



Digging the Data!

2016 Annual Training Institute



Speaking today

- Katharine Gale, Katharine Gale Consulting and Focus Strategies
- Lauren Zimmerman, Supportive Housing Works
- Rebecca Allen, Melville Charitable Trust

Workshop Outline

- Welcome and Introduction
- Why is data so important?
- How we use data
- Examples of new CT dashboards
- Exercise: Dig in the data!
- Questions and Answer

Why is data so important?

- Helps us set concrete goals
- Lets us learn about our impact and our outcomes
- Makes it clearer what is working and we should do more of
- Helps make the case to our funders
- Lets us make smart decisions about where and how to invest

Data isn't the only thing, but without it, we're just guessing!



Why is data scary?



- Worry we won't understand it
- Worry that it will overshadow the human side of what we do
- Concern that it will be manipulated
- Worry that it might show something we are doing is bad or wrong

You use data all the time!

You use data all the time!

- How did you know when to leave this morning?

The screenshot displays a Google Maps interface with a blue sidebar on the left and a map on the right. The sidebar contains the following information:

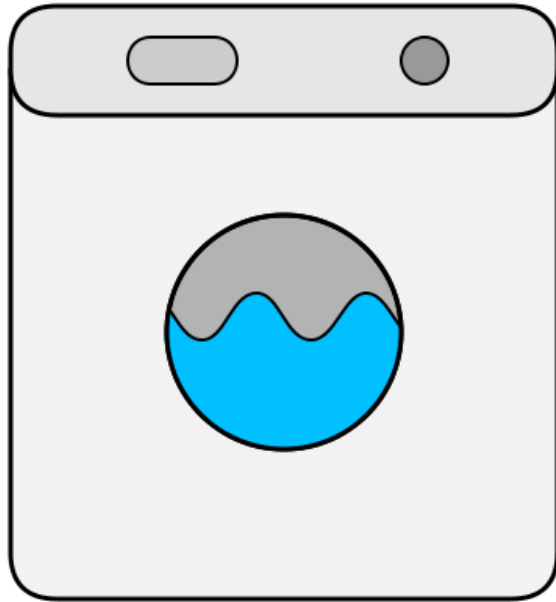
- Origin: New Haven Hotel, 229 George Street, N...
- Destination: Connecticut Convention Center, 100 Co...
- Option 1: via I-91 N, 39 min, 39.3 miles, 37 min without traffic. Includes a "DETAILS" link.
- Option 2: via CT-15 N and I-91 N, 45 min, 38.8 miles, 44 min without traffic.
- Option 3: via I-91 N and CT-9 N, 46 min, 46.6 miles, 44 min without traffic.

The map on the right shows the geographic area around New Haven, CT, with major highways (I-91, I-84, CT-9, CT-15, CT-6) and various towns labeled. Three route options are highlighted with colored lines and callouts: a blue route (39 min, 39.3 miles), an orange route (45 min, 38.8 miles), and a yellow route (46 min, 46.6 miles). A satellite view inset is visible in the bottom left corner of the map area.

You use data all the time!

Which of these is a better deal?

\$800 before \$150 rebate

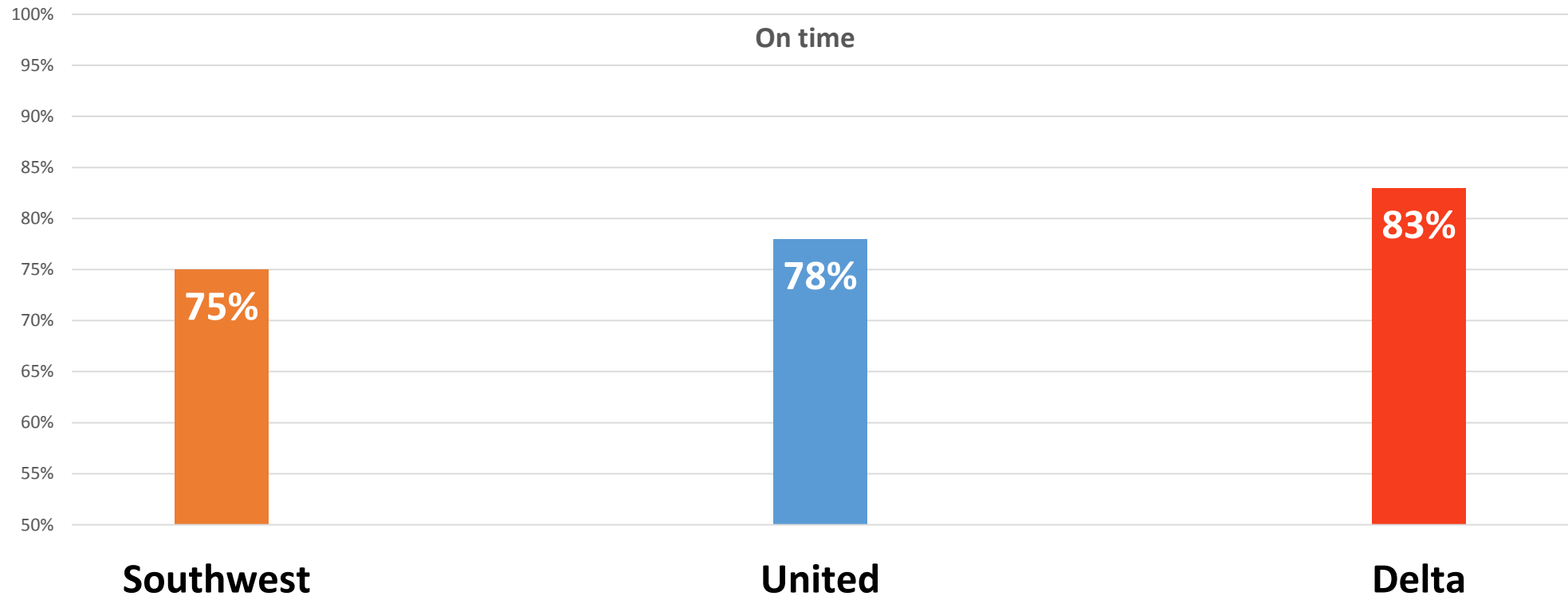


Take 30% of our price of \$1000



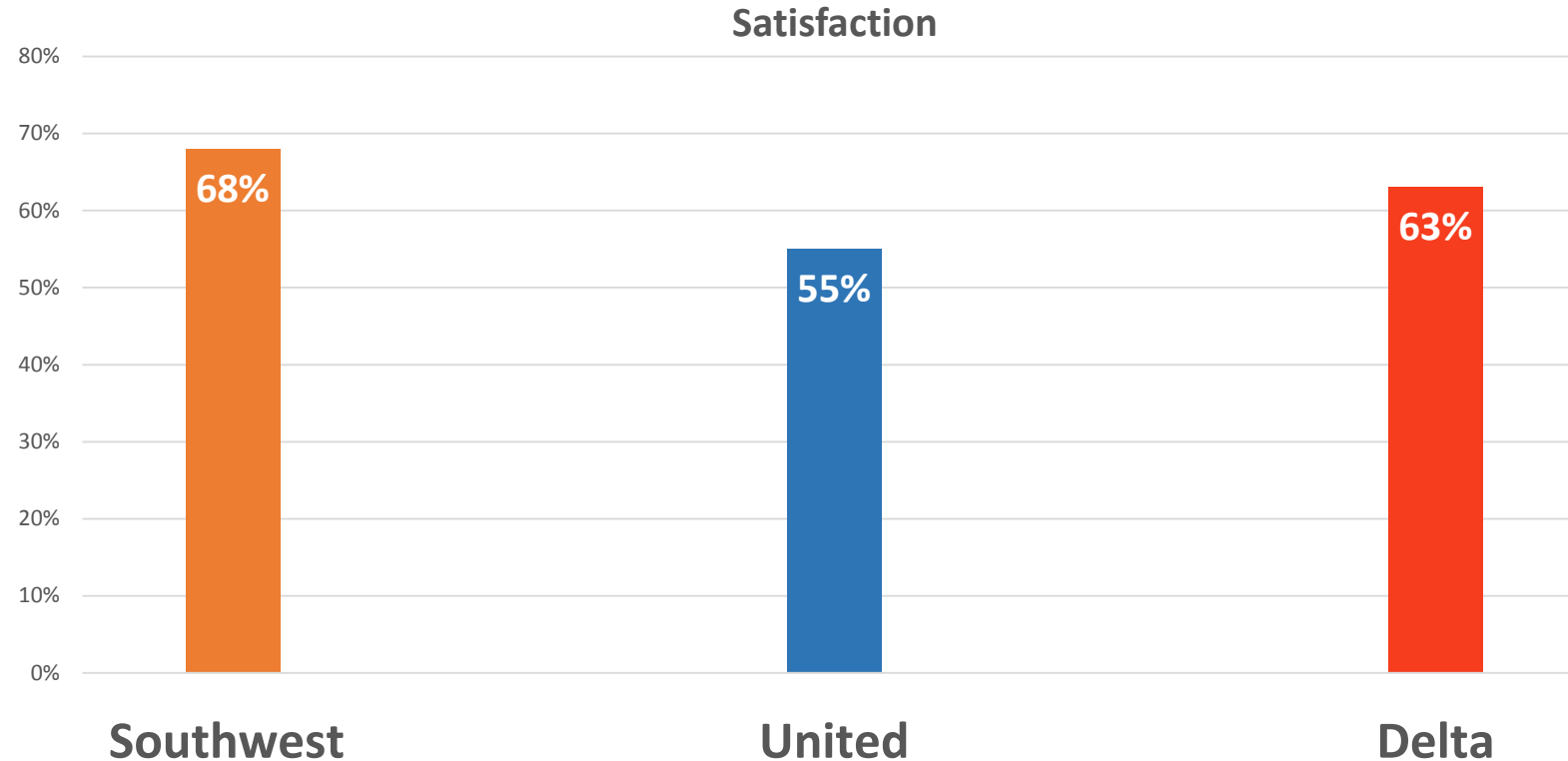
You use data all the time!

Which Airline has a better on time record?



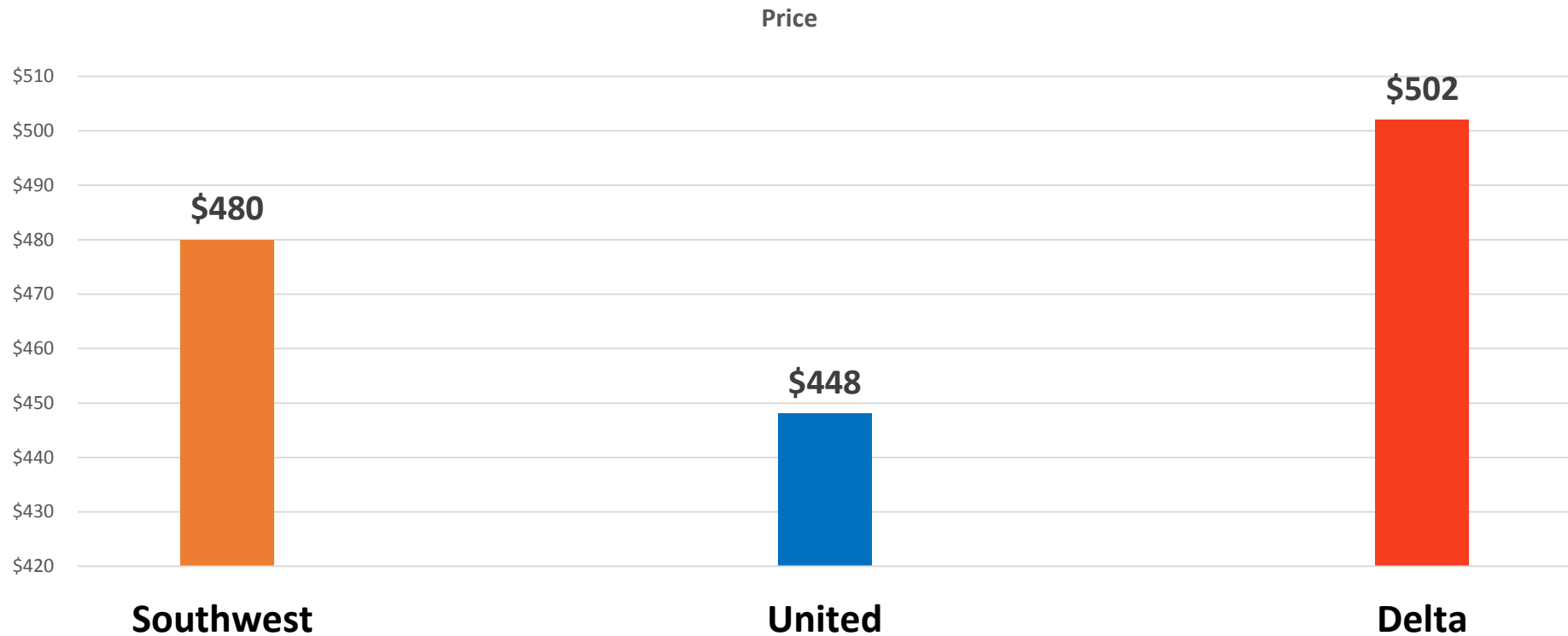
You use data all the time!

Which Airline has the greatest customer satisfaction?



You use data all the time!

Which Airline has the best price?*



Roundtrip Hartford To San Francisco – June 12 – 19 * Come visit me!

So, which one are you going to pick?....

	On Time	Satisfaction	Price
Southwest	3	#1	2
United	2	3	#1
Delta	#1	2	3

How we apply the data depends on what we value

- HUD has said the core values for outcomes include:
 - People are homeless for as short a time as possible
 - People leave our programs with permanent housing
 - Don't return to homelessness

- What else might we care about??

Let's Dig in the Data!

