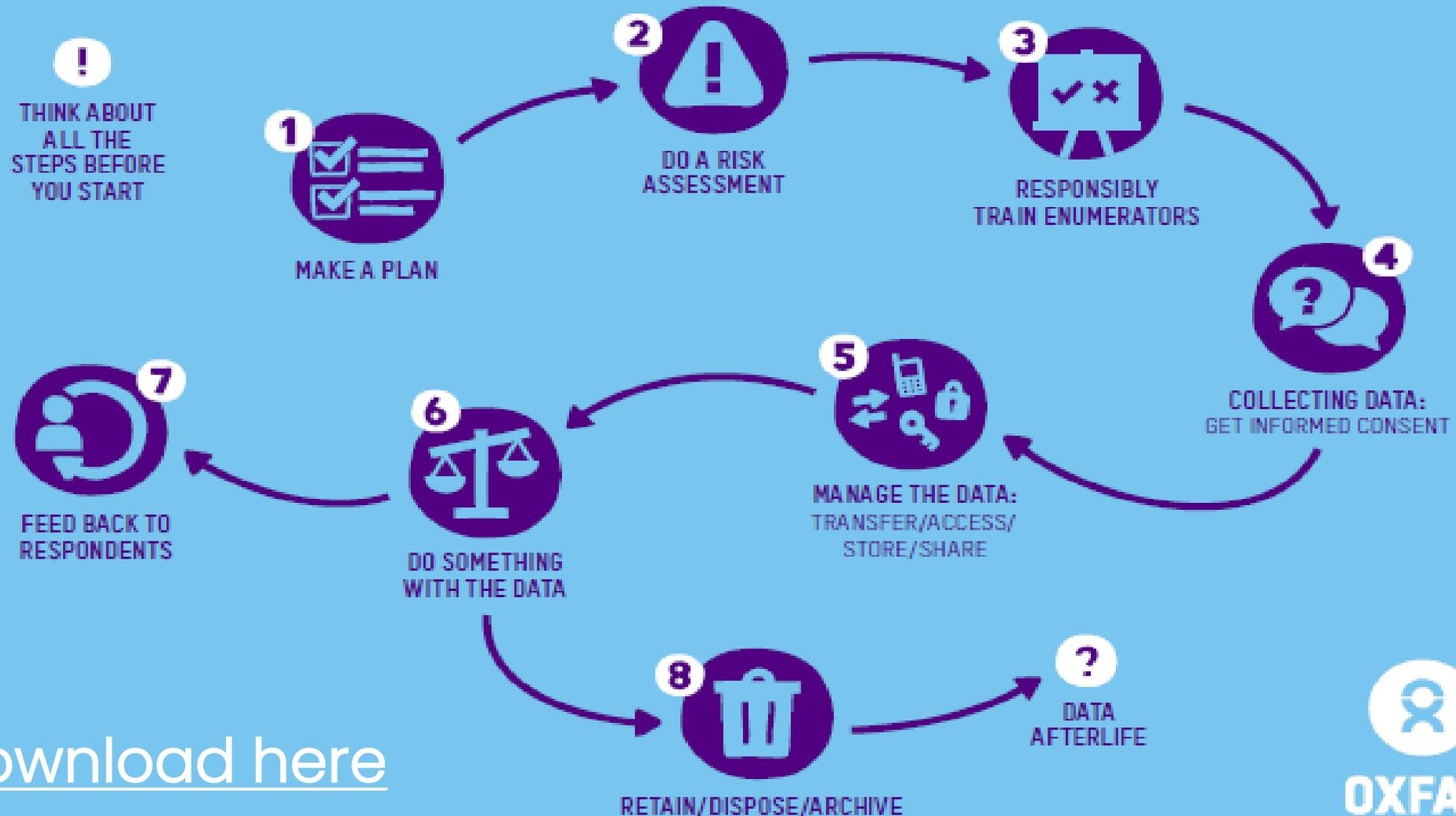


Best practice issues

- ✓ 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: passwords & other NCSC tools](#)
- ✓ [Responsible Data Planning Matrix](#) (check your downloads)



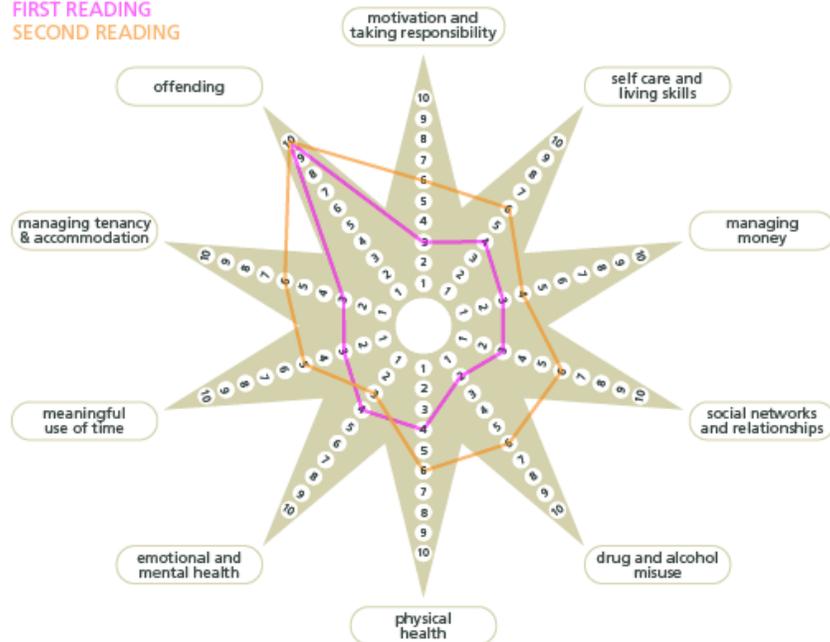
THE RESPONSIBLE DATA LIFECYCLE



[Download here](#)

Analysing & presenting your data

FIRST READING
SECOND READING

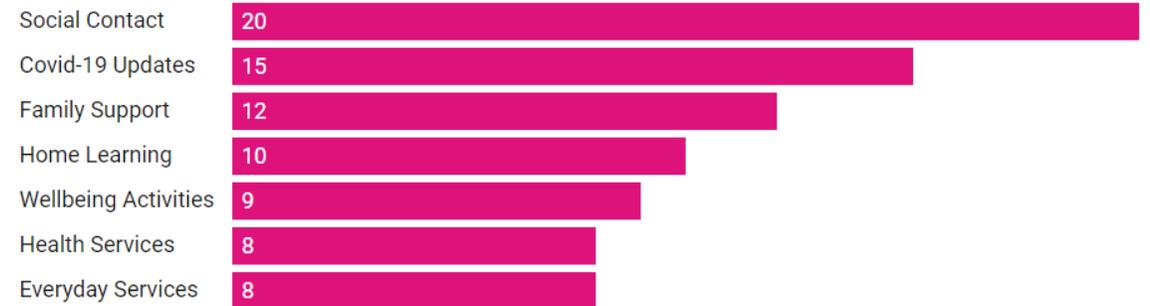


The Outcomes Star - Homelessness version



What are digitally excluded people missing out on?

No of times coded



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

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



3 out of 5 people are missing social contact



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](https://twitter.com/SuperhighwaysUK)

