

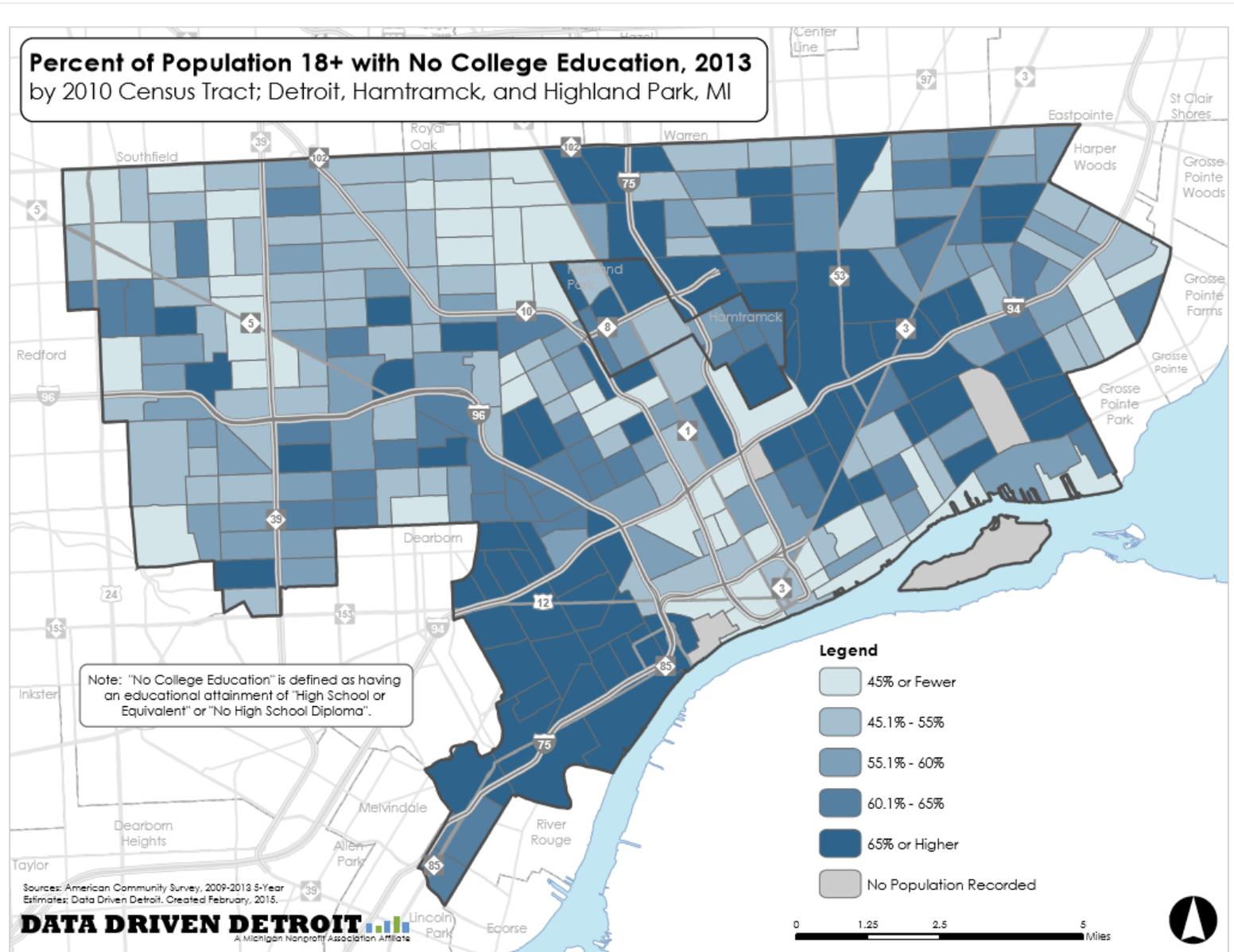


Data, Measurement, and Evaluation Webinar MBK Community Challenge Competition

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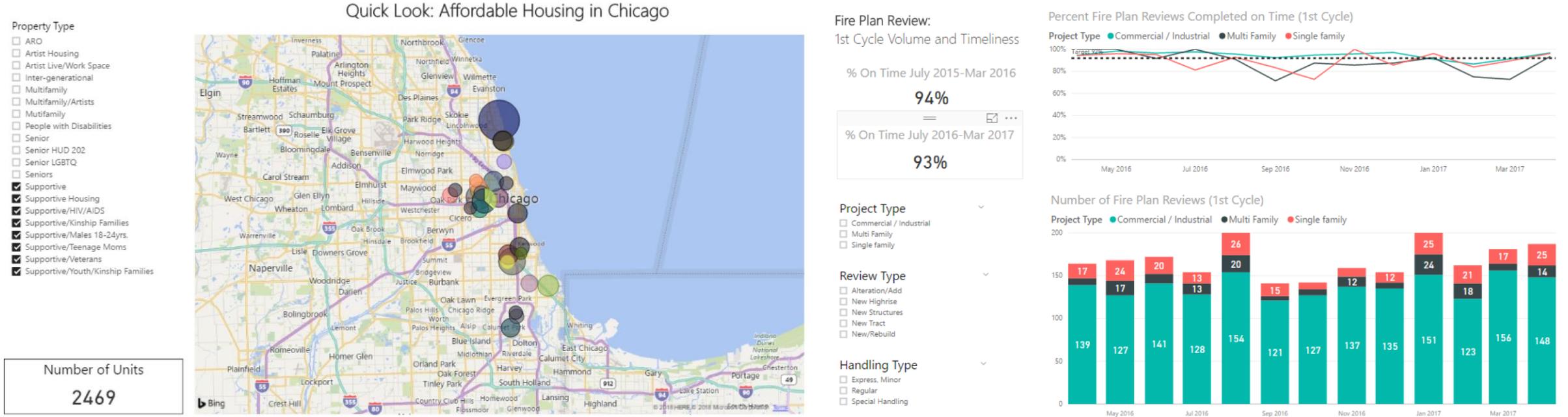
Data to Communicate the Broader Context



- Putting your work in context, to highlight needs, opportunities and impacts
- Informing and explaining focus populations and geographies
- E.g. data on demographics, education, public health, housing, income, criminal justice system, ...

Image Credit: Data Driven Detroit

Analytics and Visualization: Tell the Story and Track Progress



- Use visualizations and metrics to tell a story, monitor progress, and evaluate the efficacy of programs
- Invest time in the initial set-up around ensuring that your data management and visualization process is automated, allowing more time for interpretation and programmatic work
- Create dashboards to communicate information and insights and allow ongoing engagement across your collaboration partners and with stakeholders and the community

Use Data Responsibly and Securely



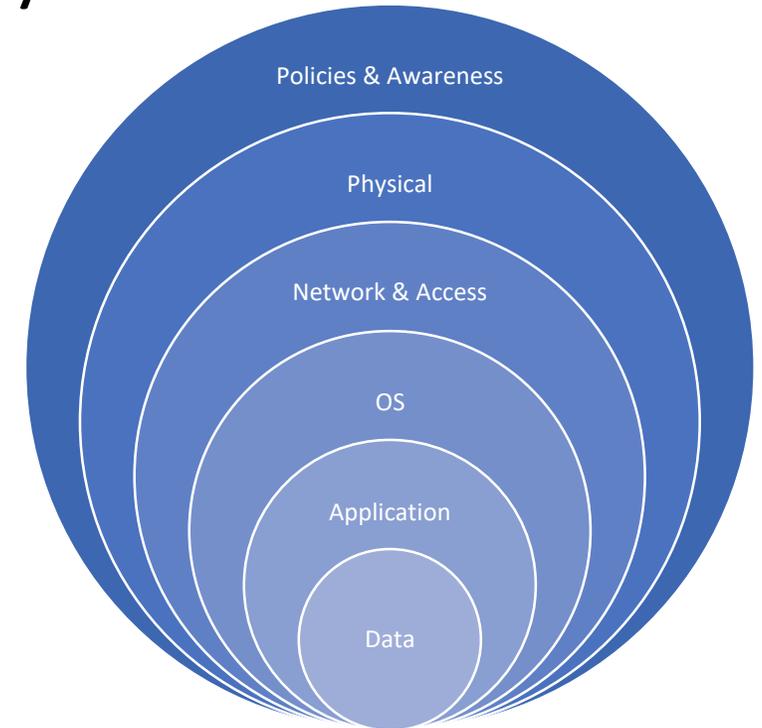
FOUR PRINCIPLES

Civil society organizations should manage digital data in alignment with their mission, respecting people's privacy and their choice to participate voluntarily.



- Seek Permission
- Respect Privacy
- Share what you can
- Design from and for diversity

*Source: Digital Impact Toolkit
Digital Civil Society Lab,
Stanford University
<https://digitalimpact.io>*



- Security is in layers, but always starts with “Awareness”
- Most smaller organizations get caught by “broad spectrum” campaigns
- More than 80% of hacks start with a successful phishing attempt

Key Takeaways

1

Data to
Communicate
the Broader
Context

2

Visualizations
and Analytics to
Communicate
and Track

3

Responsible and
Secure Use of
Data

References and additional resources
will be shared after the webinar.



Post-Webinar References and Resources (1 of 3)

Data Sources and Examples to Communicate the Broader Context and Inform Programs

- National Neighborhood Indicators Partnership is a national network of data intermediaries. These are groups that bridge the gap between data and local stakeholders: nonprofits, government agencies, foundations and residents. These groups access data that are often confidential and indecipherable to the public and make them accessible and useful.
<https://www.neighborhoodindicators.org/>
 - List of NNIP Members by city – a great resource for local data, often with tools to help extract or display local data, or combine with other data: <https://www.neighborhoodindicators.org/partners/profiles>
 - NNIP lists of national data sources <https://www.neighborhoodindicators.org/data-tech/sources> and <https://www.neighborhoodindicators.org/library/catalog/list-national-data-sets-small-area-data>
- Census Data: American Fact Finder <https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>
- Public Health: The 500 Cities project (CDC and RWJF) provides city- and census tract-level small area estimates for chronic disease risk factors, health outcomes, and clinical preventive service use for the largest 500 cities in the U.S. to improve understanding of the burden and geographic distribution of health-related variables.
<https://www.cdc.gov/500cities/>
- Juvenile Justice Data: Department of Justice Office of Juvenile Justice and Delinquency Prevention <https://www.ojjdp.gov/ojstatbb/>, and tools for exploring/displaying OJJDP data from the Burns Institute: <http://data.burnsinstitute.org>
- Educational data from DataLab: <https://nces.ed.gov/datalab/index.aspx>
- Evictions: New national database of evictions at the local level from Eviction Labs: <https://evictionlab.org/>

Post-Webinar References and Resources (2 of 3)

Data for Communication, Analytics, Tracking, and Coordination

- Power BI for data visualization, dashboarding, and analysis; includes free access, nonprofit templates and starter kit: <https://www.microsoft.com/en-us/nonprofits/power-bi>
- Microsoft data analytics trainings:
 - Introduction to Data Analysis Using Excel: <https://github.com/MicrosoftCities/Analyzing-Visualizing-Data-Excel>
 - Data Science Essentials: <https://github.com/MicrosoftCities/Data-Science-Essentials>
 - Additional trainings available on Github: <https://github.com/MicrosoftCities/Analyzing-Visualizing-Data-Excel>

Post-Webinar References and Resources (3 of 3)

Additional Data and Technology Resources, including Secure and Responsible Data Use

- Digital Impact Toolkit: Designed to help nonprofit organizations and foundations use digital data ethically, safely, and effectively, including through sample policies, checklists, and worksheets: <https://digitalimpact.io/>
- Microsoft cybersecurity resources for nonprofits:
<https://github.com/MicrosoftCities/Security/blob/master/Security%20One%20Pager%20v2.pdf>
 - Office 365 Security Score (a credit score for security): If you are using Office 365, it has a Secure Score that analyzes your Office 365 organization's security based on your regular activities and security settings and assigns a score.
<https://support.office.com/en-us/article/Introducing-the-Office-365-Secure-Score-c9e7160f-2c34-4bd0-a548-5ddcc862eae>
- Accessibility Guides: How to use accessibility features in Microsoft products, create more accessible content, and meet accessibility requirements: <https://www.microsoft.com/en-us/accessibility>
- Free and discounted technology offerings and resources for nonprofits from Microsoft: <https://www.microsoft.com/en-us/nonprofits>
- Case Management (per question in the webinar): Microsoft CRM for nonprofits <https://www.microsoft.com/en-us/nonprofits/dynamics-365>
- Computer science and technology-related activities and trainings that can be used in programs:
 - Code.org's one-hour tutorials and courses: <https://studio.code.org/courses>
 - MakeCode – hands-on computing education, including Internet of Thing coding <https://makecode.com/>
 - Microsoft training available on EdX: <https://www.edx.org/school/microsoft>
 - Microsoft learning paths and additional training on Microsoft Virtual Academy: <https://mva.microsoft.com/>