



TGKVF Capacity Building- Virtual Training

Data on the Brain: Why data matters and how you can make it work for you!

Thursday, July 27, 2023 10:00 A.M. to 11:30 A.M. (EST)

Data on the Brain Participant Materials

The materials included in this packet are intended to be a resource as you explore your organizations data needs. They include: Key Terms, Census Data information and table references, Other Data Sources organization by topic area, and an Organization Data Collection Plan Template.

Get the Basics: Key Terms, Definitions, Concepts

Need – An identified issue, sourced locally by your organization or through a feedback process, which, when addressed would result in increased happiness, condition, or other for those in the community.

Data – Facts and statistics collected for reference and information. Can be used to establish a need or evaluate performance towards goals or evidence for implementation of a program. Data are individual facts, raw and unorganized. Data can come in the form of text, observations, figures, images, numbers, graphs, or symbols. There are two primary forms of data:

- Quantitative data is provided in numerical form, like the population size or median income.
- Qualitative data is descriptive, but non-numerical, like the name, sex, or eye color of a person.

Information – Information is the organization and interpretation of data. Information puts facts into context. Information is organized, meaningful, depends on data.

Data Collection Process – An organization process or roadmap which articulates how the organization will gather data on variables of interest in an established, well-communicated, thoughtful manner. Could also be called a Data Collection Plan. The plan might include how data will be protected, type of data collected, where and how to collect the data, who will collect the data, and when it will be collected. It may include quality control checks to ensure data is strong. The plan is agreed upon and socialized with agency staff or others involved in the collection of data and includes helpful details like definitions, key terms, and goals.

Elements of Strong Data –

Validity- The data mean what they are supposed to mean.

Consistency – Everyone is using the same data collection methods.

Accuracy –The math is correct, the data reflect the numbers, words, symbols that actually occurred.

Verifiability – Your work can be reproduced.

Primary data are data you and your organization collect.

Secondary are data collected by others and published for your use.



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Census Data

Census data are the best source for demographic data. The census has been systematically collecting data since 1790 and they are very good at it. The Census collects a rich array of variables, using a consistent methodology, that they release at many levels (i.e., by state, county, etc.) over years and years. These data can be used to help create the case for need, to compare your demographics served to the community, and so much more.

The variables below are some of the best tables for nonprofits to use in assessing variables of interest and are helpful when exploring the main data site for the Census (<https://data.census.gov/>). The table number and name for each of the tables is listed below. Census QuickFacts is another great place to pick up basic statistics about your region quickly (<https://www.census.gov/quickfacts/WV>).

Race and ethnicity

Because of the way the census collects race and ethnicity, you can get percentages above 100%. The directions below address that so that populations equal 100%. The dataset is primarily used for congressional redistricting which is why it has this unique quality.

In *Surveys*, select *Decennial Census* then select *Redistricting Data (PL 94-171)* then select Table P3: HISPANIC OR LATINO, AND NOT HISPANIC OR LATINO BY RACE.

Health

Table B1810: DISABILITY CHARACTERISTICS

Disability by sex, race, age, hearing, vision, cognitive, ambulatory, self-care, independent living

Table B18101: SEX BY AGE BY DISABILITY STATUS

Tables B18101A - B18101F break these same variables down by races

Poverty & Basic Needs

Table S1701: POVERTY STATUS IN THE PAST 12 MONTHS

Poverty by age, sex, race/ethnicity, education attainment, employment status, work experience, poverty levels, unrelated relatives in poverty in the home

Table S1702: POVERTY STATUS IN THE LAST 12 MONTHS OF FAMILIES

Family poverty by age, sex, race, educational attainment, employment status, work experience, poverty levels, unrelated relatives in poverty in the home

Table S2201: FOOD STAMPS/SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP):

SNAP benefits by household type, number of children, poverty status, disability status, race/ethnicity, median income, work status of family

Table B10059: POVERTY STATUS IN THE PAST 12 MONTHS OF GRANDPARENTS LIVING WITH OWN GRANDCHILDREN UNDER 18 YEARS BY RESPONSIBILITY FOR OWN GRANDCHILDREN AND AGE OF GRANDPARENT (not available at the county level)



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Table B13010: WOMEN 15 TO 50 YEARS WHO HAD A BIRTH IN THE PAST 12 MONTHS BY MARITAL STATUS AND POVERTY STATUS IN THE PAST 12 MONTHS

Table B17001: POVERTY STATUS IN THE PAST 12 MONTHS BY SEX AND AGE

Tables B17001A - B17001F break these same variables down by races

Table B25049: TENURE BY PLUMBING FACILITIES

Complete or incomplete plumbing facilities by owner and renter occupied households

Transportation

Table B08141: MEANS OF TRANSPORTATION TO WORK BY VEHICLE AVAILABLE

Education

Table S1501: EDUCATIONAL ATTAINMENT

High school or college attainment by age group, race, poverty status, and median earnings

Table S1502: FIELD OF BACHELOR'S DEGREE FOR FIRST MAJOR

By college major area and age group

Table S1401: SCHOOL ENROLLMENT

Enrollment in public and private school by grade, age group, and sex

Table B14002: SEX BY SCHOOL ENROLLMENT BY LEVEL OF SCHOOL BY TYPE OF SCHOOL FOR THE POPULATION 3 YEARS AND OVER

By public /private school

Language

Table S1601: LANGUAGE SPOKEN AT HOME

By age, major language group, citizenship



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Other Data Sources

The following sources link to either raw data, reports on data, or evidence repositories to assist you in finding data and statistics to document your community need, research interventions that work, and justify the interventions and activities performed by your program. This list is not comprehensive and reflects a point in time, sites may update over time or be discontinued.

Education

- ZoomWV: <https://zoomwv.k12.wv.us/Dashboard/dashboard/28116>

Health

WV DHHR Health Statistics Center (Reports) – older resource

- Publications: <https://www.wvdhhr.org/bph/hsc/statserv/publist.asp>
- <https://www.wvdhhr.org/bph/hsc/statserv/BRFSS.asp>
- <http://www.wvdhhr.org/bph/hsc/pubs/brfss/2018/BRFSS2018.pdf>

WV DHHR Oral Health

- <https://dhhr.wv.gov/oralhealth/reports/Pages/default.aspx>
- Great Reports e.g. Burden of Disease 2022
https://dhhr.wv.gov/oralhealth/reports/Documents/Burden%20Document%2003-28-2022_Final.pdf

Centers for Disease Control and Prevention (not the most up to date):

- WV page: <https://www.cdc.gov/nchs/pressroom/states/westvirginia/westvirginia.htm>
- QuickStats: <https://www.cdc.gov/nchs/pressroom/quickstats.htm>
- Main pages aren't great <https://www.cdc.gov/mmwr/volumes/72/wr/mm7226a9.htm>
- But the full reports are: <https://www.cdc.gov/mmwr/volumes/72/wr/pdfs/mm7226-H.pdf>
- Youth Risk Behavior Survey data (relatively current but takes some data chops)
<https://www.cdc.gov/healthyyouth/data/yrbs/data.htm>
- Variables:
https://www.cdc.gov/healthyyouth/data/yrbs/pdf/2019/2019_MS_YRBS_SADC_Documentation.pdf

Arts and Culture

- Less population level data available, organizations often rely heavily on primary data
- Arts Action Fund reports <https://www.artsactionfund.org/sites/artsactionfund.org/files/2022-04/WV%202022.pdf>
- Bureau of Economic Analysis Special Topics, Arts and Culture <https://www.bea.gov/data/special-topics/arts-and-culture>

Volunteerism and Service

AmeriCorps

- Federal agency responsible for service and volunteerism. Longitudinal data on volunteering and civic life in America.



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- Civic Engagement and Volunteering Supplement (published every two years)
<https://data.americorps.gov/Volunteering-and-Civic-Engagement/2021-CEV-Current-Population-Survey-Civic-Engagemen/rgh8-g2uc>
- Open Data Site: <https://data.americorps.gov/>

VolunteerMatch

- Trends in volunteering and fundraising during COVID-19.
- <https://solutions.volunteermatch.org/hubfs/MemberHub+VM%20Survey%20Ebook.pdf?hsLang=en>

The Independent Sector

- Annually publishes information about the value of volunteer time, in a downloadable, state-by-state format.
- <https://independentsector.org/resource/value-of-volunteer-time/>

Nonprofit Operations and Governance

The Urban Institute

- Open-source data on a wide variety of topics including a national survey of nonprofit trends, data on poverty, impacts of the SNAP program, and more
<https://datacatalog.urban.org/search/type/dataset>
- National Survey of Nonprofits <https://datacatalog.urban.org/dataset/national-survey-nonprofit-trends-and-impacts-public-use-files>
- Diversity Trends in Nonprofits
https://www.urban.org/sites/default/files/2021/11/05/national_findings_on_diversity_and_representation_in_the_nonprofit_sector.pdf

The Council of Nonprofits

- Sector data, annual reports, and state level reports on the economic impact of nonprofits.
- Link to resources for additional data on the nonprofit sector.
<https://www.councilofnonprofits.org/research-reports-and-data-nonprofit-sector>

ALICE, Asset-Limited, Income Constrained, Employed

Data set from the United Way and partners available in state, county, zip-code, neighborhood and census tract. Data related to households who are working but do not make enough to sustain a family.

- West Virginia: <https://www.unitedforalice.org/state-overview/west-virginia?state=west-virginia>
- National: <https://www.unitedforalice.org/>

Research Clearinghouses

- What Works Clearinghouse (WWC, <https://ies.ed.gov/ncee/wwc/>) reviews the existing research on educational programs, products, practices, and policies to help educators make evidence-based decisions.
- Clearinghouse for Labor Evaluation and Research (CLEAR, <https://clear.dol.gov/>) reviews studies of labor programs to inform decisions about employment-related policies and programs.

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- Home Visiting Evidence of Effectiveness (<https://homvee.acf.hhs.gov/>) reviews research on home visiting models that serve pregnant women or families with children up to kindergarten age.
- Pathways to Work (<https://pathwaystowork.acf.hhs.gov/>) reviews studies of interventions designed to help low-income job seekers succeed in the labor market.
- The Pew Research Center (<https://www.pewresearch.org/our-methods/>) centralizes information on a variety of topics including U.S. social trends, education, science, and impact of policies.
- The AmeriCorps Evidence Exchange (<https://americorps.gov/about/our-impact/evidence-exchange>) centralizes evidence for national service and volunteerism programs funded through AmeriCorps with a variety of subject areas.



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Data Collection Plan Template

Goal or Outcome to be addressed	Collection method and type (tracking sheet, survey, focus group, individual, family, etc.)	Operational definition	How to collect	Who will collect?	Data collection start date-End Date	How will data collection and training work?	Who will monitor and report the collected data?
Example: Improve community engagement by strengthening volunteer program.	Survey-Individual Volunteer Satisfaction	Volunteers are satisfied with volunteer experience as indicated by willingness to recommend to others based on a five point Likert scale: Based on your experience volunteering, how likely are you to recommend this volunteer opportunity to others in your community? Note: We are using likelihood to recommend as a benchmark for understanding volunteer satisfaction.	<p>Monthly at each volunteer opportunity, Monthly for all virtual volunteers</p> <p>We will use a post-experience survey, designed in Microsoft Forms using printed forms for in-person events, email forms for virtual.</p>	Site POC at each volunteer station (staff and volunteer leads)	January 1, 2023-December 30, 2023	Each staff member and volunteer station leader will receive training in this data collection plan annually during January.	<p>Each volunteer is assigned a unique identifier when registering with the organization. The Director of Programs will clean data monthly and save it in a shared data file to ensure data collected is clear, accurate and accessible. The Volunteer Director will assess data quarterly and integrate continuous program improvements based on the information.</p> <p>The Executive Director will assess trends in data annually for reporting to funders and in the organization's annual report.</p>