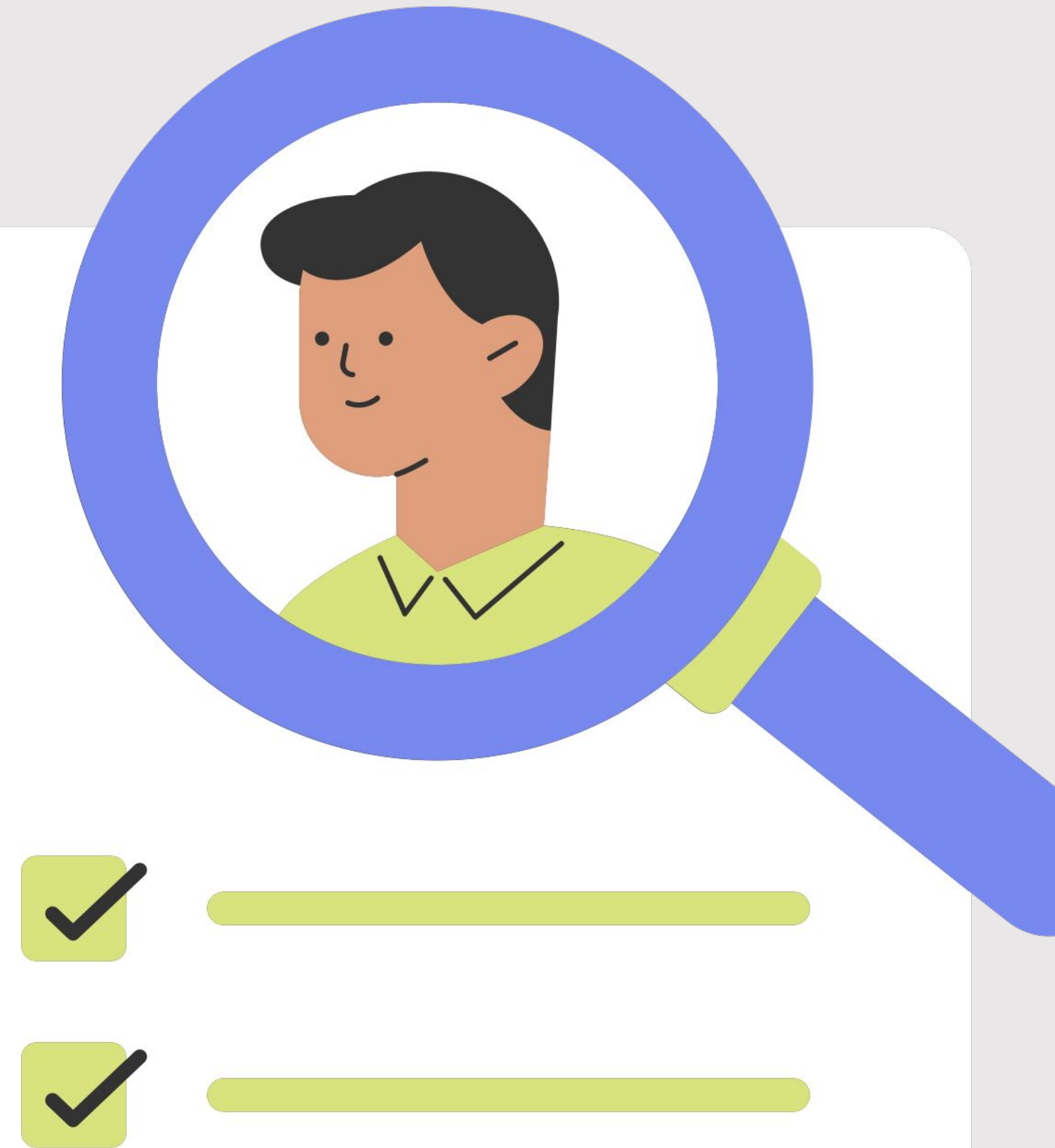


Data Utilization For nonprofits

Elevate community impact through
effective data collection &
exploration.



Workshop Overview



STEP 1

Design

Ask questions about your organization to frame your approach to data collection.

STEP 2

Collect

Learn to collect high-quality data that lead to useful insights.

STEP 3

Explore

Visualize and communicate your statistical findings.

STEP 4

Q/A

Your time to ask us questions and share your successes.

DESIGN

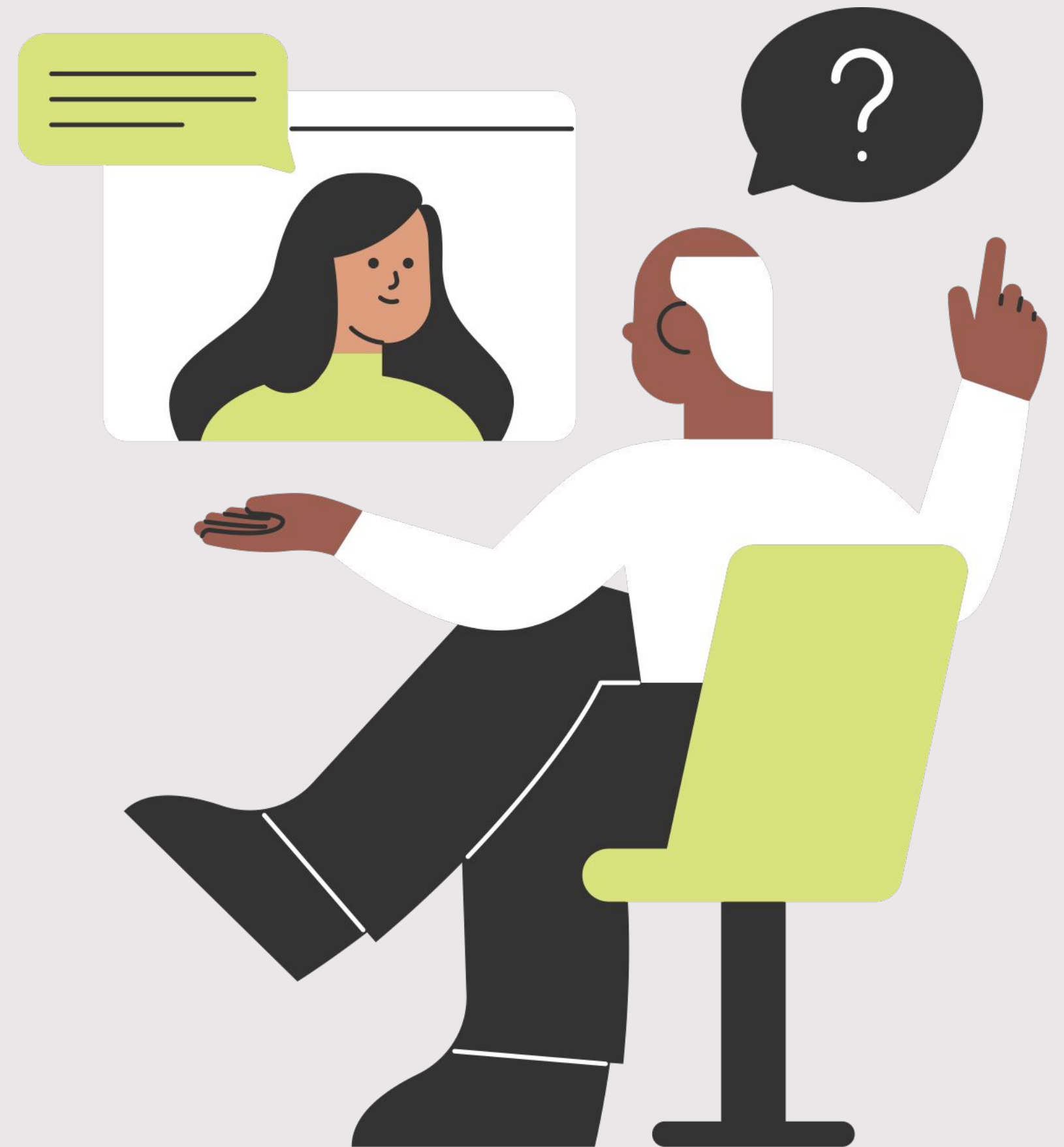
What is your purpose?



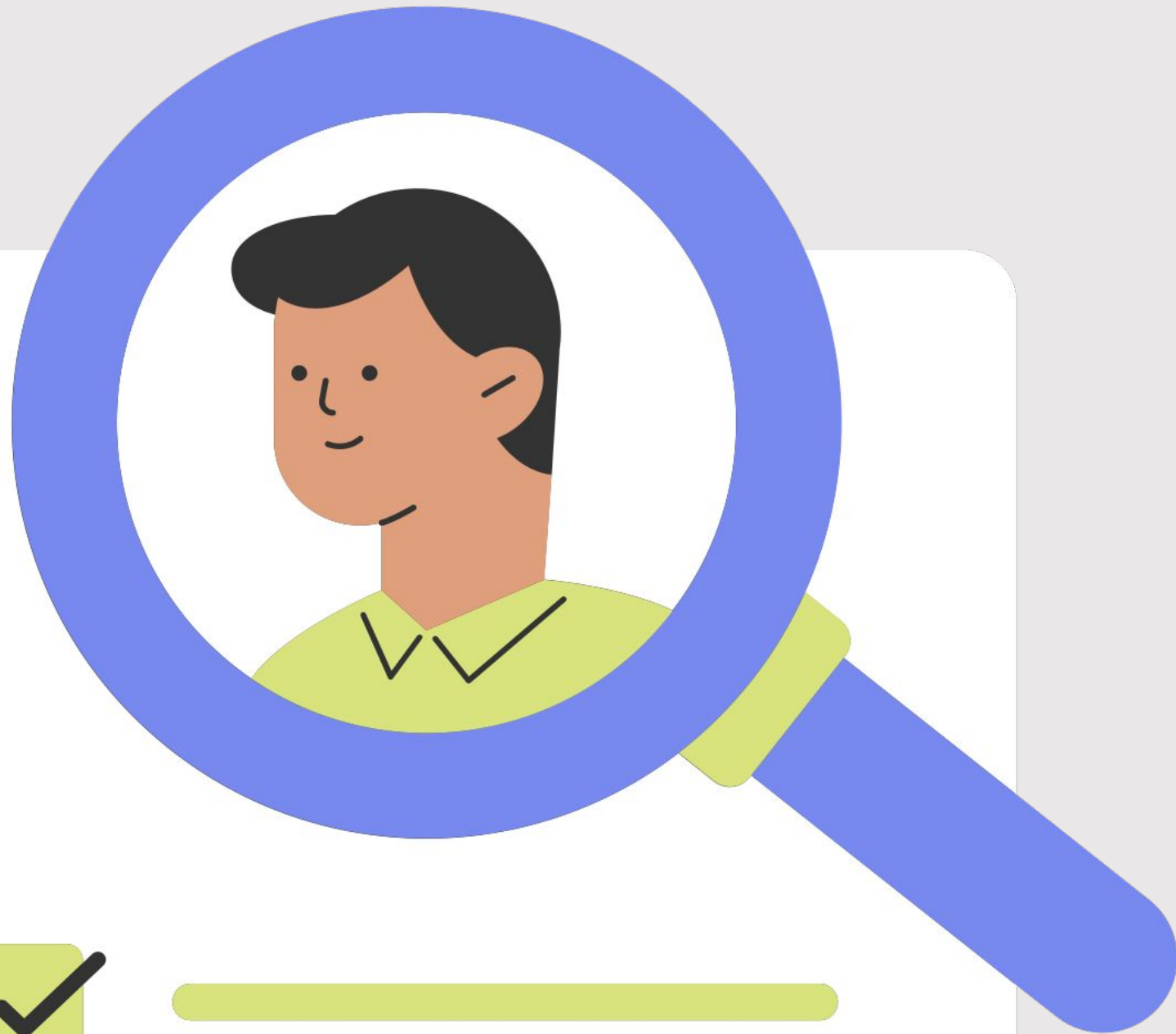
Who is your audience?



What questions are aligned
with your goals?



COLLECT



TIP 1

Consider the benefits and drawbacks of each collection method (i.e. survey, in-person, online)

TIP 2

Storing consistent, high-quality data (i.e. using dropdowns, date formatting, cautious of free response)

TIP 3

Embrace organized digital practice (utilize forms/sheets, converting paper copies)

TIP 4

Establish a regular collection process to ensure up-to-date information

DESIGN

What is the purpose?

⋮

Who is your audience?

⋮

What questions are aligned
with your goals?

EX: Cal Poly Meal Service Co.

Cost and operational planning for daily
meal services.

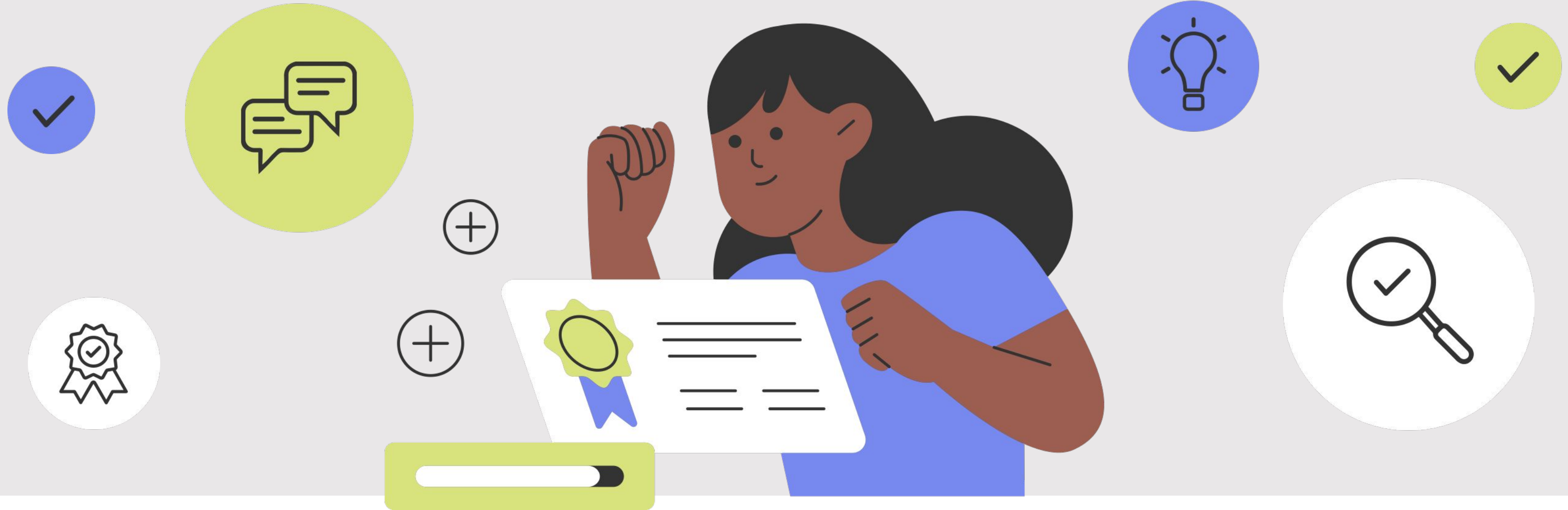
⋮

Staff and Management at Cal Poly
Meal Service Co.

⋮

How many meals are served each day of the
week? What factors affect these numbers?

EXPLORE



Familiarize

Get to know your data and choose information to investigate

Visualize

Turn raw data into digestible graphics that convey your purpose.

Communicate

Present clear and relevant findings to your audience.

Establish Collection Method



View/Organize Data

1	Timestamp	Date of Service	Day of Week	Meal Count
2	5/14/2024 21:19:10	4/1/2024	Monday	140
3	5/14/2024 21:19:27	4/2/2024	Tuesday	130
4	5/14/2024 21:19:38	4/3/2024	Wednesday	120
5	5/14/2024 21:19:56	4/4/2024	Thursday	111
6	5/14/2024 21:20:15	4/5/2024	Friday	99
7	5/14/2024 21:20:44	4/6/2024	Saturday	125
8	5/14/2024 21:21:53	4/7/2024	Sunday	117
9	5/14/2024 21:22:06	4/8/2024	Monday	130
10	5/14/2024 21:22:22	4/9/2024	Tuesday	100

Day of Week

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday
- ☐ Sunday

Meal Count

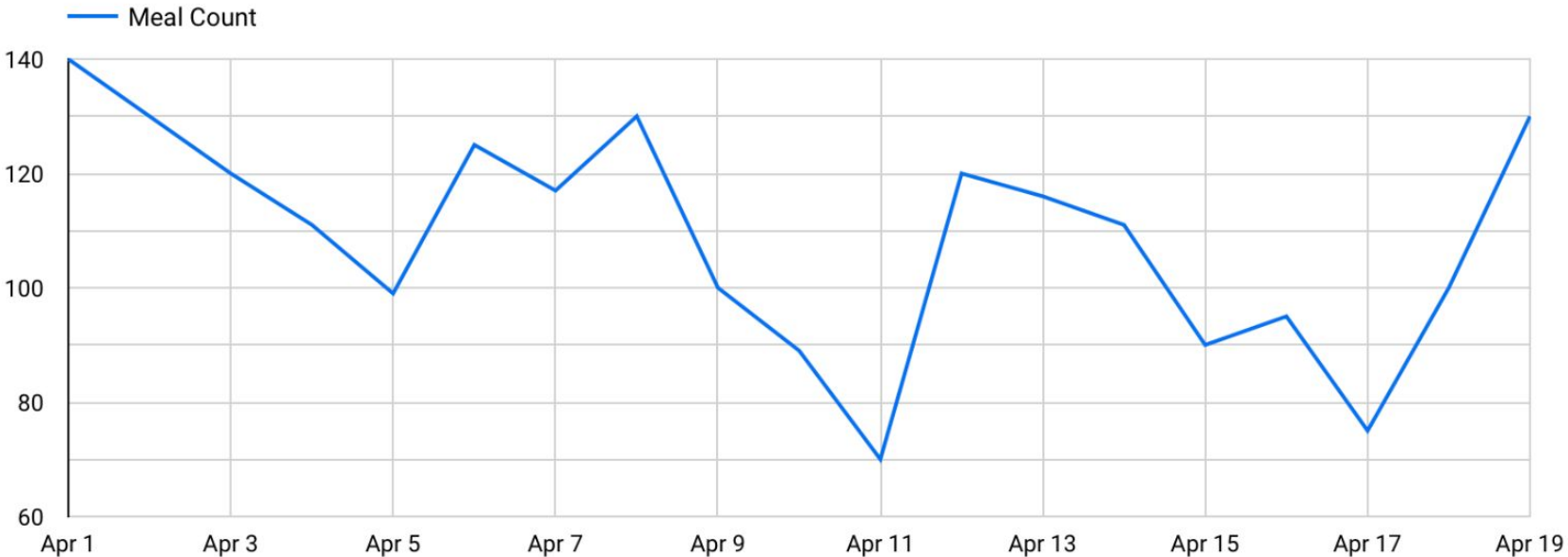
Your answer

Cal Poly Meal Service Co

Total Meal Count to Date

2,068

Trends in Meal Counts Over Time



Visualize findings



DISCUSSION

Share your successes

Has your organization successfully utilized data in the past? What did you learn?

Q/A

Ask your workshop leaders questions about the data utilization process.

