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# Opportunity Overview

## DataUse Empowerment Evaluation Workshop

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**The Opportunity: Develop internal evaluation capacity to collaboratively analyze and use data to inform decision making and strategic development**

The DataUse Empowerment Evaluation Workshop is administered to facilitate cycles of reflection, analysis, decision making and strategic planning using collaboratively developed data sources and visualizations within an organization (or collaborative network). The goal is for participants to review and discuss data in self-reliant, self-directive, and collaborative ways that demonstrate agency, professional curiosity and a growth mindset. Additionally, training participants will be able to facilitate data informed conversations that connect professional practice to an organization's initiative.

Core to the framework of this workshop series is the pairing of Empowerment Evaluation with data analytics. The use of **Empowerment Evaluation** to inform collaborative interaction grounds data analysis and use efforts within a theoretical framework that encourages independent and self-directed problem solving, organizational learning, professional collaboration, inclusion and democratic participation. In addition, it aligns with DCG's priority that program evaluation and data analysis support professional learning and development.

Data analytics, on the other hand, is the DNA of data use. DCG defines data analytics as the strategic use of data and statistical analysis to explain, gain insights, predict, and act upon complex issues (Bichsel, n.d.). DCG consider data analytics to be a process that (Bichsel, n.d.):

- Starts with strategic questions;
- Collects appropriate data to answer the identified questions;
- Analyzes data in ways that are collaborative, accessible and useful;
- Presents data in ways that are understandable and prioritize decision making;
- Considers items learned from the data alongside strategic questions; and,
- Modifies and creates new questions as needed.

*The DataUse Empowerment Workshop is the three-step approach* that includes (1) data analysis, (2) taking stock, and (3) planning for the future. Details are presented below.

### Workshop Summary

Step	Detail
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Step	Detail
Step 1: Data Analysis	<p>Participants complete four activities that allow them to frame, analyze and contextualize the data:</p> <ul style="list-style-type: none"> <li>• Activity 1 - Framing the analysis;</li> <li>• Activity 2 - Data review and analysis;</li> <li>• Activity 3 - Mapping the strengths of the organization/collaborative; and,</li> <li>• Activity 4 - Mapping the challenges of the organization/collaborative.</li> </ul>
Step 2: Take Stock	<p>Participants complete three activities that allow them prioritize and rates the organization's (or collaborative's) greatest strengths and challenges:</p> <ul style="list-style-type: none"> <li>• Activity 5 - Taking stock of the organization's (or collaborative's) strengths;</li> <li>• Activity 6 - Taking stock of the organization's (or collaborative's) challenges; and</li> <li>• Activity 7 - Rating strengths and challenges.</li> </ul>
Step 3: Plan for the Future	<p>Participants complete four activities that allow them set priorities, identify strategies, and chart how strategies will be implemented and monitored:</p> <ul style="list-style-type: none"> <li>• Activity 8 - Focus the work (inputs);</li> <li>• Activity 9 - Factors to consider;</li> <li>• Activity 10 - Identify Strategies;and,</li> <li>• Activity 11 - Chart the strategy.</li> </ul>

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**\*\*References\*\***

- Bichsel, J. (n.d.). Analytics in Higher Education: Benefits, Barriers, Progress, and Recommendations. 31.
- Evaluation and Learning. (n.d.). Retrieved June 13, 2019, from The David and Lucile Packard Foundation website: <https://www.packard.org/grants-and-investments/for-our-current-grantees/evaluation-and-learning/>
- Fetterman, D. M., Rodríguez-Campos, L., Zukoski, A. P., & Contributors, and. (2017). Collaborative, Participatory, and Empowerment Evaluation: Stakeholder Involvement Approaches (1 edition). New York: The Guilford Press.
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