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 CWRTT 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