

CWRT Data 1

THE BASICS & IMPORTANCE
OF CWRT DATA





Why is data important?

- **Improves lives**
 - The individual
 - The CWRT



Why is data important?

- **Make informed decisions**
 - Data = Knowledge
 - Indisputable evidence
 - Better use of resources



Why is data important?

- **Prevents molehills becoming MOUNTAINS**
 - Monitor health of important systems
 - Respond to challenges before the crisis
 - Be proactive, not reactive



Why is data important?

- **Gets desired results**
 - Measure effectiveness of strategies
 - Strategies used to overcome challenges can be tweaked



Why is data important?

- **Find solutions to problems**
 - Better determine cause of problems
 - Visualize relation of events
 - Better develop theories for effective solutions



Why is data important?

- **Backup your arguments**
 - Systems advocacy or systems change
 - Demonstrate why stasis or change is needed



Why is data important?

- **Stop the guessing game**
 - Data explains the good, the bad & the ugly
 - Do decisions lead to anticipated outcomes



Why is data important?

- **Be strategic in approaches**
 - Data increases efficiency
 - Direct scarce resources
 - Prioritize efforts against challenges



Why is data important?

- **Know what doing well**
 - Replicate areas of strength
 - Identify high-performers
 - Help turnaround of low-performing efforts



Why is data important?

- **Keep track of it all**
 - Establish baselines (internal)
 - Establish benchmarks (external)
 - Establish goals of performance and success



Why is data important?

- **Make the most of \$**
 - Recognize funding is outcome & data-driven
 - Demand for evidence-based practices



Why is data important?

- **Access resources around you**
 - Already have some data to begin with
 - Someone in CWRT has Excel skills
 - Plenty of free resources



What data are we talking about?

- Demographic data
- Program data
- Attendance data
- Satisfaction data
- Marketing data
- Financial data
- Website data



Demographic data

- Member & spouse names
- Year of birth (generation)
- Contact information
- Retention
- Skills
- Hobbies & interests



Program data

- Speaker topic
- Topic category
- Length of presentation
- Use of technology



Attendance data

- Meetings, Tours & Activities
- Who attended & who did not attend
- Reasons
- Attendance history



Satisfaction data

- Check-in process
- Venue
 - Food & service
 - Parking
- Presentation topic
- Technology
- Activities
- Partnerships



Marketing data

- Campaigns
 - Channels
 - Cost
 - ROI
- Results vs Goals



Financial data

- Expenses
- Revenue
- Cash-on-hand
- Volunteer hours



Website data

- Traffic sources
 - Social media
 - Search engines
 - Another site
- Bounce rate
- Click-through-rate



Current Practices

- Who collects what data?
- How is it recorded?
- How long is it retained?
- How accurate is the data?
- Are there policies about data quality management?



How is your data used?

- Maintain current roster
- Dues payments
- Financial status of CWRT
- Other??



Member preferences

- Meeting venue
 - Food
 - Service
 - Location
 - Parking
 - Day of week
 - Time of day



Recruitment

- Member ideas
- Top 5 preferences
- Leader/Co-Leader
- Needs & cost
- Goals
- Start & end dates



Decide what you are looking for

- Address challenges
- Improve performance
- Attract skills & experience



Your Method Matters

- Make data collection quick and easy
 - Single multiple-choice question or
 - Surveys of 10 or fewer minutes to complete



DISCUSSION