Building Your Data Muscles

Lessons from High Performing CAAs During the COVID Pandemic

By Paige Teegarden, MPP

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The Promise of Community Action

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community and we are dedicated to helping people help themselves and each other.



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Land Acknowledgement

Every community owes its existence and vitality to generations from around the world who contributed their hopes, dreams, and energy to making the history that led to this moment. Some were brought here against their will, some were drawn to leave their distant homes in hope of a better life, and some have lived on this land for more generations than can be counted.

- Go to https://native-land.ca/ and enter your address in the search box on the left of the screen
- **"This meeting is being held on the traditional lands of the _____ People, and I pay my respect to elders both past and present, who have stewarded this land throughout the generations."**

Please take a moment to consider the many legacies of violence, displacement, migration, and settlement that bring us together here today.

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Learning from CAAs' Responses During the COVID Pandemic

Why Now?

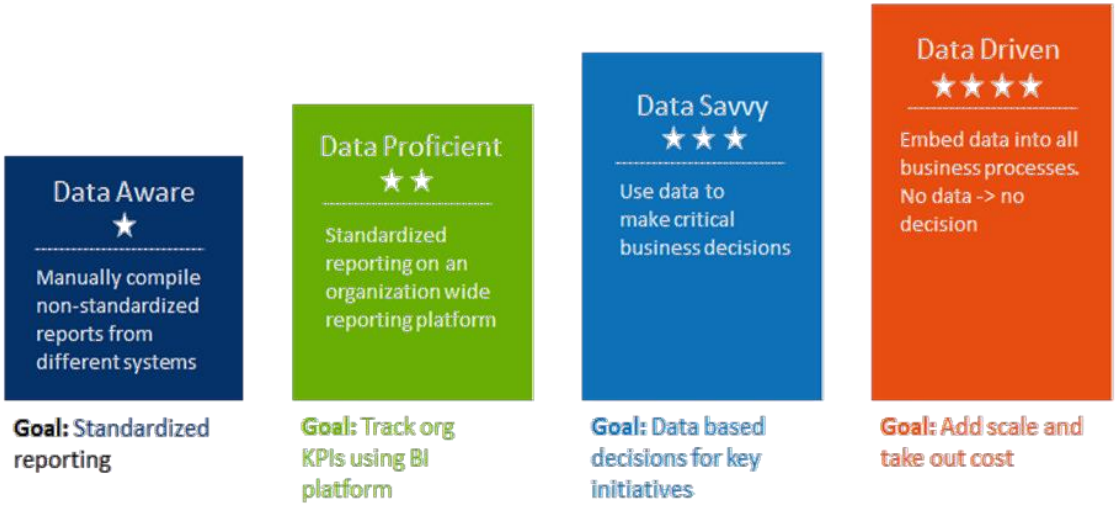
- Need for technology (contactless work) resulted in more data in electronic form which has made it easier to use
- People more comfortable b/c of increased use overall
- Much more likely to have better contact information for clients if interacting electronically
- No physical contact during large periods of time during COVID forced all parties to fully embrace electronic interaction, overcoming typical new user/technology hesitation

Basis for Information

- Interviews and examination of information from 10 high performing CAAs
- Research on Competencies consistent with interview findings

Data Driven:

using data (as opposed to intuition, personal experience or opinion) **to drive the actions and decisions** of the agency



It's a Journey…

From Wayne County CAA Data Strategy

CAA Related examples of Systemically Using Data

- Using data to inform your **local theory of change**
- Analyzing data about services, outcomes and customer demographics to make shifts in program services and operations and **to ensure equity** in addressing the needs of all members of the community.
- Using data to **continuously monitor operations** in order to make improvements in service and efficiency, as well as to meet performance targets
- Using data to **understand needs and opportunities** in your community

Data Capacity means, the ability to get the right data, to the right people and the right time in the right format

Findings….

Leadership. One of the most important prerequisites to shifting to a **data culture**. Note: Leadership can be at multiple levels of the agency

Motivations for Getting Serious About Data Capacity. Lays out examples of the impetus for high-performing agencies to begin investing money and time into data capacity

Data Ambassador Position Including Organization Processes Supporting These Positions. A critical data capacity position and some of the important organization processes that support this position

Understanding of the Data Management Pipeline/Lifecycle and Data Governance. The intersection of organization process with data management is an often underappreciated, critical area of knowledge

Leadership! A critical ingredient

- Serving as a role model(s) for data use
- Distributing data responsibilities to staff at all levels
- Motivating staff to use data
- Communicating clearly expectations around data use and holding staff accountable to those expectations
- Demonstrating a consistent interest and ability to articulate a strategic, agency-wide perspective on data collection and analysis
- Connecting data collection and analysis to a clear strategic vision
- Promoting integrated agency services (breaking down programmatic silos) through a willingness and ability to weave together a shared vision and motivation regarding the use of data

CAA Data Professionals

- Work experience in education, training and/or consulting
- A leadership style that is open, engaging, and collaborative
- Trusted and friendly relationships with people across the agency despite sometimes having to highlight opportunities for improvement
- Predisposition to act/ to ‘get things done’ and learn along the way
- Determined, unlikely to let barriers stop them from achieving their goals
- Genuinely curious about data and what it could mean
- Act as “translator” of program concerns to data points and collection methods to data/technology and back to program operations
- Able to connect big picture questions to the details of operations; able to break the big picture into smaller understandable pieces

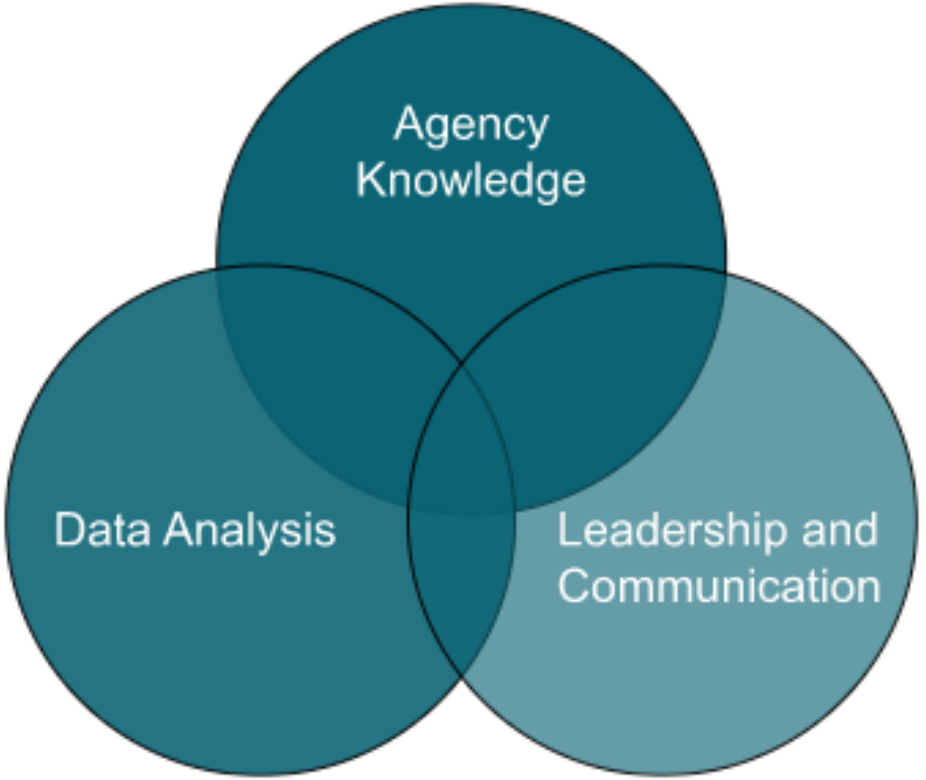
Organization Structures that Support CAA Data Professionals

Leadership Team with characteristics already reviewed

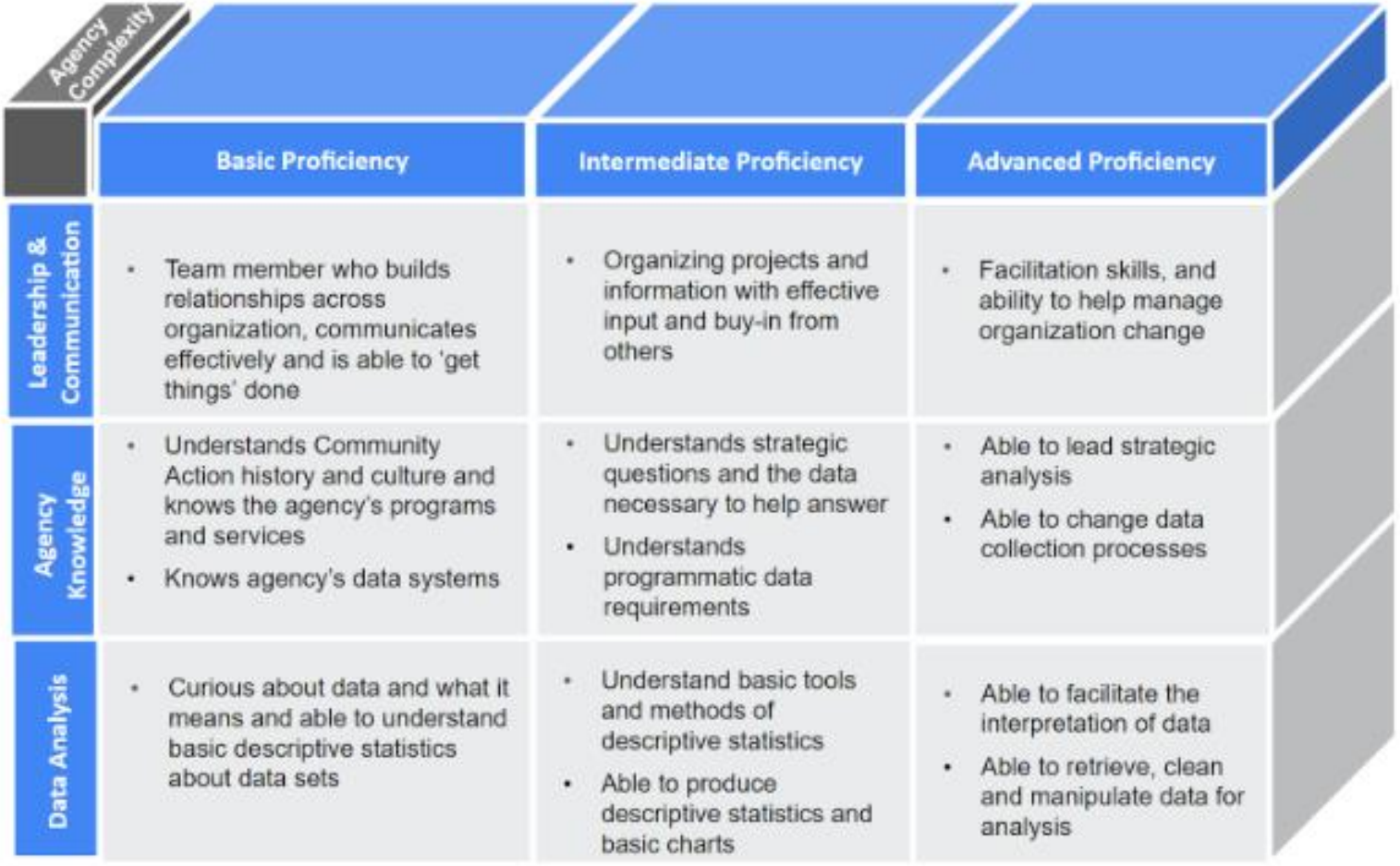
Defined meetings at regular frequencies (i.e. Monthly) where client data is reviewed

Defined times in leadership meetings to “interrogate” client data

Areas of Community Action Data Practitioners Competency



CAA Data Professional Competency Summary



Data Management Pipeline

Data Collection	Data Recorded	Data Quality/ Monitoring	Retrieval & Analysis	Present & Use	Disposal De-Identify
Who gathers what when from whom	Definitive source of data (“Sole Source of Truth”)	Accurate and Complete (in that order)	Reports Other Retrieval?	Analysis versus Presentation	You have PPI, when do you delete OR de-identify
Agreement on data options and meaning	Understand the form it is recorded in and the timeframe	Who reviews	Who and when	Present visually	Should you keep aggregate data
Set expectionation, document, train		Which data, how, and what process for monitoring	Count Compare Consider Converse	To Whom, When	
		Integrated to analysis	Be Curious	Dedicate time to ‘making meaning’	



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For More Info

For more information or questions contact the HCCT CARES Project Team:

Denise Harlow, CCAP, Chief Executive Officer
dharlow@communityactionpartnership.com

Aaron E. Wicks, PhD, CCAP, NCRT, VP Organizational Capacity Building
awicks@communityactionpartnership.com

Maribeth Schneber-Rhemrev, CCAP, PMP, NCRT, Director, Organizational Capacity Building
mschneberrhemrev@communityactionpartnership.com

Lana Shope, CCAP, Project Director, NCAP CARES Project
lshope@communityactionpartnership.com

Partnership website: www.communityactionpartnership.com

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