REJOICE!

"Hallelujah! For our Lord God Almighty reigns. Let us rejoice and be glad and give him glory!" - Revelation 19:6-7

Using Data to Build Your Ministry

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Overview

❖ This workshop will help you **advance the Kingdom of God** through your ministry's data

❖ Learn the **best questions** to ask when looking for data

❖ **Ways to collect** data

❖ The **most common problems** with data, and how to avoid them.

❖ Data collection **tools and approaches** applicable to various levels of organizational maturity will be presented.

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Levels of Data Maturity

Not Data Driven

Data Apathetic

Your business decisions are rarely, if ever, driven by data.

1

Data Collection

Data Aware

You're capturing data, but you are currently only using it for awareness purposes.

2

Evaluating with Data

Data Processing

You're reviewing information, its format, and sources to ensure it is accurate, complete and can help your company achieve their goals.

3

Driving with Data

Data Critical

You're beginning to develop a sophisticated approach to using data as an asset – but, only for mission critical areas.

4

Assessing with Data

Data Driven

Your organization is thinking data-first. Your systems, processes, and people are working together to use data efficiently and effectively.

5

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Getting Started With Data

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Why Data?

Developing a Conviction: Biblical Reasons for Data

- The Bible Counts because people count.
- Book of **NUMBERS**
- Those who accepted his message were baptized, and about **three thousand** were added to their number that day. (**Acts 2:41**)
- If a man has one hundred sheep and one of them is lost. Will he not leave the **ninety-nine** and go to the mountains to look for that **one** lost sheep? (**Matt 18:10-12**)

Phrases to Remember

- *Measurement is impossible without data: Trust but Verify.*
- *"You can't expect what you don't inspect."* Anything you expect to happen, you must be evaluating.
- *"What you measure gets done, what you evaluate gets done right"*

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Building a Data System

Start Simple

- If you're not tracking anything, start by tracking the main thing using a standard process
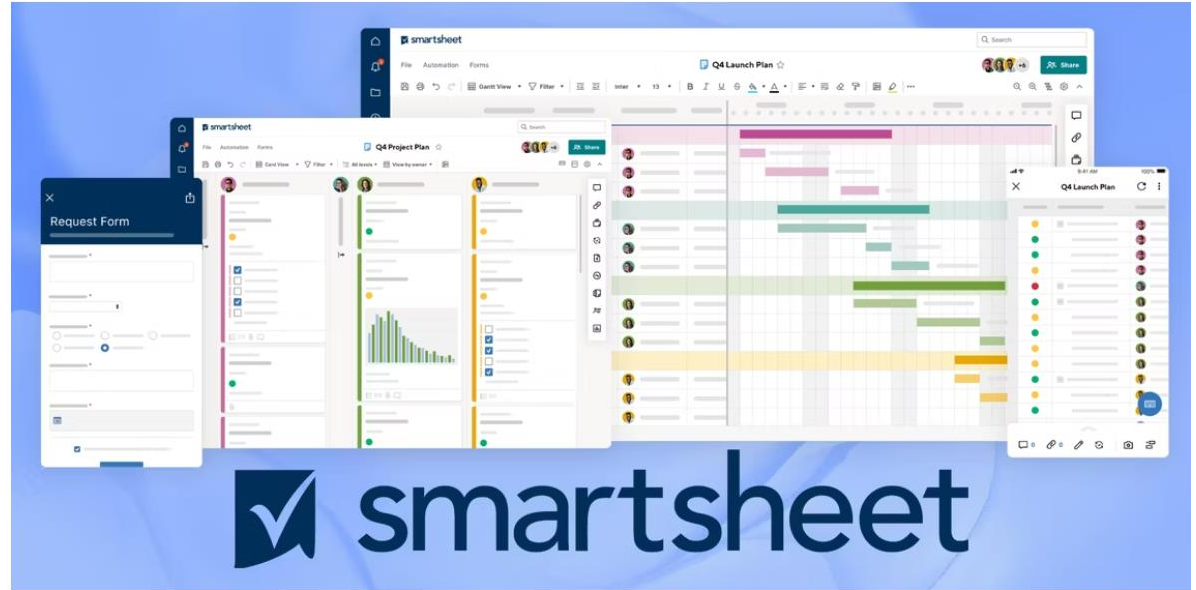
You must have a <u>system</u> to collect data, even if it is semi-manual

- That system must be a **standard part of the job** or the data will always be bad.
- There must be only a **single source of the data**, or the data will always conflict with itself.
- You must **review the data** frequently or the data will become stale.
- Develop **data cleansing processes** for removal, missing, or incorrect data
- **Keep History**. Data changes over time, single data points don't tell stories. Data is impactful when it is compared over time.

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Recommended Tool: *Smartsheet*

Smartsheet is a platform that enables and empowers users to **plan**, **track**, **automate**, and **report** data. Smartsheet gives you the ability to:

- *Collect data*
- *Create forms*
- *Automate tasks*
- *Manage Content*
- *Collaborate with others*
- *Provide visibility through reports and dashboards*

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From Data Collection to Evaluation

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The Parable of the Talents

Evaluation is a very important part of our Kingdom Stewardship. We are to use whatever we have been given for God's purposes.

❖ **Parable of the Talents** (Matthew 25)

- *"You were faithful with a few things, I will put you in charge of many things; enter into the joy of your master."* (**Matthew 25:23**)

- *"One who is faithful in a very little is also faithful in much, and one who is dishonest in a very little is also dishonest in much."* (**Luke 16:10**)

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From Data Collection to Evaluating with Data

You are tracking data but now you need to apply it to the most fundamental decisions: **People, Planning, Budget**

❖ Leaders that use data as a part of their decision-making process are **impact players** who understand how to drive innovation and results.

❖ Data evaluation can provide **essential information** to inform every decision, such as:

- *Revisions to strategic goals*

- *Resource allocation*

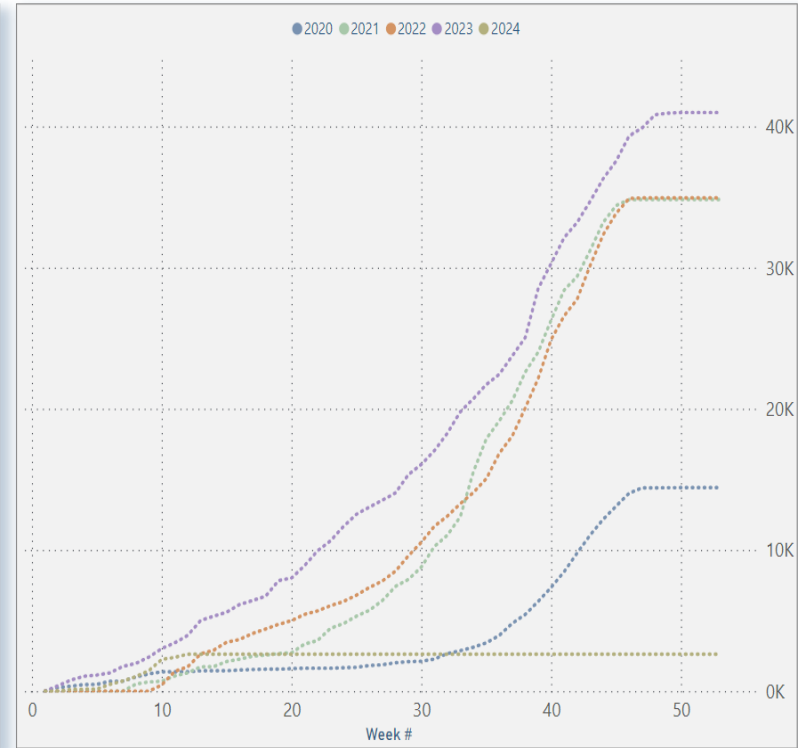- *Program modifications*

- *Operational decisions*

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SECTION 01

SECTION 02

SECTION 03

SECTION 04

From Evaluation to Data Driven

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From Productive to Proactive

- You are measuring people and applying resources based on results, but now you need to **engage in proactive monitoring**

- Building a **suite of standardized reports**

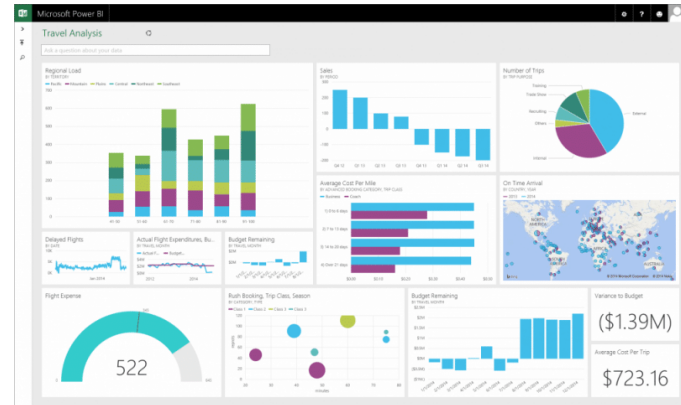- Ensuring that you have a **single** source of truth for data

Weeks	2020	2021	2022	2023	2024
Week 1, ex. 01/7/24	5	0	0	0	0
Week 2, ex. 01/14/24	255	0	0	385	0
Week 3, ex. 01/21/24	358	0	0	784	120
Week 4, ex. 01/28/24	469	0	0	1064	145
Week 5, ex. 02/4/24	484	0	0	1144	145
Week 6, ex. 02/11/24	697	0	0	1294	485
Week 7, ex. 02/18/24	712	0	0	1751	720
Week 8, ex. 02/25/24	997	502	0	1966	1035
Week 9, ex. 03/4/24	1226	657	0	2411	1451
Week 10, ex. 03/11/24	1373	707	442	3021	2251
Week 11, ex. 03/18/24	1373	1076	1408	3422	2396
Week 12, ex. 03/25/24	1373	1303	1728	3957	2626
Week 13, ex. 04/1/24	1448	1727	2644	5013	2626
Week 14, ex. 04/8/24	1455	1742	2909	5313	2626
Week 15, ex. 04/15/24	1455	2102	3464	5593	2626
Week 16, ex. 04/22/24	1501	2272	3669	6143	2626
Week 17, ex. 04/29/24	1540	2477	4091	6420	2626
Week 18, ex. 05/6/24	1561	2562	4403	6727	2626
Week 19, ex. 05/13/24	1561	2667	4738	7834	2626
Week 20, ex. 05/20/24	1606	2717	4998	8018	2626
Week 21, ex. 05/27/24	1627	3338	5443	8893	2626
Week 22, ex. 06/3/24	1628	3587	5685	9939	2626
Week 23, ex. 06/10/24	1628	4453	6060	10654	2626
Week 24, ex. 06/17/24	1663	4793	6355	11668	2626
Week 25, ex. 06/24/24	1695	5313	6800	12534	2626
Week 26, ex. 07/1/24	1820	5734	7345	13044	2626
Week 27, ex. 07/8/24	1873	6428	7810	13531	2626
Week 28, ex. 07/15/24	2015	7420	8500	14043	2626
Week 29, ex. 07/22/24	2096	7916	9593	15339	2626
Week 30, ex. 07/29/24	2121	8790	10553	16069	2626
Week 31, ex. 08/5/24	2274	10250	11683	17036	2626

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Recommended Tool: *Power BI*

Microsoft Power BI is a **data visualization** and **reporting platform**.

- *Power BI brings all your data together*
- *Turns insight into impact*
- *Empowers anyone to work with the data*

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From Data Driven to Data Assessment

Priorities to Enable the Vision

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Measuring Impact not just Activity

❖ You are making smart decisions with data, but you don't know how effective your programs really are. **Qualitative data reporting** will capture the richness, diversity, and depth of your participants' experiences, perspectives, and feedback.

❖ **Short term impacts** can be measured with a pre- and post- survey.

❖ **Longer term impacts** are harder to measure and requires organizing and interpreting data to identify patterns and definition. Some other qualitative data collection methods besides surveys include:

- *Focus group* – A small group of people to answer questions in a moderated setting
- *Case studies* – A researcher conducts a detailed study of a specific subject
- *Observation* – An observer's subjective interpretation of what they see, hear and feel
- *Stories* – A respondent interprets their own experience by telling their story in their own way

❖ Response rates are low and on average is only between **5% - 10%**. Below are helpful hints to **increase** participation:

- Keep the survey short and simple
- Incentives
- Face to face works best
- Establish relationship building

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How to write a Basic Post-Event Feedback Survey

Post event surveys are great for quick and easy feedback and are good for **subjective evaluation of your program** by participants.

Below are some **basic questions** you may want to ask:

- ❖ *Tell us about how the **program went for you**?*
- ❖ *What do you think **could be done differently** to make this program better for you?*
- ❖ *What was the **worst part** of this program?*
- ❖ *What was the **best part** of this program?*
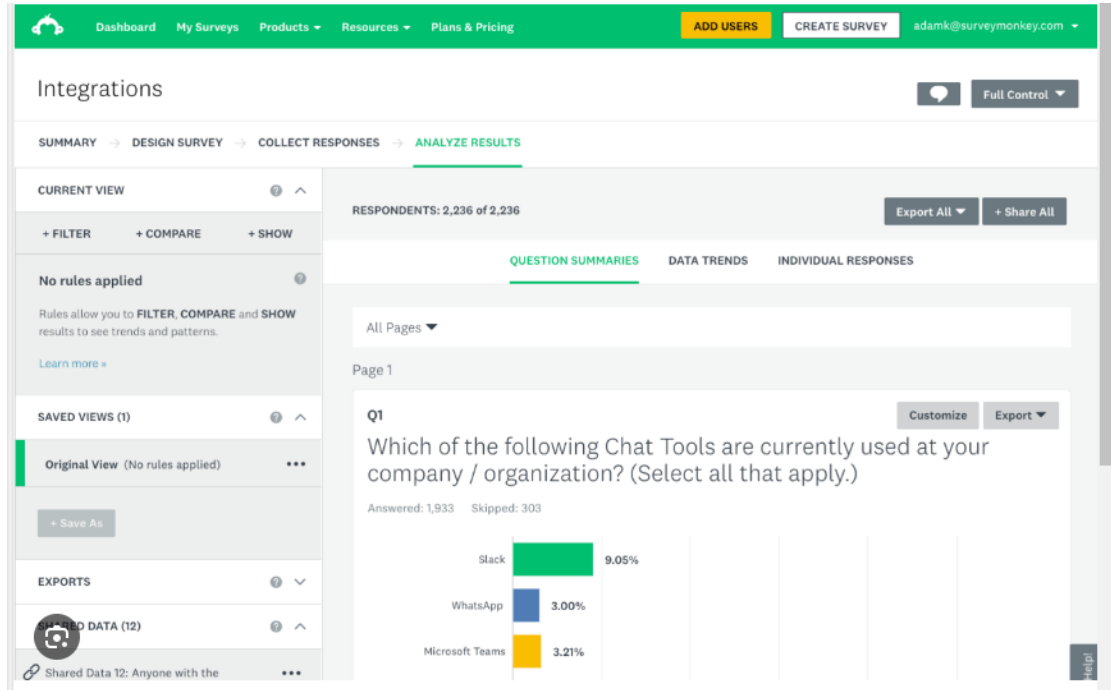
Other helpful hints:

- ❖ Fill in the blank & essay questions will get lower response rates than **multiple choice or true/false** questions
- ❖ Long surveys get low response rates. Keep it **short and simple**.
- ❖ Get folks to complete surveys **before they are released** from the program.

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Recommended Tool: *Survey Monkey*

Survey Monkey allows you to build and create your own **high-quality surveys and forms**. It is:

- *Affordable*
- *Easy to use*
- *Collects information and feedback from almost anywhere*
- *Gets you started with impact assessment*

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