GOTV: Building Effective Programs

Using Data for Programming Improvement

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How to gather and use data to improve new or existing programming
Agenda

● Goals & objectives
● Data collection
● Working with data
● Conclusions
Goals and Objectives

● Goal: What do you want to achieve?
  ○ Broad
  ○ Aspirational

● Objective: How you are going to achieve your goals?
  ○ Implementation and measurement of goals
  ○ SMART!
SMART Objectives

- Specific
- Measurable
- Ambitious
- Realistic
- Time-Bound
Data Collection: Garbage in, garbage out
Data Collection

- Be intentional
- What information do you need to achieve your goals & objectives?
- Too much is better than not enough but don’t go overboard
- What is your plan for obtaining the information?
- Identify stakeholders
- Don’t forget feedback!
Working with Data

- Keep a back-up
- Clean it
- Different ways to look at the data
- Don’t lose sight of what you are after
- Remember PII
Conclusion

- Always remember: what do you want to achieve?
- What data do you need to achieve that?
- Garbage in, garbage out
- Don’t let the data be the sole factor