

Lobby

Hello. I am excited to see you here! As folks log in, please consider putting the following in the chat box:

- 1) Your Name
- 2) Your Title
- 3) Your Organization
- 4) Complete this sentence: “My favorite thing about the Fall is _____”

I will start! Dr. Ashley Hall, Assistant Professor, Washington State University, “My favorite thing about the Fall is Halloween!”



Northwest (HHS Region 10)

PTTC

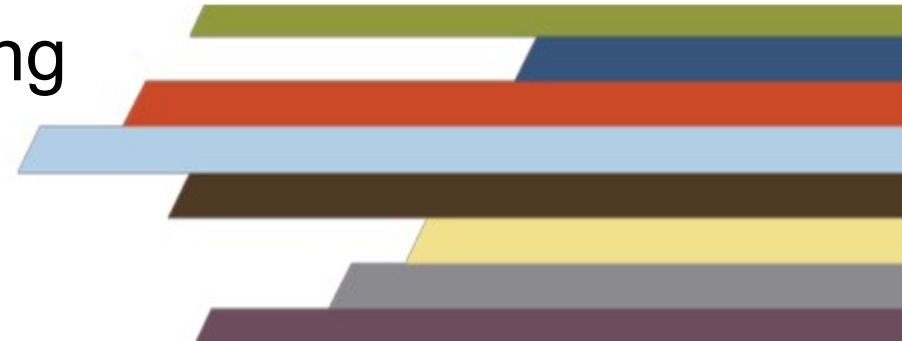
Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Strategic Tools

Using Logic Models for Organizational Planning
and Evaluation

Dr. Ashley Hall, Washington State University





Northwest (HHS Region 10)

PTTC

Prevention Technology Transfer Center Network

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The Northwest PTTC is a partnership led by the Social Development Research Group (SDRG) at University of Washington (UW) School of Social Work in collaboration with the Prevention Science Graduate Program at Washington State University (WSU), and the Center for the Application of Substance Abuse Technologies (CASAT) at the University of Nevada, Reno (UNR).

Northwest partnering institutes share a vision to expand the impact of community-activated prevention by equipping the prevention workforce with the power of prevention science.



Prevention Science
Graduate Program

WASHINGTON STATE UNIVERSITY



Disclaimer

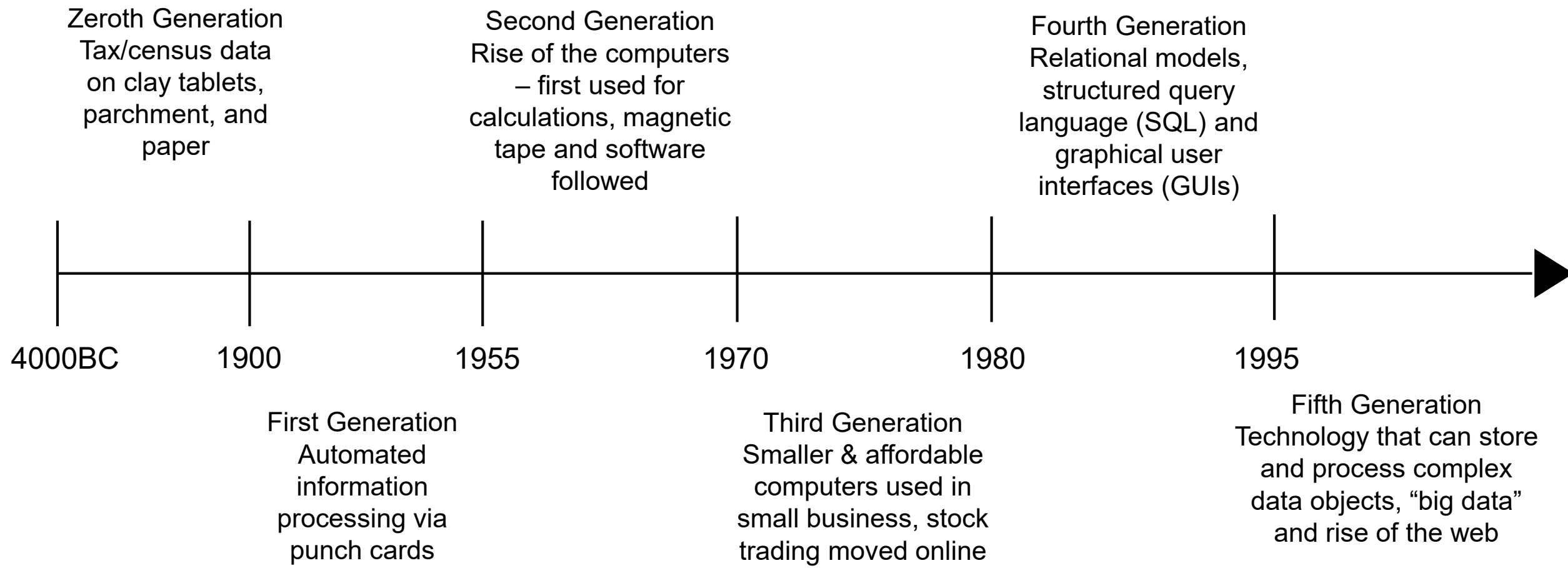
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Overview For Today

- Review Theory of Change & Logic Models
- Data Deep Dive
 - Data types, uses, and management
 - Survey Data review and visualization
- Learning Exercises
 - Data Evaluation & Visualization Demonstration using Tableau
 - Interpret data visualization and identify needs
 - Practice using data to develop a logic model and write a strategic plan

History of Data and Data Management



Types of Data

Qualitative

- Information that is descriptive
 - Hair or eye color
 - Opinions and comments
- Nominal or ordinal in nature
 - Nominal: Blue or brown eyes
 - Ordinal: High, medium, low
 - Note: Likert or scale questions on a survey quantify qualitative data
- Analysis Methods
 - Thematic analysis
 - Sentiment analysis

Quantitative

- Information that be quantified
 - Number of individuals served
 - Age of clients
 - Income metrics
 - Visits to websites
 - Assessment data (test scores)
- Analysis Methods
 - Statistical analysis
 - Time series analysis
 - Regression analysis
 - Simple descriptive statistics

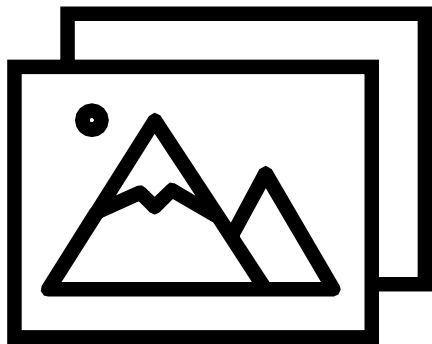
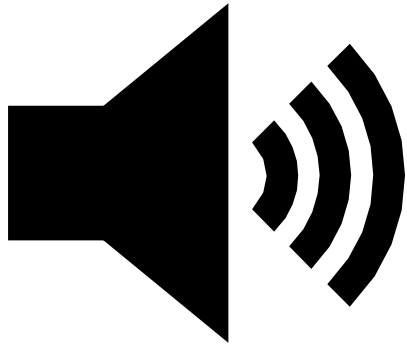
Data Management – In Brief

What is data management?

- For our purposes, data management refers to:
 - Various tasks involved in creating, collecting, storing, using, protecting, and sharing information.
- Downfalls of improperly managed data include:
 - Loss of opportunities
 - Inefficient use of staff time
 - Inaccurate or missing reports
 - Missed opportunities to meet client needs or improve programming
 - Missed opportunities for research and broader application of activities

Qualitative Data Creation

How is qualitative data generated?



INT: The best way that 4-H faculty and staff can support the community is by...

FG: Being active at local community events.

FG: Encouraging, supporting community events.

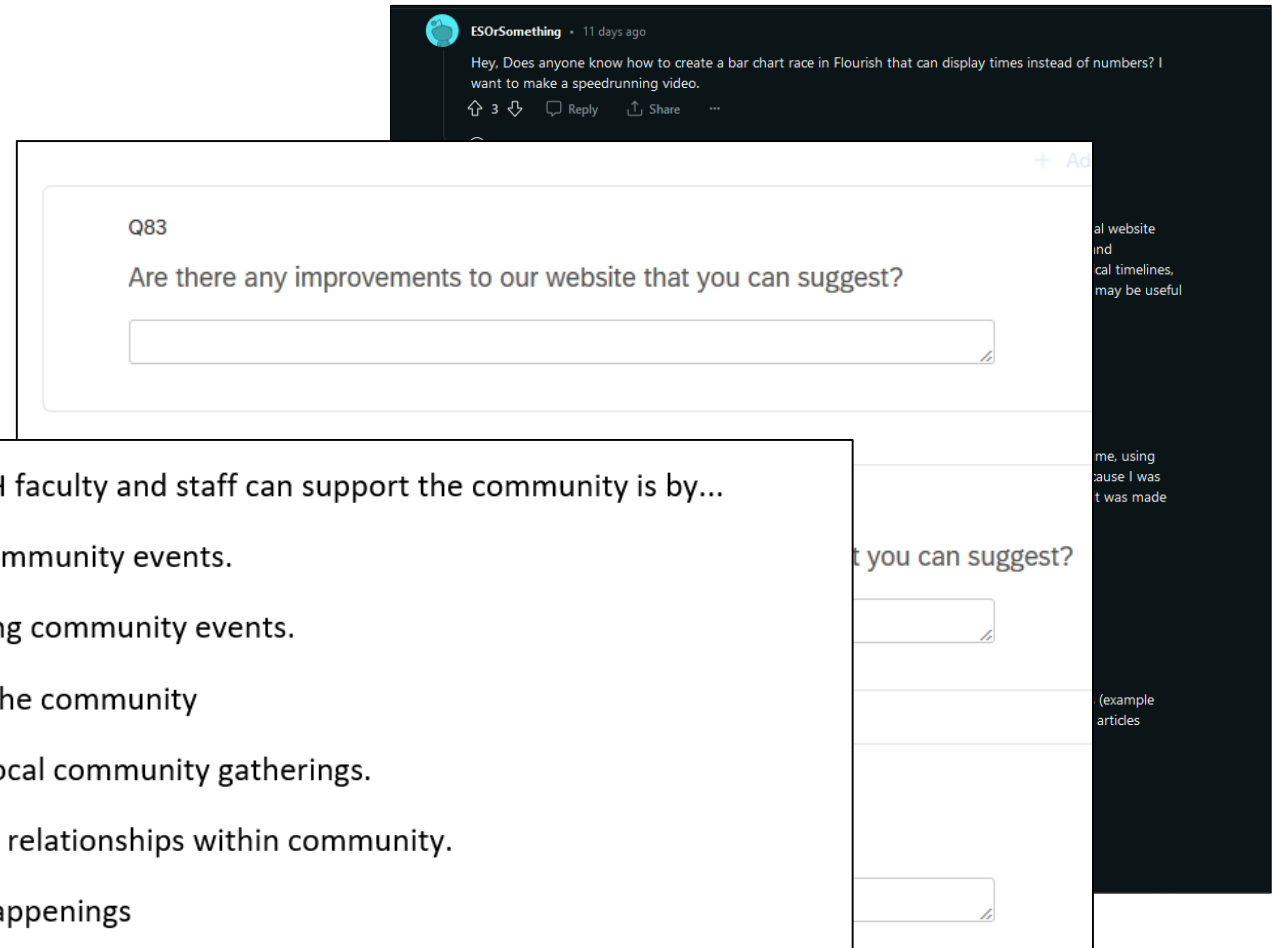
FG: Being a participant in the community

FG: Having a presence at local community gatherings.

FG: Building youth-mentor relationships within community.

FG: Being aware of local happenings

FG: Know the events in area and find a way to join/interact/ support them so that they can support 4H when needed.



Qualitative Data Analysis

What does qualitative data analysis look like?

- Let's try it!
 - Example 1: Thematic Analysis
 - Example 2: Sentiment Analysis

Thematic Data Analysis



Qualitative Data Analysis

Earth children:

- Only play with round objects
- Play outside
- Use hands, feet, and mouths to play
- Don't play without an external object

Qualitative Data Analysis

Frustrated

Fulfilled

Exhausted

Too much work

Not enough information

Time consuming

Difficult

Worth it

Satisfying

Stressful

Helping

Beneficial

Change the world

Qualitative Data Analysis

Person-Centered

Exhausted

Frustrated

Difficult

Fulfilled

Worth it

Satisfying

Environment Centered

Time consuming

Not enough information

Stressful

Too much work

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Change the world

Helping

Quantitative Data Analysis

Basic Descriptive Statistics

- Counts
- Min, max, and average age
- Educational attainment

Statistical Tests

- T-test (or nonparametric test)
- ANOVA
- Correlation
- Linear regression
- Etc.

Quantified Qualitative Data

Survey Data!

- If your survey – you know what you want to know
- If not your survey, start with a list of the questions
- Develop a brief analysis plan
 - What questions might yield useful information?
 - Are there questions that could be useful for comparing response?
- Visualize the data
- Consider limitations
- Draw conclusions

Session 1 Survey

- Demographics:
 - Job title (nominal)
 - Educational attainment (ordinal)
- Training/Skills
 - Formal training in data, planning, and research
 - Experience with strategic planning
 - Comfort with defining logic model
- Current position
 - Organizational strategic plan description
 - Data management – time to generate report

Session 1 Survey – Analysis Plan

- Does our population have formal training in data, data management, strategic planning, or research?
- Is our population comfortable with defining logic models?
- Does our population have experience creating strategic plans?
- Is our population currently using strategic plans in their work?
- Is our population able to generate reports efficiently?
- Do folks with various levels of strategic planning experience view the usefulness of data differently?
- Does formal training translate to more comfort with data and use of logic models?

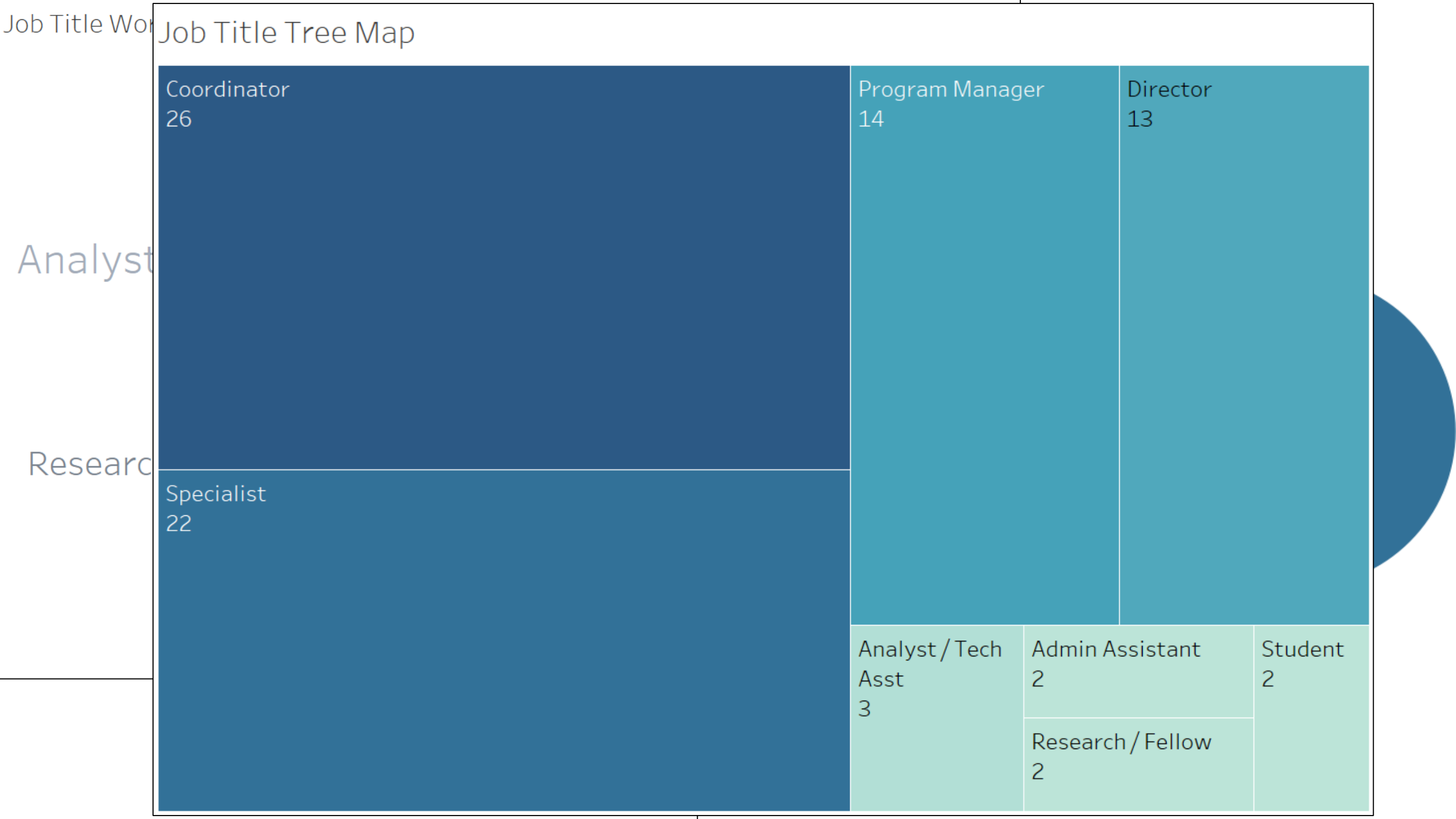
Session 1 Survey – Data Prep

- How will you analyze and/or visualize the data?
- Prep data based on software requirements
- Keep it simple!
 - I prefer Excel for ALL of my data storage needs
 - Consider data security (HIPAA, FERPA, etc.)
- Practical Examples:
 - Tableau
 - SPSS

Quantitative Data – Session 1 Survey

Basic Descriptive Statistics

- Counts
- Educational attainment
- Job title



Job Title Wor

Analyst

Research

Coordinator
26

Program Manager
14

Director
13

Specialist
22

Analyst / Tech
Asst
3

Admin Assistant
2

Student
2

Research / Fellow
2

Quantitative Data – Group Comparisons

How can we separate our survey respondents into groups?

- Descriptive Variables
 - Strategic Planning Experience
 - Degree earned
 - Feelings about data

Interpreting Results

What can we see from our survey?

- Direct experience with strategic planning could help boost perception of data importance
- Respondents who stated that they could confidently answer a logic model question on the spot all had a bachelors degree or higher.
 - However, only 6 respondents selected this choice, and the two doctoral respondents selected the least confidence, along with 14 others with higher degrees.
 - Six respondents with an associates, some college, or no college, were somewhat confident in their ability to define logic models on the spot.

Identify Needs

What needs can we identify from our survey?

- Data management was the least selected among formal training options, with data visualization second least
- A significant proportion (33%) of respondents were not confident in their ability to discuss logic models
- A significant proportion (36%) of respondents have no experience or have only been a data provider for formal strategic planning
- 30% of respondents work in an organization that doesn't have a strategic plan, or that may have a plan, but they aren't sure. 33% work in an organization that has a strategic plan that is underutilized.

Plug and Play!

- Theory of Change
- Organizational Inputs
- Plug Needs into Needs Assessment
- Create goals and objectives
- Build a logic model!
- Solicit feedback from relevant stakeholders

Let's see it in practice!

Reviewing your Process

Throughout this process, an independent review of your data, analysis, visuals, conclusions, theory of change, goals, logic model, and final strategic plan should be done to ensure your:

1. conclusions aren't biased;
2. planned interventions are culturally appropriate;
3. plan is reviewed to ensure it is not negatively impacting marginalized communities,
4. plan is not ignoring and is instead improving marginalized communities.

Suggested reading: <https://www.atlanticcouncil.org/blogs/geotech-cues/goodtechchoices-address-unjust-uses-of-data/>

Quick Pause before Wrap-Up

- Do you have any questions?

Wrap Up

- Data visualization software:
 - Microsoft Power BI (discounted or free for nonprofits)
 - Tableau (free for nonprofits)
 - Qlick Sense
 - Klipfolio
 - Looker
 - Zoho Analytics (15% discount for nonprofits)
 - Domo
- Remember that free software may not be secure – check with your IT department

Wrap Up - Continued

- Begin with your mission – why are you here?
- Do your research
- Collect your own relevant data (consider taking a training on survey creation)
- Manage your data effectively
- Build your theory of change model
- Plug in your results to your worksheets and build your logic model
- Write it all up!
- Have it reviewed for DEI

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Thank you!

