

LWVUS Evaluation Training Series
Session 1 – 4.14.22 – What Data Could My League Collect?
Q&A from Zoom Chat

Could we start by specifying what data we are talking about???

League data collected for grant purposes (e.g. Making Democracy Work (MDW) and People Powered Fair Maps (PPFM)), national purposes (e.g. semi-annual survey), and League-specific purposes (e.g. membership, demographics)

How about the strategy work that leads to deciding what data to collect?

This is the “why” behind your “what” and “how.” This is how data collection is determined and it’s important to continuously reflect on this. As we consider what it is we want to know, we prioritize what needs to be known now for planning purposes and what can be asked in the future for reflection.

Are you all be able to collate these questions from the Chat and send them out after the program?

Here you go... thanks for the suggestion! :]

Do they have info about Google analytics?

We will follow-up directly by connecting with our communications team, and provide an answer here soon.

How does one collect racial data without creating uneasiness?

Explain the why behind asking certain questions. Being clear about how the data will be shared back is critical. Sharing data in the aggregate can ease concerns of individuals completing the survey.

“[for] all of these folks, whatever variable you’re represented on the diversity spectrum, there are advocacy issues related to these different groups and definitions of what people can be described as. So these are voices we want represented in our League. These are some of the people in our community that we want to reflect... that there is a wholeness of the league and its reflective of the community” [min 48 [recording](#)]

13% of all leagues [reported collecting demographic data], or those who filled out the survey, What is the denominator?

Total number of respondents to the Winter 2021 semi-annual survey was 352.

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Same can be said for education programs --- inputs vs outputs vs outcomes. So 34 people attended -- how [to] measure what they take away and the "do"

This is a great comment that points out the difference between:

- *Inputs* -The resources an organization draws up on in order to execute a program or initiative.
- *Outputs* –Tangible, often process-oriented results or products typically expressed in numbers (Number of visitors to LWV website, Number of individuals trained).
- *Outcomes* - Changes in program participants’ knowledge, beliefs, and behavior due to their involvement in a program or initiative.

There are many ways to collect data on what people took away from the education program/training and actually do with what they learned. Depending on your specific needs and inputs, here are a few options:

- *Qualitative* – interpretation-based, descriptive, open-ended
 - Helps us understand why, how, or what happened behind certain behaviors
 - via zoom or social media chat, survey, email, phone, focus group, etc.
 - Ask at end of training what they learned and plan to do
 - Follow up by asking what they’ve done with that they learned
- *Quantitative* – numbers-based, countable, or measurable
 - Tells us how much, how many, how often
 - via zoom poll, Google form, survey, tracking excel file, etc.
 - Consider what it is you’d like participants to learn
 - Ask Likert scale items that helps respondents rate their level of agreement, satisfaction, understanding, etc. to various parts of the program
 - [See feedback results](#) from this training as an example

Please do include how to make folks comfortable [answering demographic-related questions, especially around race]

Being clear about how the data will be shared back is critical. Sharing data in the aggregate can ease concerns of individuals completing the survey. Also, consider the terms you will use, trying to be as inclusive as possible. Reach out to folks in these groups to get their opinions (e.g. LWVWU did this for their LGBTQ+ community).

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Do your demographics represent your state/community? [in reference to LWVWI data]

This is not far off of the state data regarding mostly white. Obvious deviations in age, income and education levels.

Would people fear that the local League was small enough that they would be identifiable?

It is possible for people to be identified when looking at all of their responses to a demographic survey. It is important to acknowledge this and indicate how the information collected will be used.

In your messaging, address *confidentiality* (separating or modifying any personal, identifying information provided by participants from the data) vs *anonymity* (collecting data without obtaining any personal, identifying information), who will have access to the raw data (where someone can be identified) and how this will be reported (ideally in the aggregate).

Ideally if we’re asking for anonymous perspectives (e.g. interests), we don’t include demographic or identifiable questions. Still respondents should be reminded to consider what information they include in their open-ended answers that could potentially identify them.

What value did you feel there was in breaking out specifics instead of just asking do you identify as a member of the LGBTQ community?

We tried to incorporate the identities recommended by our local LGBTQ community suggested.

Can you say more about the Google sheet?

We will follow-up directly to clarify and provide an answer here, if necessary.

What was the financial cost of doing the survey?

We will touch base with LWVWI and add an answer here soon.

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Thank you Ellen for sharing. Our local league has just started drafting a tool, but have had similar concerns. Can you share your current tool?

Yes, our survey will be available on the League Management site. Find resources [here](#).

It sounds like there needs to be separate surveys: DEI, interests,

Wisconsin does administer both the Demographic Survey and a DEI survey. More on that next time. Ideally if we're asking for anonymous perspectives (e.g. interests), we don't include demographic or identifiable questions. Respondents should consider what information they include in their open-ended answers that could identify them.

In locales where there are not so many people of color sometimes they would rather work in their own group and partner with League on joint issues instead of having a person of color be in League leadership. Where is this conversation or exploration taking place?

This is a great question to explore during our next session and how to use data effectively in a way that moves your Leagues forward.

So no cross-correlation?

We will follow-up directly to clarify and provide an answer here, if necessary.

What does this mean Who delivered your event?

In reference to the Feedback Form, this means the event facilitator (i.e. Mariana, Amilcar, and Ellen)