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Data Maturity Cohort Learning Objectives

Workshop Approach

Data Elevates is committed to developing workshops that can stand on their own, but are also supplemented heavily by the coaching. This is particularly the case when followed by the "Specialized Coaching" approach, where the coaching is focused on a specific topic and includes both individual and group sessions. The workshops will be activity-focused, with knowledge transfer prioritized to include key aspects for nonprofits across each topic. Workshops will also include an intentional focus on the concepts of inclusiveness, diversity, equity, and inclusion (IDEA) through content, case studies, examples, and facilitator-guided discussions.

Workshop #1 - Data Ethics, Privacy, and Security

- Proposed Title - *Using Data Responsibly: Best Practices in Data Privacy and Security*

- By the end of the session, participants will be able to:

    - Understand the necessary components of informed consent and its importance in safeguarding data ownership and control within historically marginalized African American communities

    - Understand the different types of Personally Identifiable Information (PII), the need to uphold data privacy rights and to mitigate potential harms of disclosure

    - Understand the fundamental elements of a data security plan

    - Identify PII and other critical security risks

- Objectives Description: While there are numerous topics within data ethics, privacy, and security, informed consent and PII are two of the most critical, particularly when considering the level of data collection often required of nonprofits and focused on vulnerable communities. This topic is even more important when accounting for the fact that many of these organizations primarily provide training programs, where participants are tracked. Many of these participant populations are from historically marginalized, low-income communities, where issues of data control and ownership

have disempowered, rather than empowered them. This being said, the discussions and content developed for this workshop are of critical value in both practice and awareness. The elements of the security plan should transition well into specialized coaching, supporting development of risk assessments and other key activities.

Workshop #2 - Core Metrics Development & Data Collection Strategies

- Proposed Title – *Decision Making Starts with Data: From Defining Metrics to Data Collection*

- By the end of the session, participants will be able to:

    - Utilize a logic model to develop core metrics

    - Identify potential core business and mission metrics to measure operational success and impact, and to enable critical assessments across demographic and socioeconomic dimensions

    - Understand and implement best practices in data collection, considering how to thoughtfully decide on collection instruments and designs to account for cultural sensitivities and contexts

- Objectives Description: Developing the right metrics to measure organizational progress are key starting points for data-driven decision making. Many of the SIOs noted a need to revisit metrics. We see defining these core metrics are critical, and lead into further discussion on data collection strategies to monitor them. We will utilize the opportunity discussing data collection strategies to showcase the value of community contextualization in the approach, and the harm that can be done if collection design is not contextualized. Coaching in this area is then valuable in solidifying the metrics and data collection strategies.

Workshop #3 - Data Collection, Storage, and Analysis

- Proposed Title – *How Data Flows Through Your Organization: A Review of Technologies and Processes*

- By the end of the session, participants will be able to:

    - Define a data pipeline and its importance for scalability, focusing on the core elements of it for nonprofits, particularly in developing reports, analyses & visualizations that accurately represent aggregated and disaggregated insights to enable critical assessment of program activities and impact across demographic and socioeconomic groups

- - Describe their data pipelines and the key challenges and limitations within them

  - Assess organizational data collection, storage, and analysis technologies and practices in regards to meeting current and future needs

- Objectives Description: When thinking of the data pipelines for the SIOs, the level of complexity varies widely. However, our emphasis will be on both the current and future states, discussing the value of these pipelines for scalability (which is of particular importance for many of the smaller SIOs.) We will utilize activities to identify and assess data collection, storage, and analysis tools, and how they meet the business and mission-based needs of each organization. We will also provide for discussion around the limitations of using current applications for the pipeline. Through the discussion, we will lead content around the value of intentionality in developing a pipeline that allows for various types of aggregated and disaggregated analysis, showcasing, for example, SIO program impact across demographics and ethnicities.

Justifications:

The above content areas are based on the needs both expressed and perceived based on the SIO interviews, along with DMA results. DE's considerations regarding content areas and their order are:

- Determining what would most likely benefit each organization, given the wide range of organizational sizes, missions, and skillsets connected with each.

- We see the value of the workshops in regards to both the current and future states for organizations, emphasizing scalability in regards to data processes and technologies discussed.

- Considering what types of support are more impactful through individual and group level coaching, rather than workshop learning. For example, "building cultures of data use" is an important topic for many of the med-to-large orgs, but less so for the small ones, so it is best for coaching.

- The workshops proposed cover a wide range of the elements of "Purpose" and "Practice" DMA areas.

- While a focus on "Core Metrics Development" for W2 may seem a reach for a course on data, there are several reasons we see this focus important:

  - Many organizations mentioned the need to either develop or review organizational metrics;

  - Developing the right metrics is an important starting point for determining data to collect, store, and analyze;

○ Many of the organizations supported have limited resources, and our experience suggests this often leads to a lack of core metrics (or a lack of strategy around their development), which can limit the impact of the data used to drive decision making.

● For W3, our focus would be on the core elements of a data pipeline and best practices regarding their integration and key points when thinking of applications to use.

● For the order of the workshops, a few thoughts:

○ We'd like to start with "Data Ethics, Privacy, and Security" as a) data ethics is usually an engaging topic for nonprofits and b) the discussion should bring up several concerns and considerations that transition well into the other workshops, particularly W3.

○ "Data Collection, Storage, and Analysis" fits well as the last workshop because it is a bigger picture topic that should serve as a good culmination of the workshops and coaching up until that point. Saving it for the last workshops also allows for potentially greater value to the participants, as new considerations regarding pipeline needs may come through the workshops and coaching.

Table 1: SIO Interview Expressed Needs

Interview Results

SIO	Rel. Size	Purpose			Practice				People		
		Application	Analysis	Strategy	Quality	Security	Reponsible Use	Infrastructure	Leadership	Talent	Culture
CyberWarrior Foundation	Small	x					x	x			
MISLA	Small	x	x			x		x	x	x	
STEAM Train	Small					x	x	x			
CodeCrew	Medium							x		x	x
Justice Innovation Lab	Medium		x			x		x		x	x
Love Never Fails	Medium				x		x	x		x	
i.c.stars	Large	x	x								x
Restoration Plaza	Large				x			x		x	x
Count		3	3	0	2	3	3	7	1	5	4