

# Interact With Us

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# What is your favorite season of the year?

# Metrics and Data Storytelling: Using the Number and Words that Matter



# With You Today



Dana  
Litwin



Todd  
McMullin



Joan  
Cardellino



Karina  
Vargas



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# Is your program data primarily digital or manual (paper records)?



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# Topic Objectives



Share how metrics are related to past (and future) VSys Voices webinars



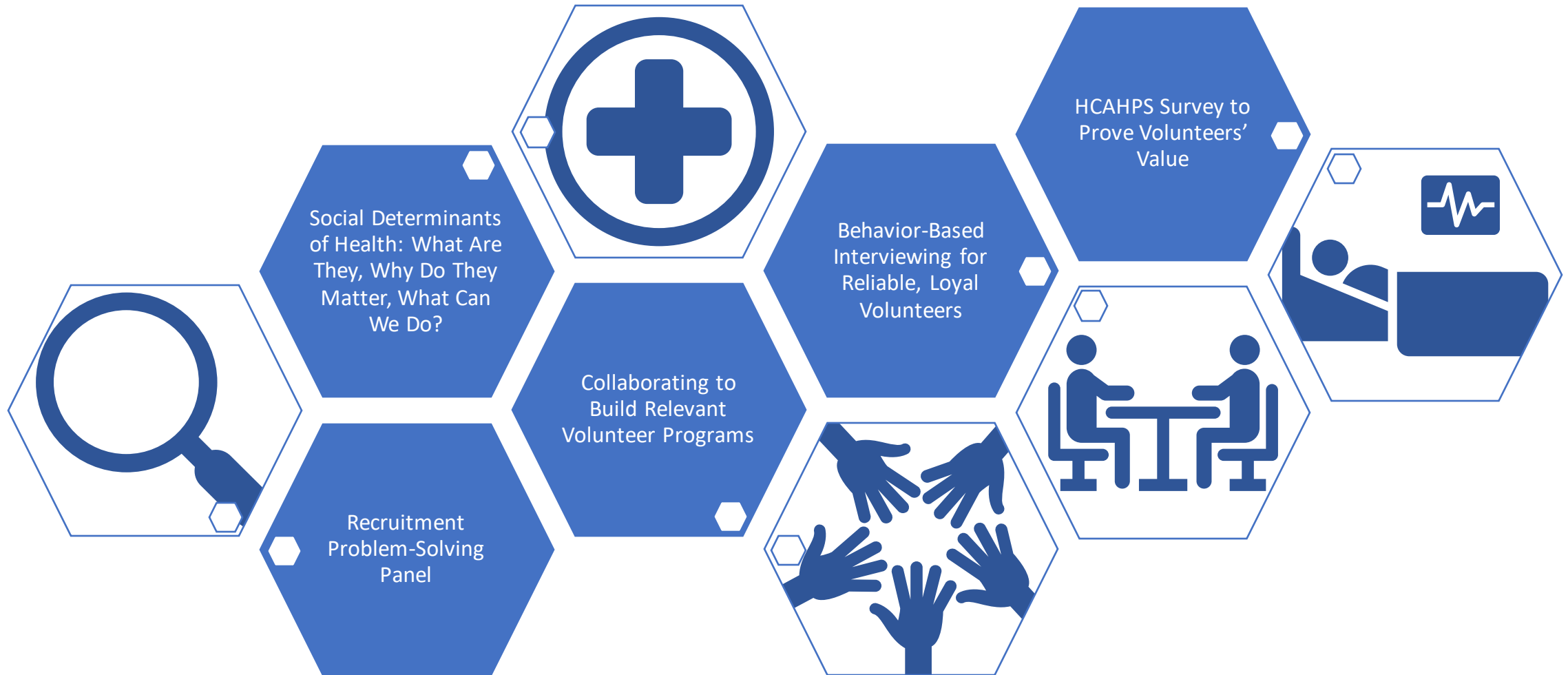
Understand metric basics and how it is used within the non-profit sector



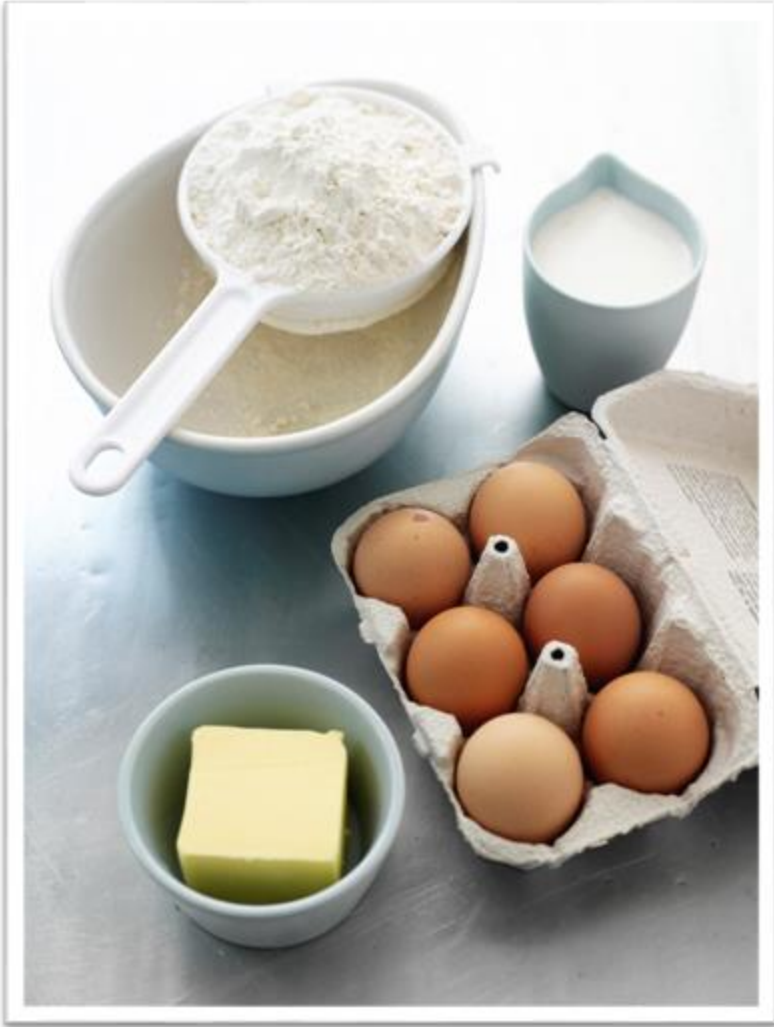
Discuss the essential components needed to craft a data story



# Metrics Connects to the Bigger Picture



# Ingredients: With an End Goal in Mind





# Data vs Information vs Knowledge

## Data

Raw facts that our systems and processes generate and collect

## Information

Data that has been processed, analyzed, and put into context

## Knowledge

Insight obtained when data is being reported and communicated

Data Capture &  
Collection

Data  
Correlation

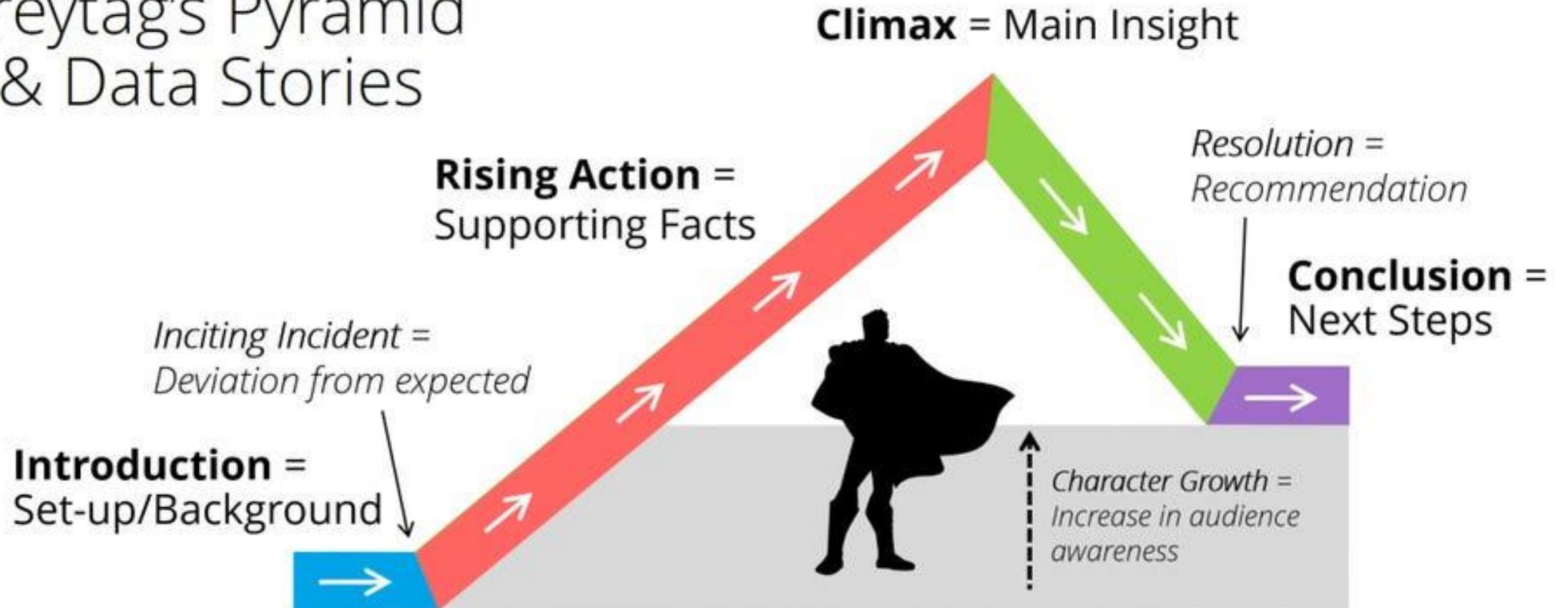
Reporting &  
Communication

Source: <https://www.linkedin.com/learning/paths/prepare-for-the-comptia-data-plus-da0-001-certification>



# Data Storytelling Highlights a Main Insight

## Freytag's Pyramid & Data Stories



Source: <https://www.forbes.com/sites/brentdykes/2016/07/13/data-storytelling-separating-fiction-from-facts-2/?sh=628aaf703a7c>

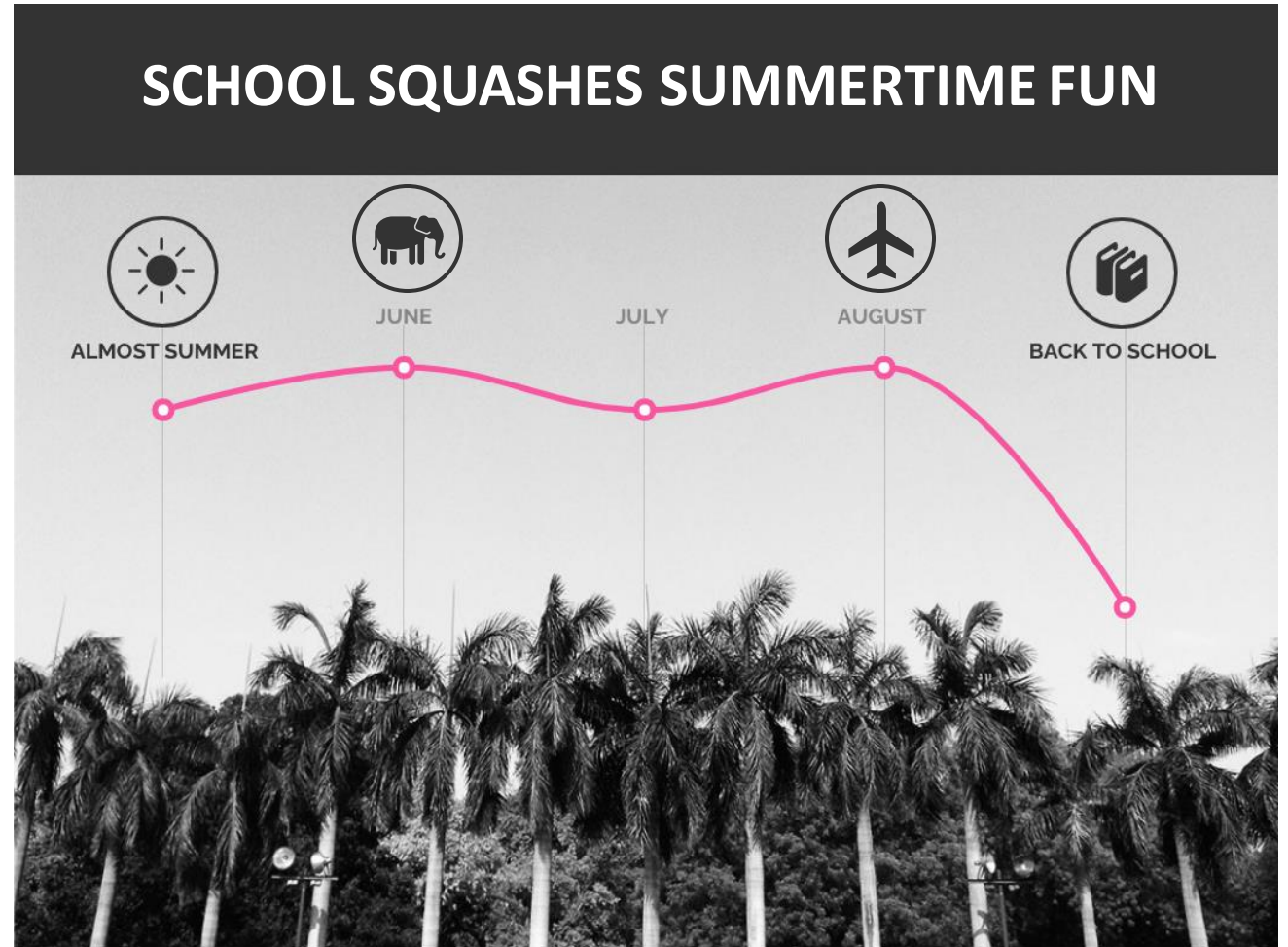


# Quick Example: *School Squashes Summertime Fun*

Summer times means beach days, ice cream and sleeping in for our children. In order to meet our goal of making summer 2021 more memorable, we planned two activities in June and August. We also asked our kids to rate their summertime experience.

It was discovered that a sudden drop in rating occurred in September, and when compared to major events, we found a strong correlation to between ratings and summertime events.

For 2022, we will have higher rated activities early in summer leading into returning to school. We will also aim to increase ratings for less popular events (back to school) by taking them shopping for clothing and school supplies.



Source: 2021 Data on my kids' summer experience, n=2, rating: up = good, down = bad



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# What are your volunteer storybooks/boards?

- Volunteer Impact
- Volunteer Recognition
- Patient Experience
- Staff Satisfaction
- Quality Improvement
- Workforce Development
- Social Determinants of Health
- Fundraising
- Other

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# Metrics Messaging

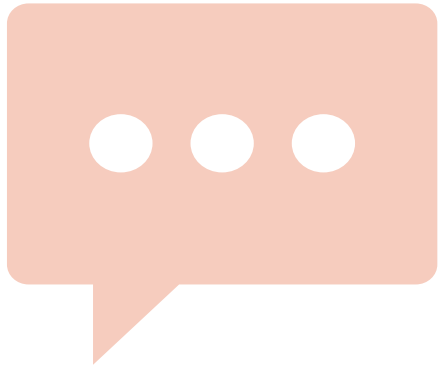


**ALL volunteers and staff should know:**

- 30-second “elevator pitch”
- 3-minute conversation points



# Open Discussion:



Answer in chat box



Raise hand to be unmuted



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# Data and Metrics Trends - What is the Future?

Big Data Analysis

Integrating Metrics and Patient Experience

Tools and Templates that Integrate Metrics with Operations

Reinforcing Standards (SDOH, HCAHPS, etc.) with Data

Visualizing and Presenting Data Better

Using VSys for Metrics: Tips, Tricks and How-To's

Defining Outcomes and Engaging Volunteers with Them

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## Beyond Metrics...

Competency-Based Position Descriptions

Onboarding New Staff (well)

Engaging Corporate Social Responsibility (CSR)

Building and Managing Younger Volunteers

Aligning Programs with Funding Sources

Gamification and Other Modern Recognition

Disaster Volunteer Management and Models

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# Resources

- [Forbes.com: Data Storytelling – Separating Facts from Fictions](#) – an article from Forbes on the facts and fictions of data storytelling
- [Power of the Image](#) – a video from the Vision Project reminding us about the power of an image when sharing a story
- [DataKind.org](#) – a global nonprofit that harnesses the power of data science and AI in the service of humanity
- [TrueImpact.com](#) – a social impact measurement platform
- [Priceless Advice with Erin Spink](#) - "Data Driven Leadership and Getting Out of the Comfort Zone!" (45mins)
- [TuesdayTips from Erin Spink](#) - "Metrics That Matter!" (3.5mins)
- [Priceless Advice with Liza Dyer](#) - "Tech Talk!" (examples and advice on volunteer training and engagement with data mgt., AI, chat bots, etc.) (51mins)
- [Priceless Advice with Dr.Sue Carter-Kahl](#) - "Niceness, Real Talk, and Radical Welcome!" (data-driven volunteer engagement, culture shifts) (35mins)
- [The Smart Nonprofit: Staying Human Centered in an Automated World](#) – book by Beth Kanter and Allison H. Fine (March 2022)
- [The Tech That Comes Next: How Changemakers, Philanthropists, and Technologists Can Build an Equitable World](#) – book by Amy Sample Ward and Afua Bruce (March 2022)
- [Using Machine Learning to Improve Student Success in Higher Education](#) – article from McKinsey on a model student analytic approach that could be used as a possible volunteer analytic approach



# Training Opportunities

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**Stanford Social Innovation workshops April 27<sup>th</sup> & May 4<sup>th</sup>**

[How to Tell Visually Impactful Stories with Data](#)

**AL!VE Hybrid Conference October 18<sup>th</sup> & 19<sup>th</sup>**

[Impact Evaluation: Data That Matters and Telling the Right Story](#)

**Northwestern Kellogg Virtual Training January 30<sup>th</sup> - February 1<sup>st</sup>, 2023**

[Nonprofit Data Analytics and Impact: Harness the Power of Data in Your Organization](#)



# Thank-you For Your Time!

(Please Take our Webinar Survey)

