



Basic Data Important to Every Social Change/ Social Service Organization

Tuesday, JANUARY 23rd, 12PM – 1:00PM | FACILITATOR: Graig Eric

NonProfit HelpDesk

A project of the Jewish Community
Council of Greater Coney Island
(JCCGCI)

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Goals for This Session

- Understand why data collection and evaluation are essential parts of your organization's work
- Understand the kinds of data you will need to grow your program and establish credibility with funders
- Understand how to integrate data collection into your already existing workflows

Evaluation Defined

Evaluation normally involves the identification of relevant standards of merit, worth, or value; the investigation of the performance of a program based on those standards; and some integration of the results of this investigation.

*Adapted from Scrivern (1991)
"The Evaluation Thesaurus"*

Data, what is it good for?

External Stakeholders



Use to establish the problem your organization is working to solve. Use to document your successes and establish your credibility.

Internal Program Improvement



Where is the program succeeding? For whom, under what circumstances? How can it be improved?

What data do you need to support your request?

Use Data to Establish the Problem

- How widespread is it?
- Who is affected?
- How does it impact the wider community?
- What has been done in the part to address it?

Establish Who You Specifically Serve

Gender, ethnicity, age, grade in school,
location, diagnosis, past history, income,
family composition, needed services,
assessment, etc.

The Bottom Line

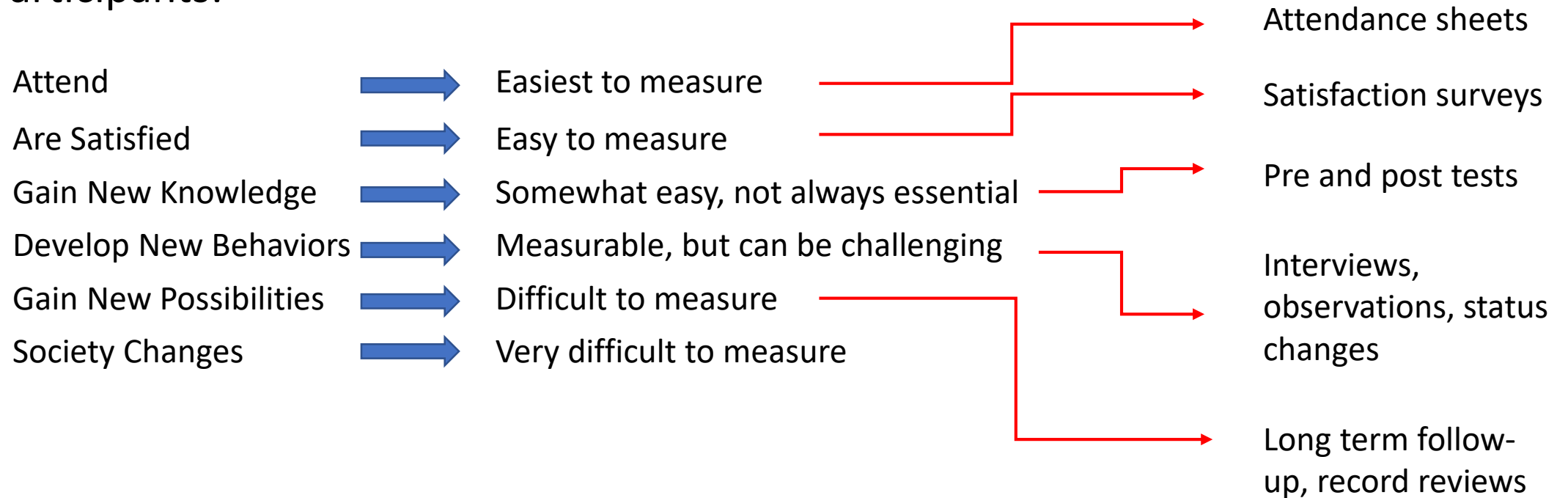
You need to quantitatively describe who you serve.

Start with the end point. What do you want/need to show about the people you serve? What tables, pie charts, and other graphics will you show? Make sure you have the data you will need to create them.

What Constitutes Success?

Success Exists on a Continuum

Participants:



Case Study: Chess In the Schools

CIS is a program designed to foster the intellectual and social development of students enrolled in New York City Public Schools through chess. It offers in-class instruction in chess to elementary and middle school students, chess afterschool programs, a chess summer camp, and a teacher training program. The organization also sponsors chess tournaments, and has a program that provides college readiness, career exploration, and advanced chess learning to high school students.

What kinds of data should it be collecting on

The College Bound Program

- How many students in each grade
- Student backgrounds
- Participant attitudes about program content
- Participant attitudes towards college/career
- SAT Scores
- High School GPA
- Number who complete the program
- Colleges attended
- College graduations

In-class Instruction

- Data on the schools that participate
- How many students/classes in each grade
- Teacher response to the program
- Number of students who continue to other CIS programs
- Maybe student reactions to the program

After School Programs

- Data on the participating schools
- Demographics on the students
- Individual program attendance
- Number of students who continue in other CIS programs (e.g., tournaments, college program, etc.)

Some Tips

- Don't wait until you need the data to tell your story, start now
- Start with the end use of the data you collect in mind
- Integrate data collection into normal program activities
- Designate someone within your organization to be responsible for data collection and use
- Start with what you can do now, but plan for what you will do tomorrow