

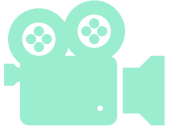
An abstract graphic on the left side of the slide. It features a dark blue background with various colorful shapes: circles in purple, blue, red, green, and yellow; and elongated, rounded rectangular shapes in orange, red, green, purple, and yellow. These shapes are arranged in a way that suggests a hand reaching out or a group of people. The right edge of the graphic is a white, wavy line that separates it from the text area.

# BUDDIES PROJECT SESSION 10

Data Collection  
Methods: Traditional  
and Innovative

Thursday, September 19, 2024

# HOUSEKEEPING



Recording today's full session



Closed captioning available, if needed



Please keep cameras on, if possible



Contact Chad with any tech/IT issues:  
Via chat or (207) 992-7325

# AGENDA

1. BUDDIES Updates
2. Data Collection Presentation
3. Data Collection: 5 Methodologies
4. Scenario Activity
5. Wrap Up & Next Session

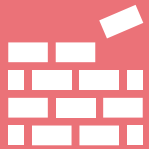


# **BUDDIES UPDATES**

# BUDDIES APPROACH

## September – December 2024

Focus on :



Building skills



Providing resources / templates



Offering technical assistance

To support your  
work on the PPRs

# SESSION SCHEDULE

Session 11: November 21, 2024 → likely focused on Data Analysis

2025 topics TBD

We'll keep you updated!



# BUDDIES ANNUAL SURVEY



- WHY:** Collect thoughts/reflections on sessions (October 2023 - July 2024)
- PURPOSE:** Part of BUDDIES Project Outcome Evaluation
- WHEN:** Survey open through Monday, 9/23
- HOW:** Electronic Survey → <https://www.surveymonkey.com/r/2024BUDDIESSurvey>

Check the chat for the survey link!



# DATA COLLECTION

# YOU NEED TO COLLECT DATA ... NOW WHAT?

Ask yourself these 3 questions:

- 1 What kind of data do I want to collect?
- 2 What is my approach to data collection?
- 3 When do I need to collect the data?

# What kind of data do I want to collect?

## PRIMARY VS. SECONDARY

- Registration forms
- Surveys
- Focus groups
- Polling data
- Tracking data

- Meeting notes
- Evaluation data and reports
- Annual report
- Community needs assessments

## QUANTITATIVE VS. QUALITATIVE

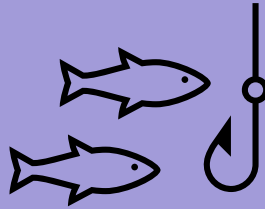
- Numbers / counts
- Percentages

- Stories
- Experiences
- Narratives

Or both!

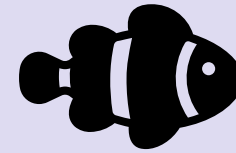
# What is my approach to data collection?

## INDUCTIVE



Going fishing to catch  
what you catch

## DEDUCTIVE



Going fishing with the  
right bait to catch a  
certain type of fish

A deductive approach is better for PPR data collection



# When do I need to collect the data?

## TAKE ADVANTAGE OF...

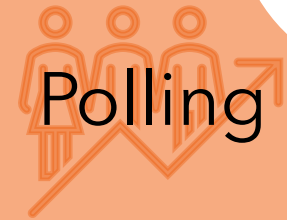
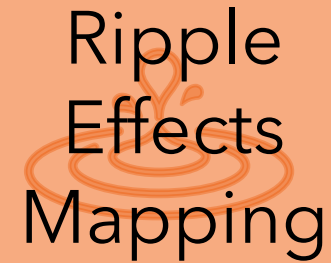
- Existing gatherings and meetings
- Professional opportunities
- Project events

## TRY TO AVOID...

- Times of limited capacity
- Holidays
- Summer

How long do I have for data collection (e.g., weeks vs months)?

# DATA COLLECTION METHODOLOGIES



What it is  
How it works

When it works / doesn't work

Key considerations around timing, anonymity, and response rates / participation

# SURVEYS

Let's take a quick poll!

About how many surveys does  
your Council implement each  
year?

# SURVEYS

## TYPE OF DATA

Primarily quantitative, but could be mixed

## TIMING

Once developed, minimal time to collect data, depending on approach

## ANONYMITY

Can be completely anonymous and confidential

## RESPONSE RATE

Standard response rate = 10% - 30%

Keeping surveys short and providing incentives and reminders can help

# FOCUS GROUPS

Another poll!

How often does your Council  
use focus groups to collect  
data?

# FOCUS GROUPS

## TYPE OF DATA

Qualitative

## TIMING

Can be time-intensive given the logistics

Usually last 1 - 2 hours

## ANONYMITY

Little anonymity within the group

Some opportunities to increase confidentiality

## PARTICIPATION

Aim for 5 - 8 participants each

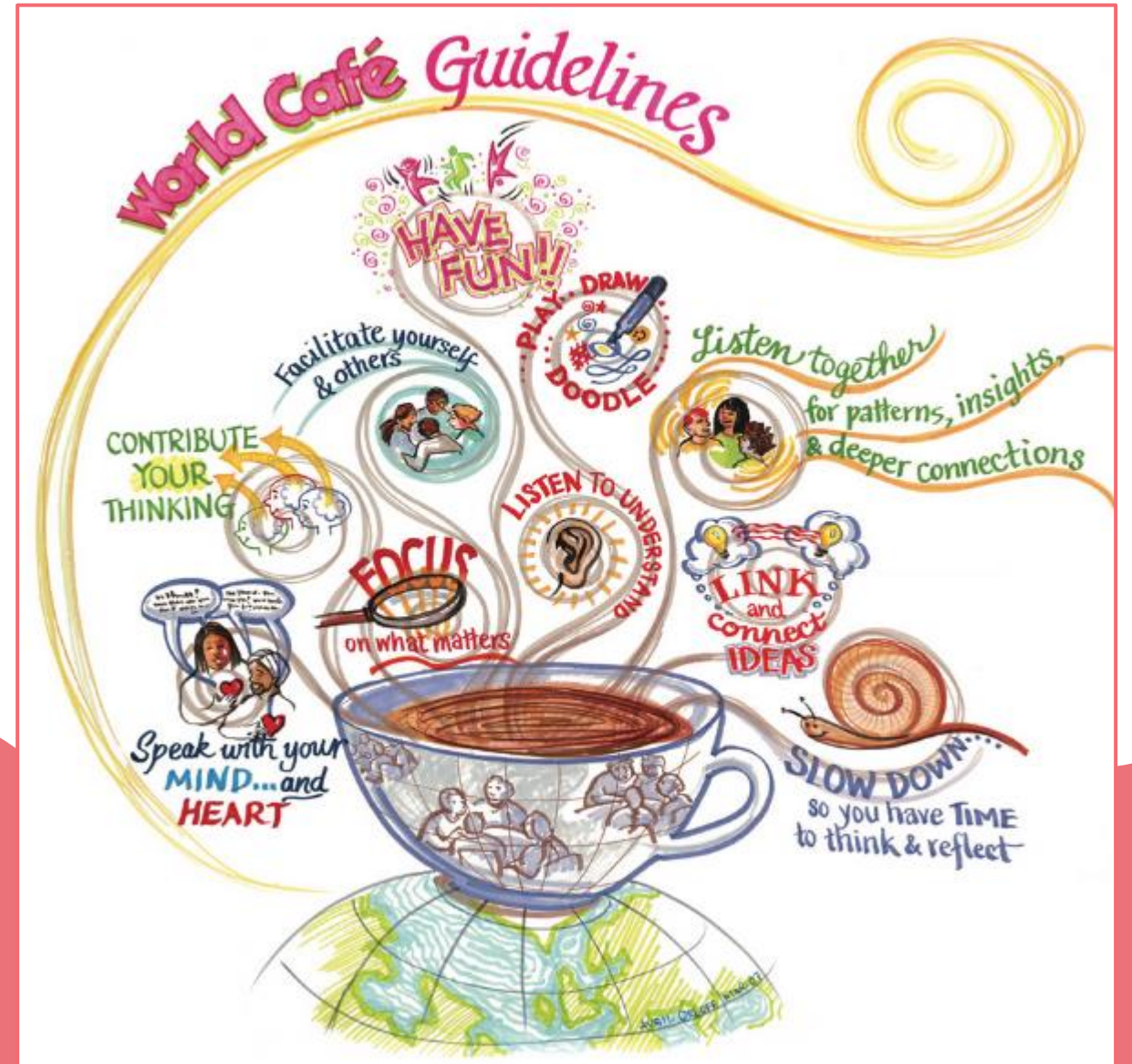
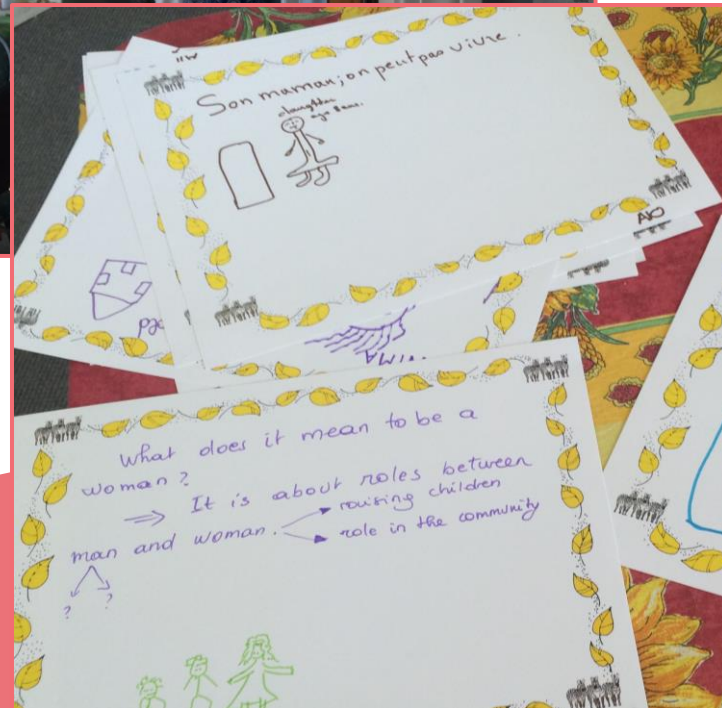
Recruitment methods influence participation

# WORLD CAFE

Show of hands!

Who has conducted or  
participated in a World Café?

# WORLD CAFE



# WORLD CAFE

## TYPE OF DATA

Qualitative

## TIMING

Planning and logistics take time

Usually lasts a few hours

## ANONYMITY

Little anonymity within the group

## PARTICIPATION

9+ participants



# RIPPLE EFFECTS MAPPING

Show of hands!

Who has conducted or  
participated in a Ripple Effects  
Mapping?



# RIPPLE EFFECTS MAPPING

## TYPE OF DATA

Primarily qualitative

## TIMING

Planning and logistics take time

Plan for 2+ hours

## ANONYMITY

Little anonymity within the group, but likely a group who is somewhat familiar with one another

## PARTICIPATION

Diversity is more important than quantity



# POLLING

Of course - let's take a poll!

How often does your Council  
use polls to collect data?

How do you collect the data?

# POLLING

## TYPE OF DATA

Quantitative

## TIMING

Quick and easy!

## ANONYMITY

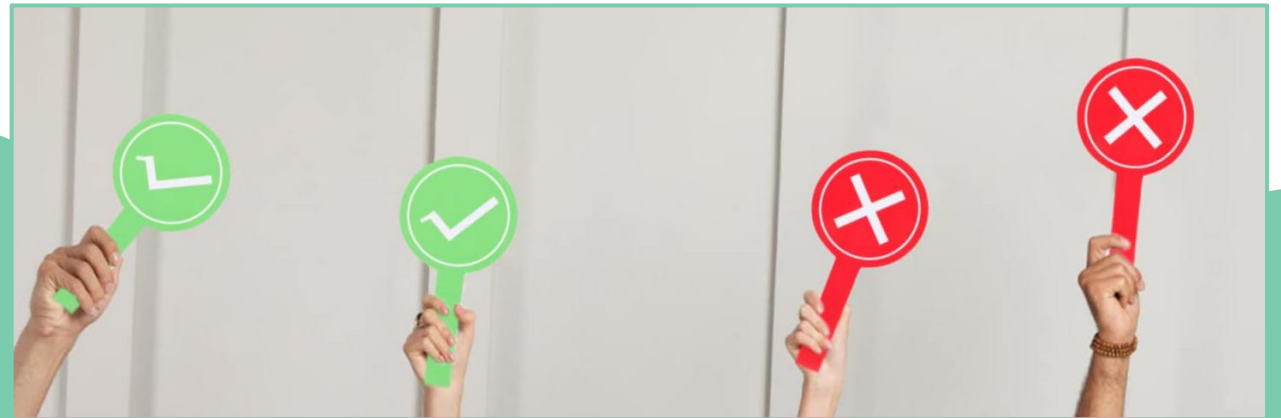
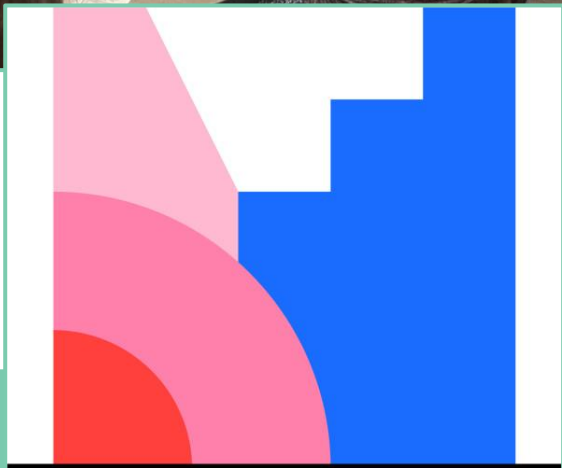
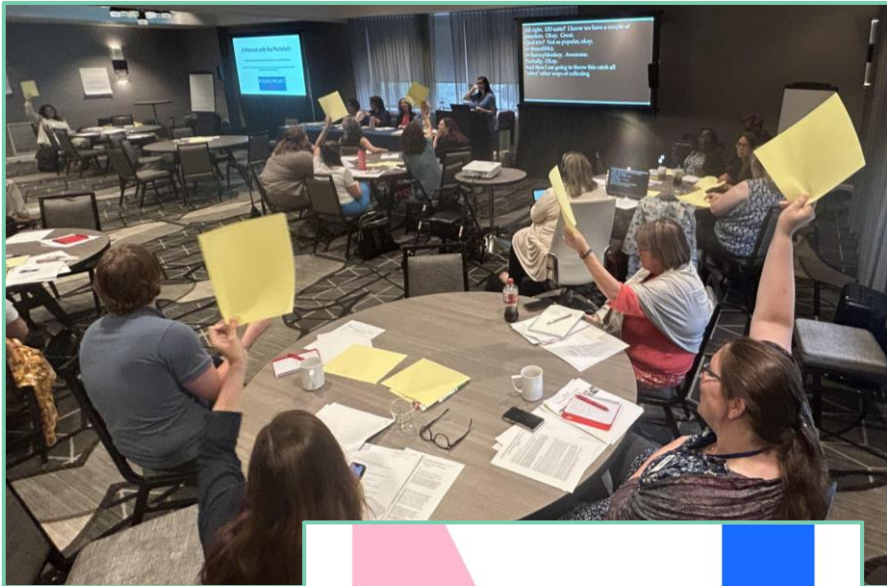
Anonymity varies based on implementation

## PARTICIPATION

Fun and engaging polls = more participation



# POLLING



Mentimeter

# LET'S PLAY A GAME!

For each scenario, which data collection method might we use and why?

Let's head  
over to  
Menti!



**WRAP UP**

# RESOURCES



## Ripple Effects Mapping for Evaluation

A new way to explore overall (individual, group, community, or regional) changes that have taken place since participating in the Extension program.

The Ripple Effects Evaluation process is an effective and engaging way to get information out of a person's brain and on to paper in a visual way.

This curriculum demonstrates how to use mind-mapping to draw the stories and ripple effects of a complex program and code it to measure outcomes.

Using the Community Capitals Framework, you can trace the impacts of investments in one or more of the Capitals and then make strategic alliances by understanding links of organizations to different capitals.

Successful communities pay attention to each of the seven capitals: social, cultural, human, political, natural, built, and financial. The Community Capitals Framework is to conceptualize a community system in a way that leads to effective community and economic decision-making and sustainable development.

WASHINGTON STATE UNIVERSITY  
EXTENSION



illustration by Nancy Margulies

## A Quick Reference Guide for Hosting World Café



© 2015 The World Café Community Foundation  
Creative Commons Attribution

Free to copy & distribute w/acknowledgement & link: [www.theworldcafe.com](http://www.theworldcafe.com)



**PFH** PARTNERSHIPS  
FOR HEALTH

[www.PartnershipsForHealth.org](http://www.PartnershipsForHealth.org)

## POLLING FOCUS GROUP PROTOCOL





# NEXT SESSION

**WHEN:** Thursday, November 21  
3:00 - 4:30PM

**WHAT:** Data Analysis

# DON'T FORGET!

## **BUDDIES ANNUAL SURVEY:**

Please complete by Monday, 9/23

<https://www.surveymonkey.com/r/2024BUDDIESSurvey>

## **SESSION 10 SURVEY:**

Share your thoughts and reflections on today's session!

We will share the link by early next week!

# THANK YOU!

See you in November!

Michelle Mitchell



[Michelle.Mitchell@PartnershipsForHealth.org](mailto:Michelle.Mitchell@PartnershipsForHealth.org)

Michelle Munsey



[MMunsey@PartnershipsForHealth.org](mailto:MMunsey@PartnershipsForHealth.org)

Chad Mitchell



[Chad.Mitchell@PartnershipsForHealth.org](mailto:Chad.Mitchell@PartnershipsForHealth.org)