



More Than a Number: Data Storytelling for Social Impact



Dr. Jong-Bum Kwon
Cultural Anthropologist
Webster University



Ashley Moore
Evaluation Coordinator
Brown School
Evaluation Center



MK Stallings
Research &
Evaluation Manager
Regional Arts Commission

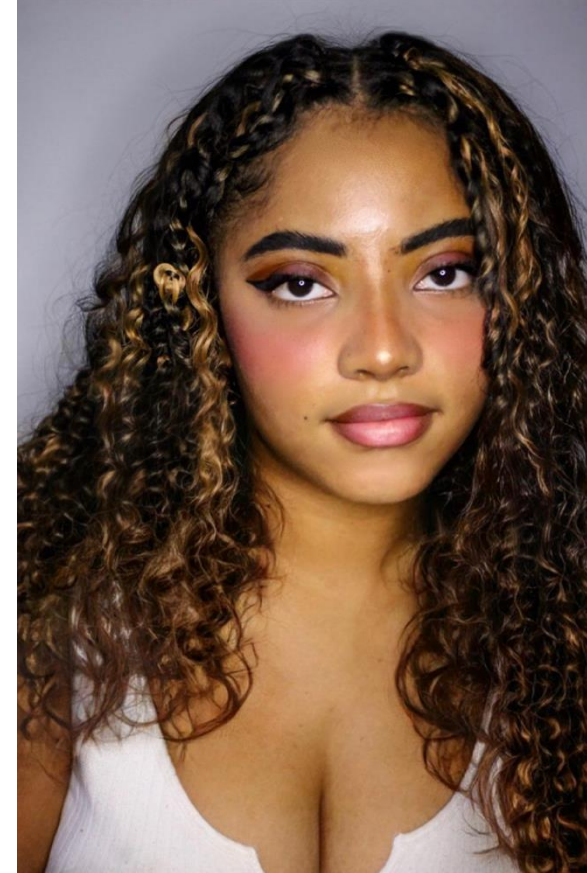


Opening Reflection

Share a word or phrase in the chat that captures how Kaylyn's opening piece impacted you or made you think/ feel.

Follow Kaylyn at:

https://www.instagram.com/the_names_secret/



Kaylyn McKoy



Data for Social Impact Initiative

OBJECTIVE: To build connection and capacity among social sector organizations working to increase impact *for* and *with* the communities they serve; to cultivate collaborative and equitable data practices across government, philanthropy, nonprofits, and impacted communities.





Questions to Consider

What is the difference between speaking with and speaking for communities?

What counts as 'data'?



How does centering participant voices with these equitable considerations change how we think about impact and the work that we do?





Ways to Stay Engaged

- Take the conversation back to your organization!
- Complete our post-event survey
- Sign up for our free online DSI course
- Look out for upcoming DSI events
 - ✓ Data and Donuts (November in person)
 - ✓ Ethical AI for the Social Sector (December virtual)



A photograph of four hands of different skin tones (two dark brown, two light brown) reaching out from the corners to form a circle in the center. The background is black. The hands are positioned at the top, bottom, left, and right, with their fingers slightly curled towards the center.

Culturally Responsive & Equitable Evaluation – CREE

Ashley Moore

More Than a Number: Data Storytelling for Social Impact
October 29, 2024

Ignoring Culture & Equity

Many approaches to research or evaluation have failed to incorporate the full array of values, worldviews, and methodologies that reflect communities of interest.



Culturally Responsive & Equitable Evaluation

CREE APPROACH

Culture.

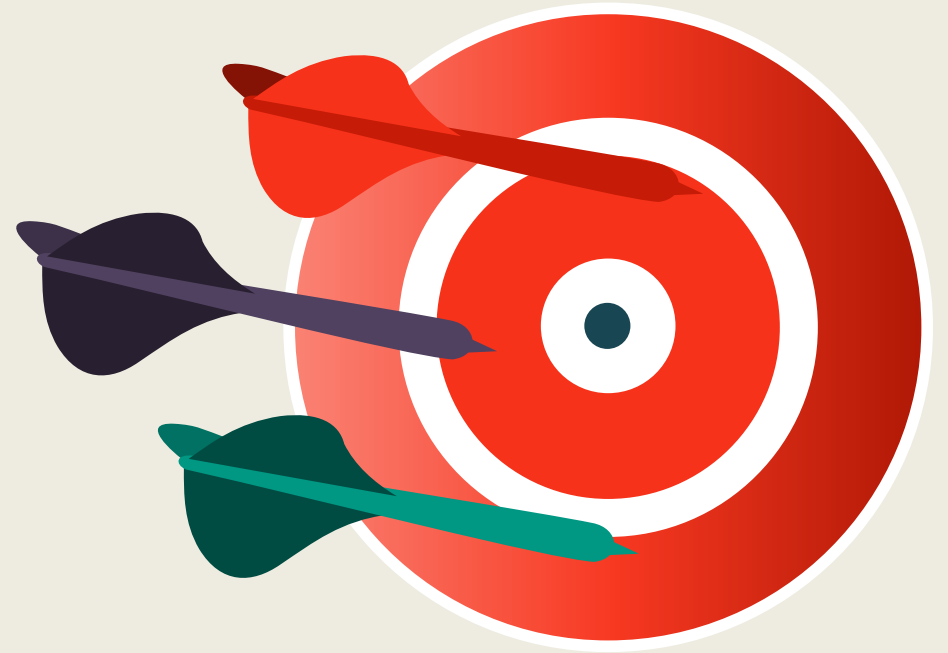
Current and historical, cultural and structural contexts

Inclusion.

Inclusive and participatory evaluation practices

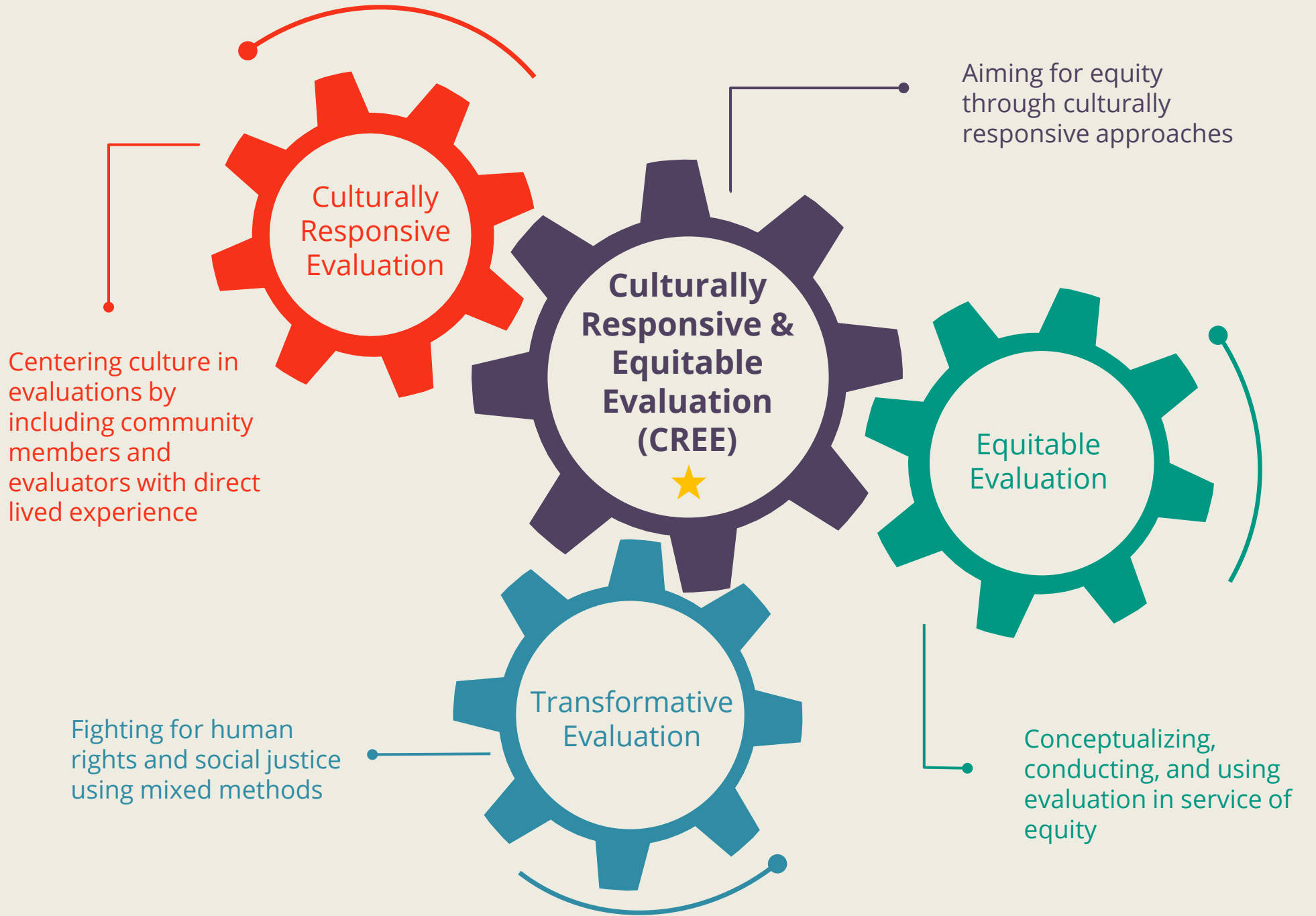
Equity.

The use of evaluation to drive change and advance equity



CREE

BACKGROUND





Equity

eq•ui•ty

noun:

a way to interpret fairness or justice, and it means that people should be treated differently by public policy to account for different circumstances. Equity can apply to many characteristics, including gender, ethnicity, income, and more.



CREE PRINCIPLES



PROMOTION OF EQUITY & SOCIAL JUSTICE

01



ENGAGEMENT OF PARTNERS & COMMUNITY MEMBERS

02



TEAM COMPOSITION & REFLECTIONS ON BIASES

03



CONSIDERATION OF CULTURAL & HISTORICAL CONTEXTS

04



INTENTIONAL METHODS & THOUGHTFUL DATA COLLECTION

05



INTENTIONAL ANALYSIS & INCLUSIVE INTERPRETATION

06



ACCESSIBLE & ACTIONABLE FINDINGS

07

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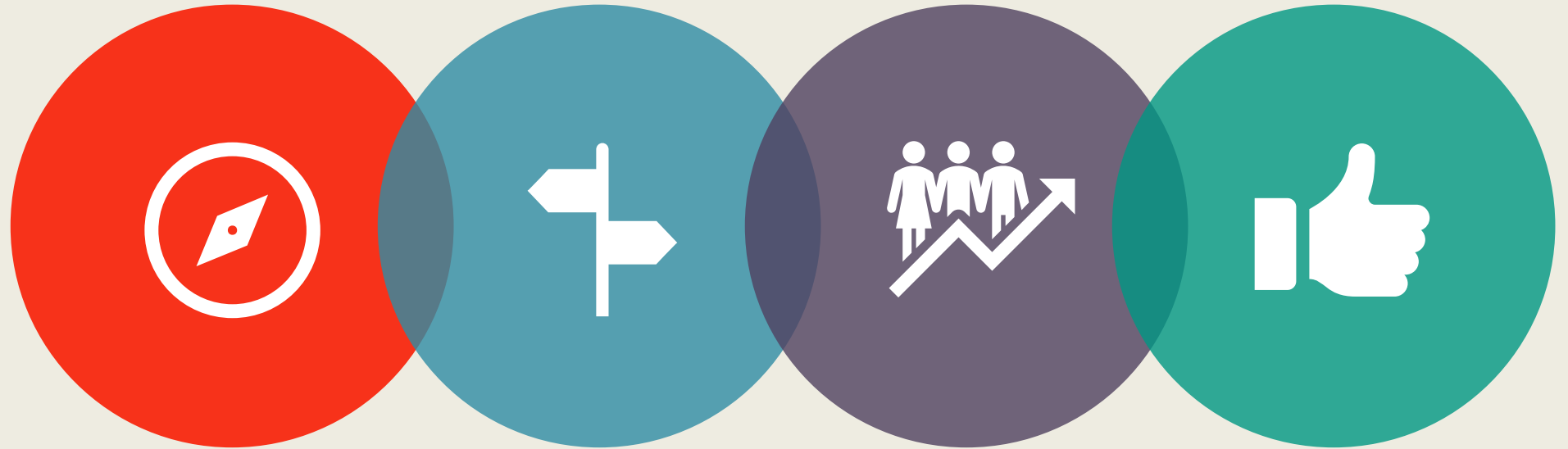


ACCESSIBLE & ACTIONABLE FINDINGS

07

ANALYSIS & INTERPRETATION

Shifting who is acknowledged and invited as having expertise can enhance validity and rigor and deepen complexity in the analysis phase.



Positionality

Evaluators become aware of their own cultural locations in relation to a community

Contextualization

Evaluators acknowledge and consider the unique contexts of communities

Data Parties

Evaluators work with stakeholder groups to analyze and interpret data

Member Checking

Evaluators return findings to participants to check for accuracy and resonance

Positionality Statements

Be aware of personal assumptions, biases, and cultural frameworks.

Experience and identity influences how evaluators approach evaluation projects. Being aware of one's own cultural locations may help evaluators better comprehend their feelings about and understanding of other cultures.

In what ways does my positionality influence:

- How I experience this community?
- What I emphasize in my evaluation work?
- How I interpret others and their experiences?

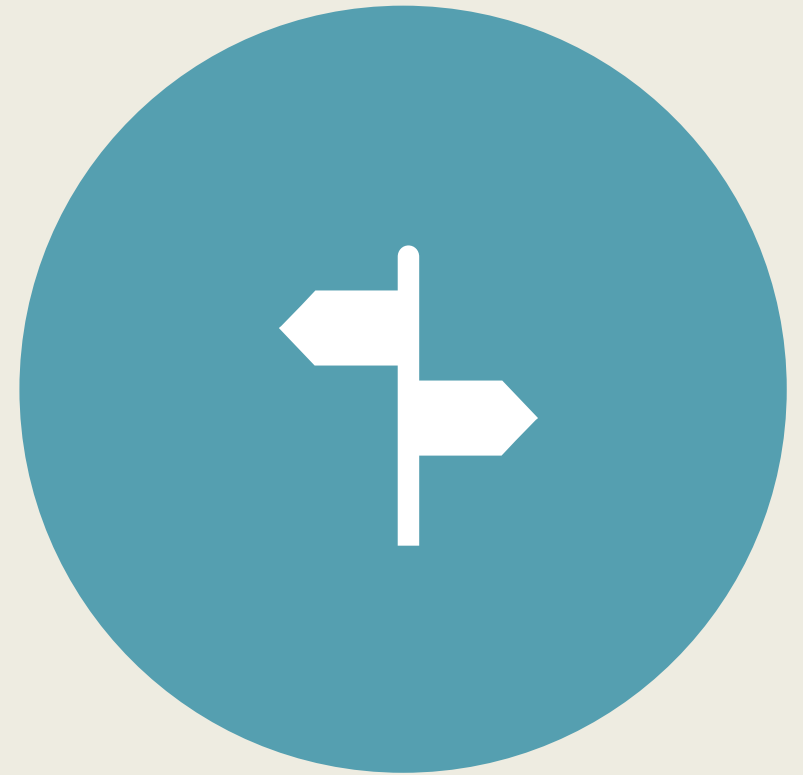


Contextualization

Understand the specific culture and context of the priority population.

To make decisions that are based on the specific context of the population within which an evaluation takes place, evaluators must take steps to understand the specific culture of that population.

- Location history?
- Program history?
- People's history?
- Community stories?
- Power distribution?



Data Parties

Convene groups of stakeholders to co-construct interpretations of data.

Stakeholders can provide diverse perspectives, and their interpretation can provide useful insights.

Data parties allow evaluators to share key findings with stakeholders while building trust. They can encourage a robust analysis and ensure results will be relevant to the concerns of diverse stakeholders.

- Gallery walks
- World cafés
- Data dashboards
- Data placemats



Member Checking

Include the priority community's perspective.

Invite data collection participants to review, check, and confirm the accuracy of evaluation findings. Returning transcript or analyzed data to participants can enhance the validity and trustworthiness of results.

- Build trust with participants
- Correct evaluator assumptions
- New insights
- Deeper understandings

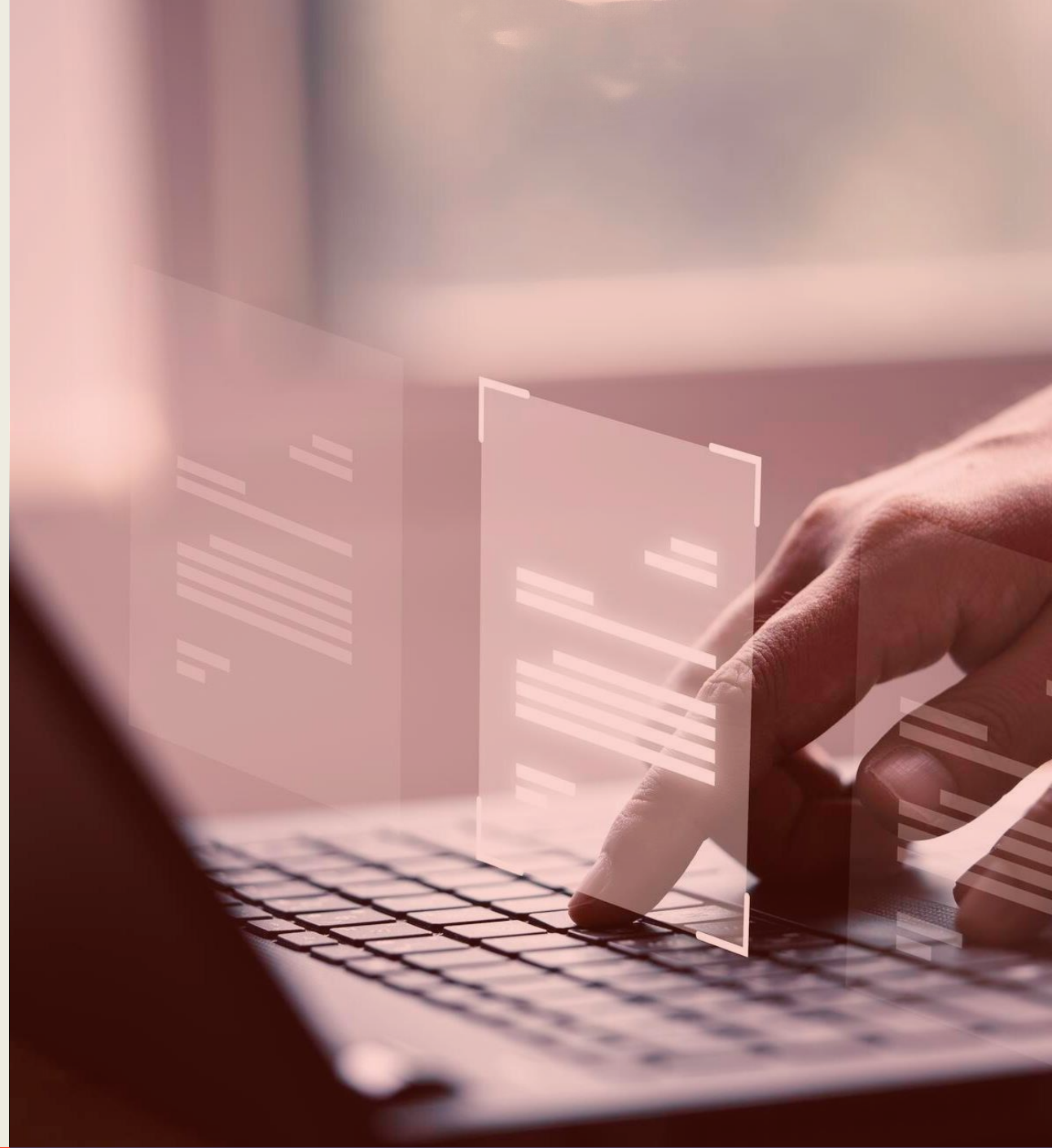




Discussion

Consider some piece of qualitative data that you currently collect and are trying to use more effectively. Think of ways you can use your data to move into a more equity-focused type of storytelling.

- Which of these strategies could help you approach that data in a more equitable way?
- What are some alternative approaches you haven't considered for making better use of the data?





Evaluation Center

Brown School

We partner with people and organizations in pursuit of equitable outcomes by providing services, supporting learning, and amplifying impact.





Evaluation Center

Contact us

evaluation@wustl.edu

<https://evaluationcenter.wustl.edu/>





Resources

- Why positioning identity matters in decolonizing research and knowledge production: How to write a ‘positionality statement’: <https://www.equalityinstitute.org/blog/how-to-write-a-positionality-statement>
- A Note on Reflexivity and Positionality: <https://pressbooks.bccampus.ca/undergradresearch/chapter/1-2-a-note-on-reflexivity-and-positionality/>
- Researcher Positionality – A Consideration of Its Influence and Place in Qualitative Research – A New Researcher Guide: <https://files.eric.ed.gov/fulltext/EJ1268044.pdf>
- Data Placemats: A Facilitative Technique Designed to Enhance Stakeholder Understanding of Data: <https://onlinelibrary.wiley.com/doi/pdf/10.1002/ev.20181>
- What You Need to Know About Member Checking: <https://www.evalacademy.com/articles/what-you-need-to-know-about-member-checking>
- Member Checking: A Tool to Enhance Trustworthiness or Merely a Nod to Validation?: https://journals.sagepub.com/doi/pdf/10.1177/1049732316654870?casa_token=otKCuzGC1l4AAAAA:sMZi_e_W9b6UpWN3tkoFEuH1vHElH3Pf8qijNw5lVa7955iCTX7HZzym2jZXVVkARLn8jtVwKD-V
- Culturally Responsive and Equity-Focused Evaluation Philosophies and Approaches: <https://slp4i.com/the-eval-matrix/>
- Culturally Responsive and Equitable Evaluation (CREE): <https://emorycenters4phtraining.emory.edu/wp-content/uploads/2023/06/CTP-DRE-CREE-Presentation-1.pdf>
- Culturally Responsive Evaluation: Theory, Practice, and Future Implications: <https://nasaa-arts.org/wp-content/uploads/2017/11/CRE-Reading-1-Culturally-Responsive-Evaluation.pdf>
- Considerations for Conducting Evaluation Using a Culturally Responsive and Racial Equity Lens: <https://mphl.org/wp-content/uploads/2022/05/Considerations-for-Conducting-Evaluation-Using-a-Culturally-Responsive-and-Racial-Equity-Lens.pdf>