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# Peer Data Webinar Series: Centering Customer Voice in Your Agency's Data Practices

Community Action
60 Years


**Peer Presenter:**
**Melody Vieth**
**Director of Research and Data**
**Central Missouri Community Action**

# 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.*

# Centering Customer Voice in Your Agency's Data Practices



## NCAP Peer Data Webinar Series

Central Missouri Community Action

October 2, 2024



# Why customer voice?

- Improve understanding of customer experiences and program impact
- Ensure culturally respectful approaches
- Enhance validity of data interpretation & application
- Strengthen customer capacity for engagement and self-advocacy



# Thoughtful & Intentional Planning

- What is our purpose in engaging our customers?  What do we hope to achieve or address?
- At what points in the process do we want or need customer voice?
- What is our capacity to engage our customers?
- What supports do our customers need in order to engage?

# It Starts with Relationships...

- Practice open communication
- Acknowledge past experiences
- Develop cultural competence
- Value families as “context experts”





# Including vs. Centering Customer Voice

# Including Customer Voice

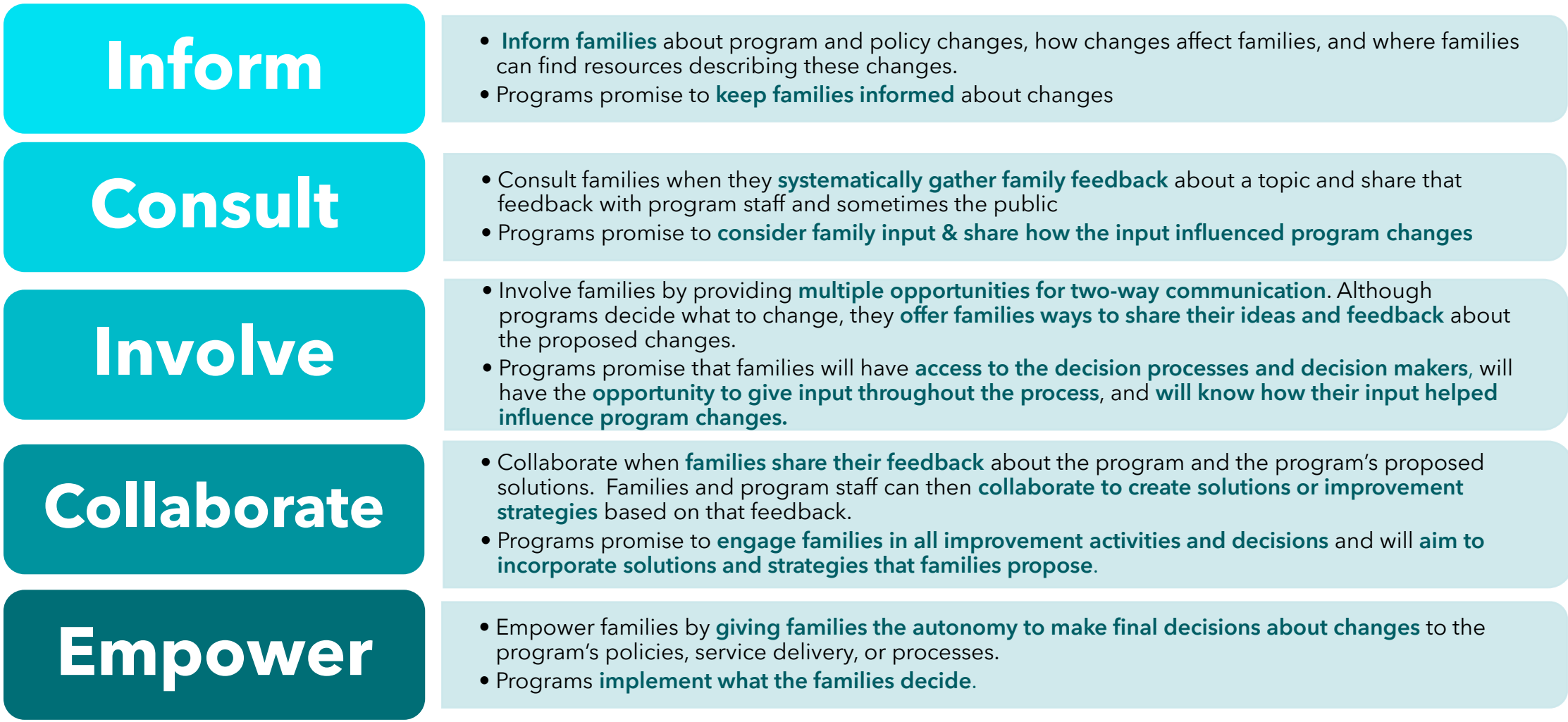


# Centering Customer Voice

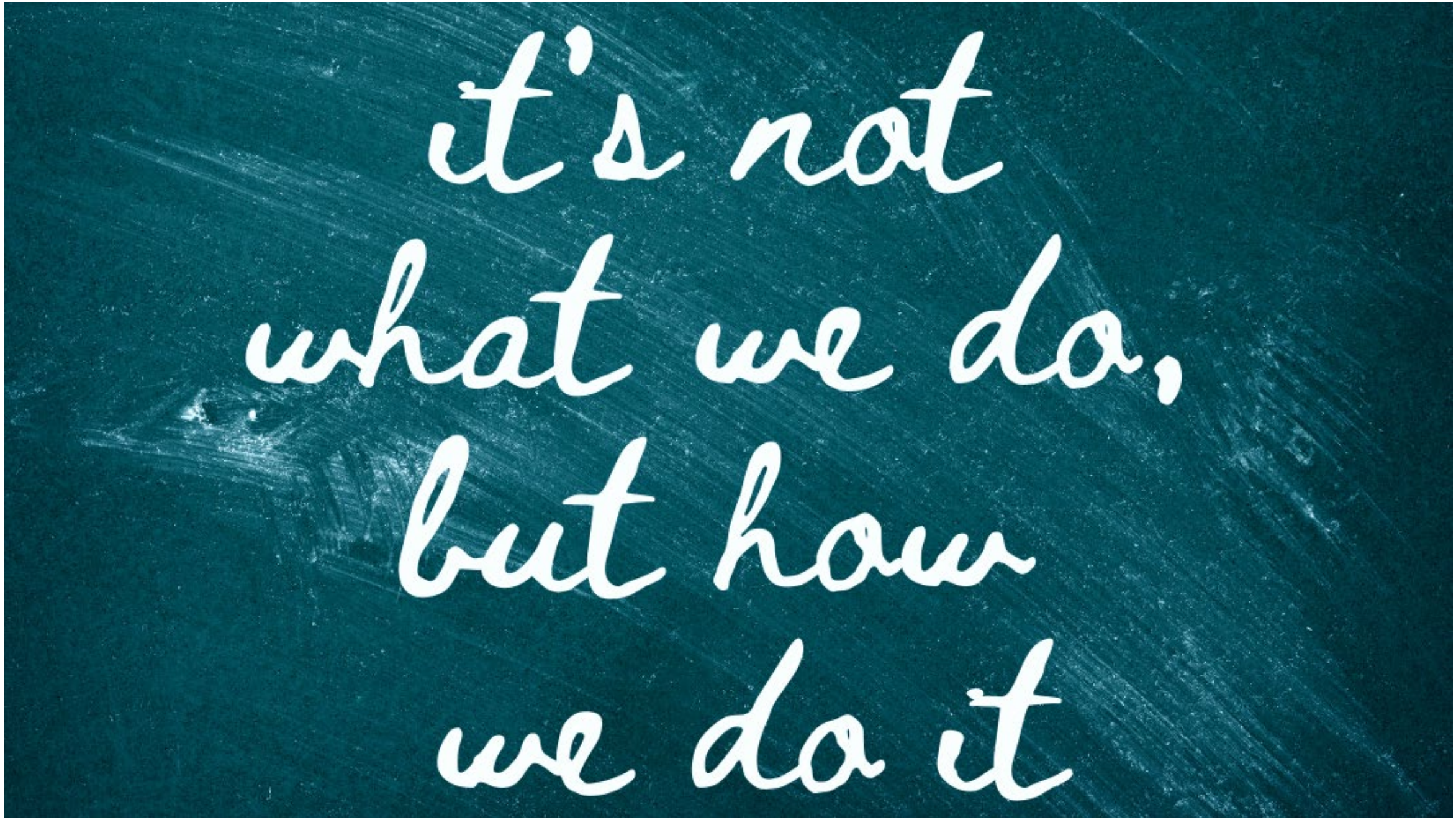


**shared power, shared control, shared responsibility**

# Family Engagement Continuum




Source: Mathematica Inc., adapted from IAP2 Spectrum of Public Participation.


it's not
what we do,
but how
we do it

# Providing Accessible Context for Data Analysis & Interpretation



- Use your content expertise and an equity lens to decide which data most meaningfully represents the scope of the issue
- Use simple, clear visualizations
- Explain how to read basic types of visualizations
- Use headings that get to the point
- Use color intentionally

# Structures that Encourage Engagement

- Data parties
- Data placemats
- Data walks



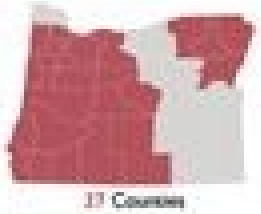
# Oregon Arts Education Snapshot

Findings Preview, October 2015

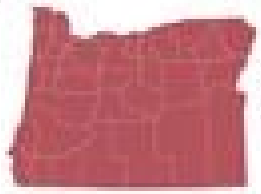
## 1 WHO RESPONDED?

**152** Out of 355 Organizations

from

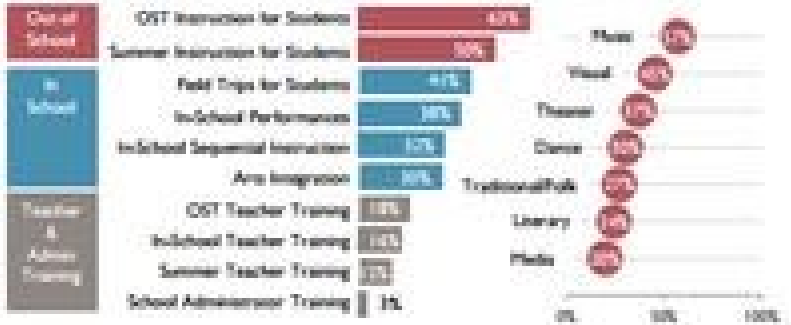


27 Counties



Delivering arts education in 36 counties.

## 2 WHAT PROGRAMMING ARE THEY PROVIDING?







## 3 WHAT RESOURCES DO THEY HAVE?

In the table below, darker colors correspond with more respondents.




Nearly 63% of responding organizations have less than

**2**

FTE devoted to arts education programming

**91%** Engage volunteers to deliver programs.

**57%** Use contractors to deliver programs.

**Drawing from your own experience, what might explain some of the trends we are seeing in the survey?**

## 4 WHAT BARRIERS DO THEY FACE?

### #1 Lack of Funding

Lack of funding is the leading challenge for nonprofit organizations that provide arts education programs in Oregon.

> "In our community, we are fortunate to have the support of the school district, volunteers, and collaborating organizations. However, our area continues to be impoverished, making finding funding support at the local level extremely difficult. Our program has room to grow.... How can we find consistent, even partial funding?"

> "At the beginning of last year, we cut our arts outreach program that brought residencies to schools. It was a grant funded program and each year there was a new funding stream and new priorities/guidelines/initiatives to meet. It was too difficult to keep the program consistent.... It was very difficult not to know whether or not we would be funded for the following year."

### #2 Other Curriculum Priorities

Competing curriculum priorities is the second most pressing challenge to offering arts education in Oregon.

> "...Other curriculum priorities in schools often directly relates to teachers and administration feeling overwhelmed by trying to meet Common Core and Next Generation Science Standards...."

### #3 Space and/or Time Constraints

Space and/or time constraints – both those related directly to providing arts education, and also those related to developing arts education programming – also limit the ability of arts education providers to offer more opportunities to students both in and out of school.

> "For a smaller organization like ourselves, the biggest obstacle is the need to devote organizational time and resources to establishing links with potential partners. The more assistance we have in forging contacts with educators, the better our outreach programs.

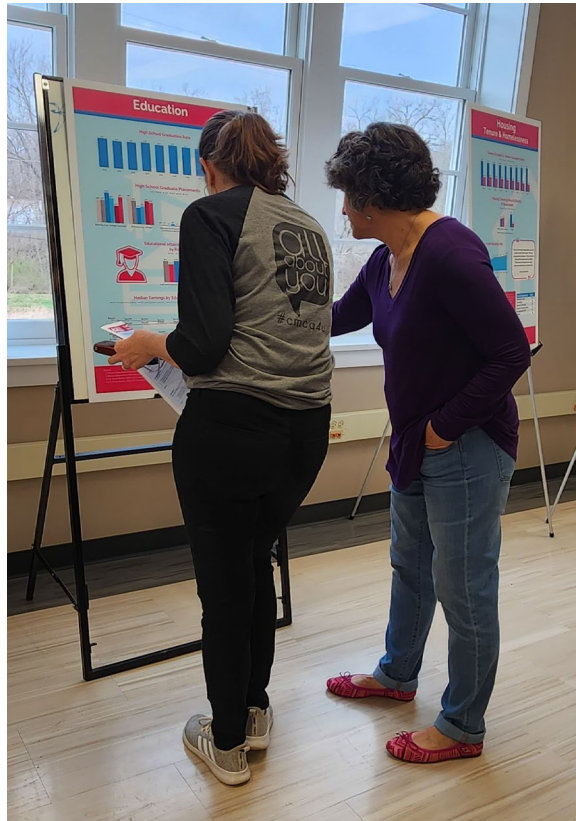
THE OREGON COMMUNITY FOUNDATION

OREGON ARTS COMMISSION

# Data Walks


Housing
Housing Affordability
Employment


Health & Nutrition
Food Security
Health & Nutrition
Health Care
Health & Nutrition
Births and Deaths
Causes of Death
Mexico Area Family YMCA
Heritage Club Members
Housing
Tenure & Hom
Owner-Occupied vs. Renter-
Housing Tenure by
of Housel
Vacant Housing Units
Room at the Inn Bednights


Education

# Exploring Root Causes



# Data-Driven Planning

- Collective impact models
- Advisory boards & councils
- Capacity-building programs & services



# Additional Resources


- Holdbrook, Jeanette, Lisa Rau, Bethany Boland, Shaun Stevenson, Mark Ezzo, and Imani Hutchinson (2022). Elevating Family Input in TANF and Child Support Programs: Resources for Program Staff, Leaders, and Families, OPRE Report # 2023-024, Washington, DC: Office of Planning, Research and Evaluation, Administration for Children and Families, U.S. Department of Health and Human Services. https://www.acf.hhs.gov/opre/toolkit/toolkit-elevating-family-input-tanf-and-child-support-programs-resources-program-staff
- Annie E. Casey Foundation, August 2016. Engaging Parents, Developing Leaders: A Self-Assessment and Planning Tool for Nonprofits and Schools. https://www.aecf.org/resources/engaging-parents-developing-leaders
- Community Tool Box, Center for Community Health and Development, University of Kansas, n.d. Participatory Approaches to Planning Community Interventions. https://ctb.ku.edu/en/table-of-contents/analyze/where-to-start/participatory-approaches/main
- Hinkle, E., Kendall, J. R., Sandoval-Lunn, M., Stern, F., & Donier, J. (2022). A starter kit on engaging people with lived experience in child support programs. U.S. Department of Health and Human Services, Office of Child Support Enforcement. https://www.acf.hhs.gov/sites/default/files/documents/ocse/engaging_starter_kit.pdf
- Jones, C. (2023). Culturally Responsive and Equitable Data Parties: A Method for Participatory Analysis and Sense-making in Virtual Spaces (OPRE Report 2023-208). U.S. Department of Health and Human Services, Administration for Children and Families, Office of Planning, Research, and Evaluation. https://www.acf.hhs.gov/opre/report/culturally-responsive-and-equitable-data-parties-method-participatory-analysis-and
- Pankaj, V., & Emery, A. K. (2016). Data placemats: A facilitative technique designed to enhance stakeholder understanding of data. In R. S. Fierroa, A. Schwartz, & D. H. Smart (Eds.), Evaluation and Facilitation. New Directions for Evaluation, 149, 81-93. https://www.the-evaluation-center.org/wp-content/uploads/2011/05/Pankaj-Emery-article.pdf

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# Thank you for joining us today! Please take a couple of minutes to complete the Webinar Evaluation:

https://www.surveymonkey.com/r/PeerData1Centering

**A recording of the webinar and copy of the slides will be posted to the NCAP Resource Library in the next couple of days:**
**https://communityactionpartnership.com/search-categories/**

# Peer Data Webinar Series

## REGISTER NOW!



Centering Customer Voice in Your Agency's Data Practices
October 2 at 2 pm ET

Navigating the Landscape of Technology & Data Systems
November 6 at 2 pm ET

A Web of Management Systems:
What if Your Spreadsheets Talked to Each Other?
December 3 at 2 pm ET

**SCAN TO LEARN MORE**

# CSBG ORGANIZATIONAL STANDARDS SKILL BUILDER TRAINING

**November 14 - 15 2024**
**Nasvhille, TN**



The Organizational Standards Skill Builder empowers Community Action Agencies to meet CSBG Organizational Standards by offering knowledge and resources for implementing core practices, helping to establish a solid foundation beyond mere compliance.

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60 Community Action 60 Years

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