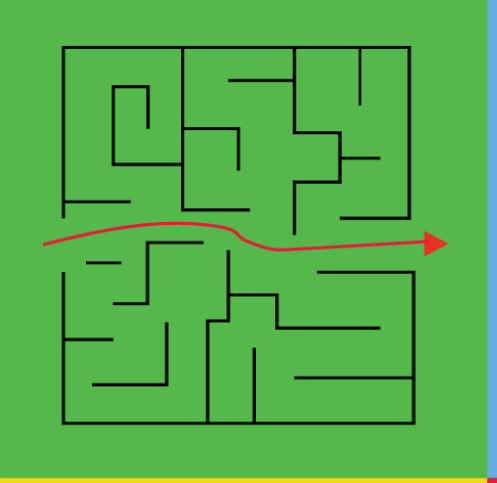
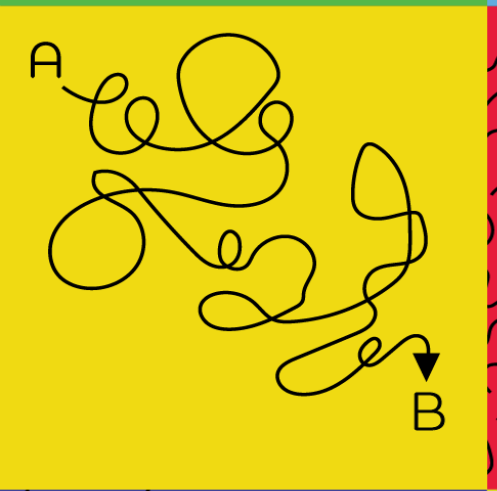
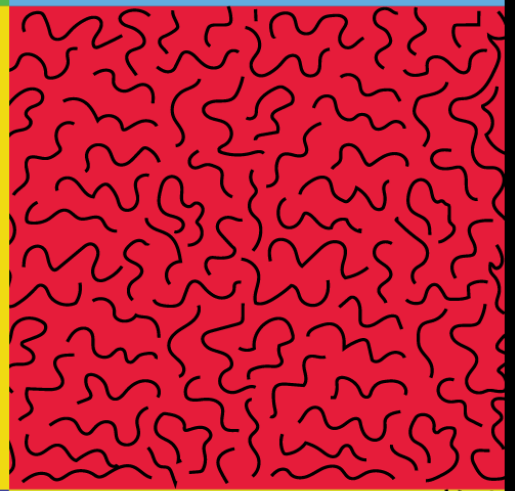
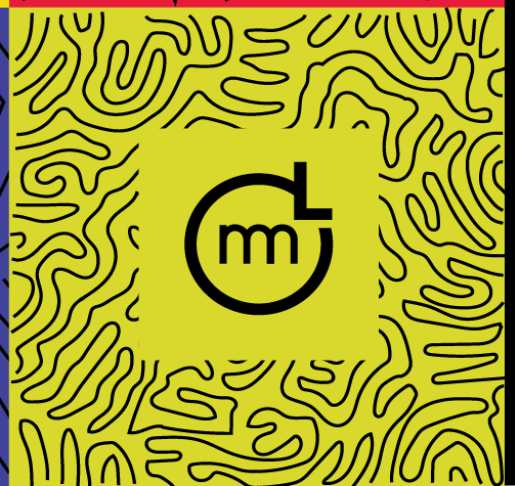








MICHIGAN MUNICIPAL LEAGUE CONVENTION2022

MUSKEGON, MI

OCT 19-21, 2022

#MMLCONV

Data-Driven Investment Decision-Making

Noah Urban, Data Driven Detroit

Jeff Williams and Jackie Smith, Johnson Center for Philanthropy

October 2022

Who we are

DATA DRIVEN DETROIT

Dorothy A. Johnson Center
FOR PHILANTHROPY

Lessons from the Field

Or: “How I learned to Stop Worrying and Love Data!”

Overview

1. Start with the right question
2. Stop – Look – Google
3. Design with, not for
4. Pilot & evaluate
5. Collect only what you need
6. Measure what matters
7. Respect data rights
8. Not all data is created equal
9. Have a strategy for important decisions
10. Partners and communication are critical
11. If this stuff were easy, we'd have done it already

Activity: How would you collect data?

1. Start with the Right Question

Before you begin

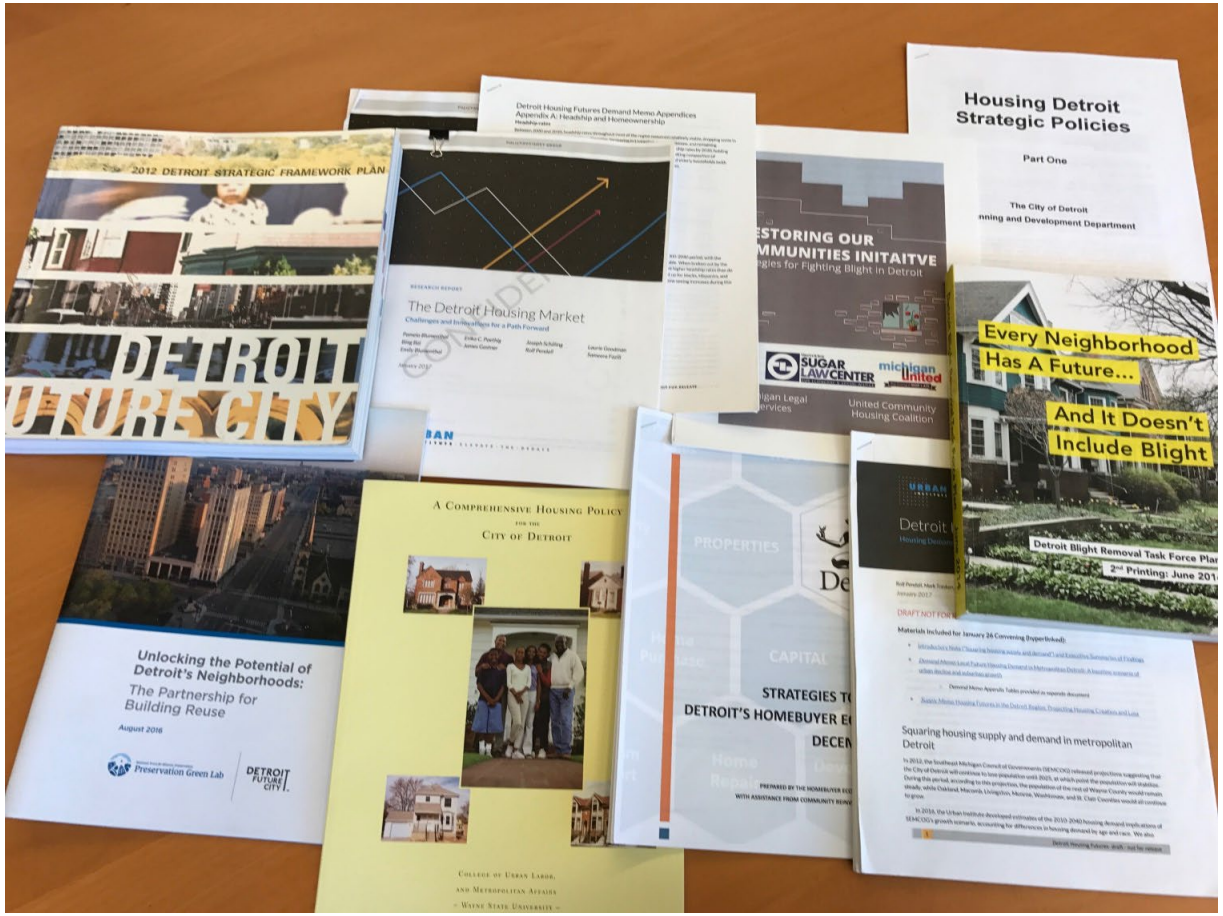
- Know what problem you are solving for
- Make sure it's an actual problem

Example:

How many nonprofits are in this area?
We'd like to give a $1 million grant.

2. Stop – Look – Google

Has anyone solved this before?



Is someone else already working on this?

For example: Urban Economic Development

Is someone else already working on this?

For example: Local government

NATaT | NATIONAL ASSOCIATION OF TOWNS AND TOWNSHIPS

SEMCOG
Southeast Michigan Council of Governments

NNIP NATIONAL NEIGHBORHOOD INDICATORS PARTNERSHIP

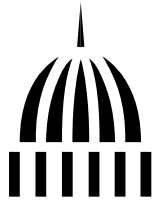
NLC NATIONAL LEAGUE OF CITIES
CITIES STRONG TOGETHER

URBAN INSTITUTE

rupri™
RURAL POLYRY RESEARCH INSTITUTE

MICHIGAN WORKS! ASSOCIATION

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

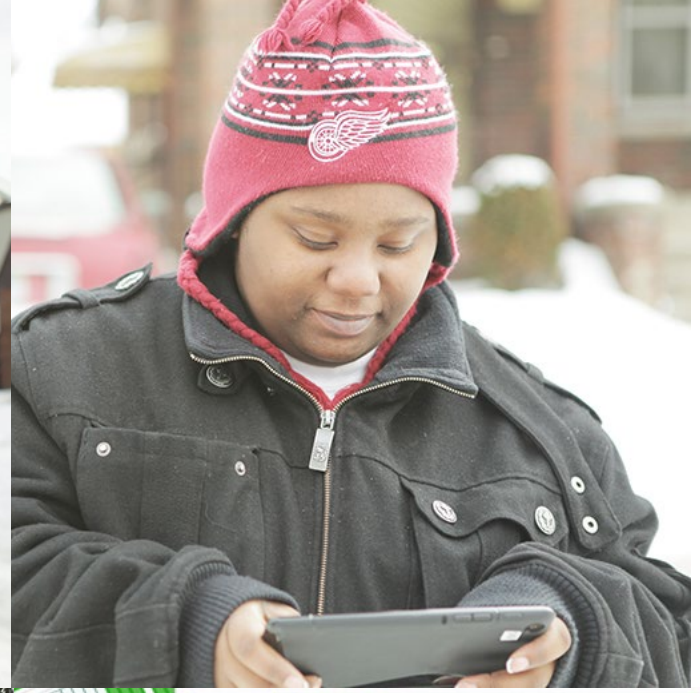


NCSL

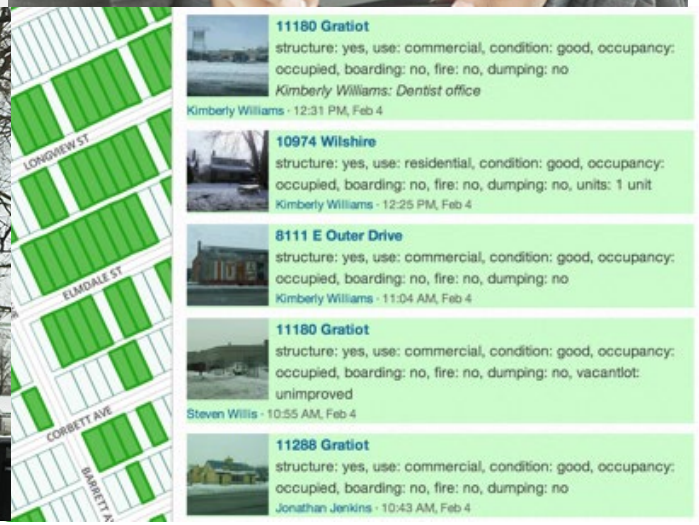
3. Design With, Not For

Value in inclusion

4. Pilot and Evaluate



15812


LONGVIEW ST
ELMDALE ST
CORBETT AVE
BARRETT A
11180 Gratiot
structure: yes, use: commercial, condition: good, occupancy: occupied, boarding: no, fire: no, dumping: no
Kimberly Williams: Dentist office
Kimberly Williams · 12:31 PM, Feb 4
10974 Wilshire
structure: yes, use: residential, condition: good, occupancy: occupied, boarding: no, fire: no, dumping: no, units: 1 unit
Kimberly Williams · 12:25 PM, Feb 4
8111 E Outer Drive
structure: yes, use: commercial, condition: good, occupancy: occupied, boarding: no, fire: no, dumping: no
Kimberly Williams · 11:04 AM, Feb 4
11180 Gratiot
structure: yes, use: commercial, condition: good, occupancy: occupied, boarding: no, fire: no, dumping: no, vacantlot: unimproved
Steven Willis · 10:55 AM, Feb 4
11288 Gratiot
structure: yes, use: commercial, condition: good, occupancy: occupied, boarding: no, fire: no, dumping: no
Jonathan Jenkins · 10:43 AM, Feb 4

5. Collect Only What You Need

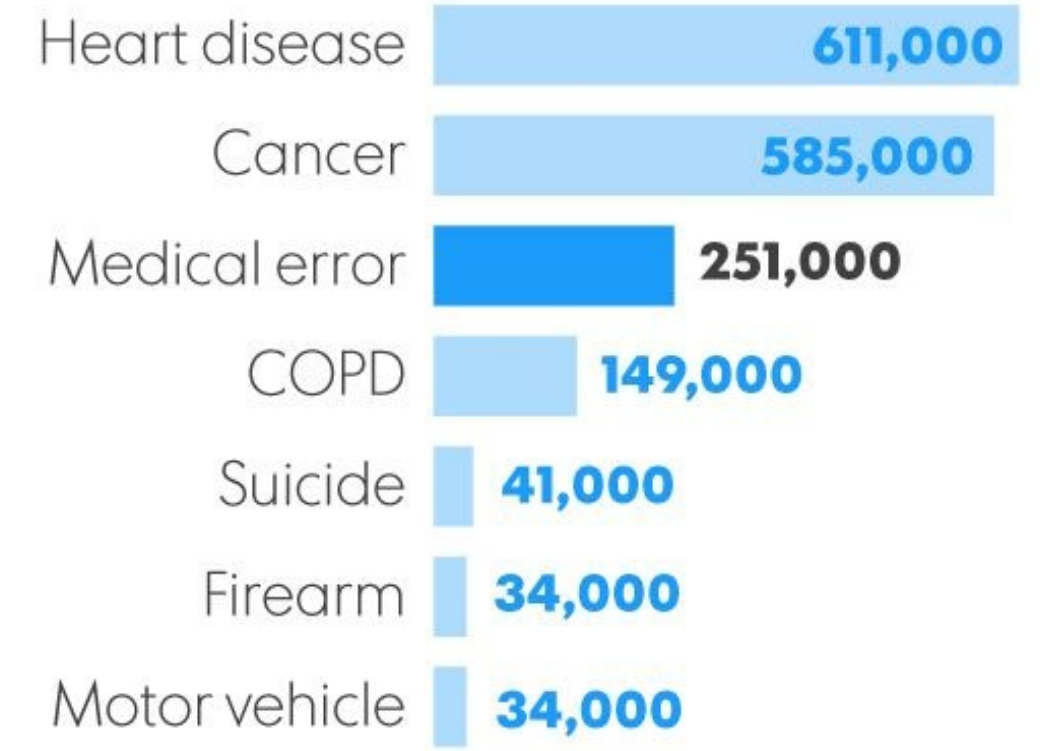
When you need to fill a gap

- Less is more
- Connect to a useful outcome
- Do not make human beings duplicate data entry
- Regularly review and audit your practices
- Make sure that the information will be actionable!

This is data entry without knowing the “why”

6. Measure what Matters

MEDICAL ERRORS NATION'S THIRD BIGGEST KILLER IN 2013



Source: Martin Makary, Michael Daniel study at Johns Hopkins University School of Medicine

Jim Sergent, USA TODAY

USA TODAY

Activity

In small groups, review the one-page summary of a project.

What data points would you need to collect …

- **to respond to the funding agency?**
- **to make this a successful project?**

7. Respect Data Rights

Detroit Community Technology Project

ABOUT
Story
People
Contact

PROJECTS
Digital Stewards Training
CassCo Wifi
Data Justice Campaign
Equitable Internet Initiative

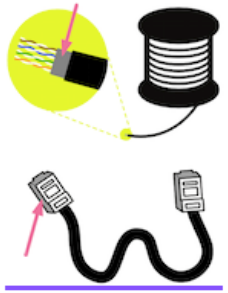
RESOURCES
Resources

MEDIA
Media

RESOURCES

Detroit Digital Justice Coalition Opening Data Zine (PDF download)

Re(Building) Technology Zine



Community Technology Fieldguide

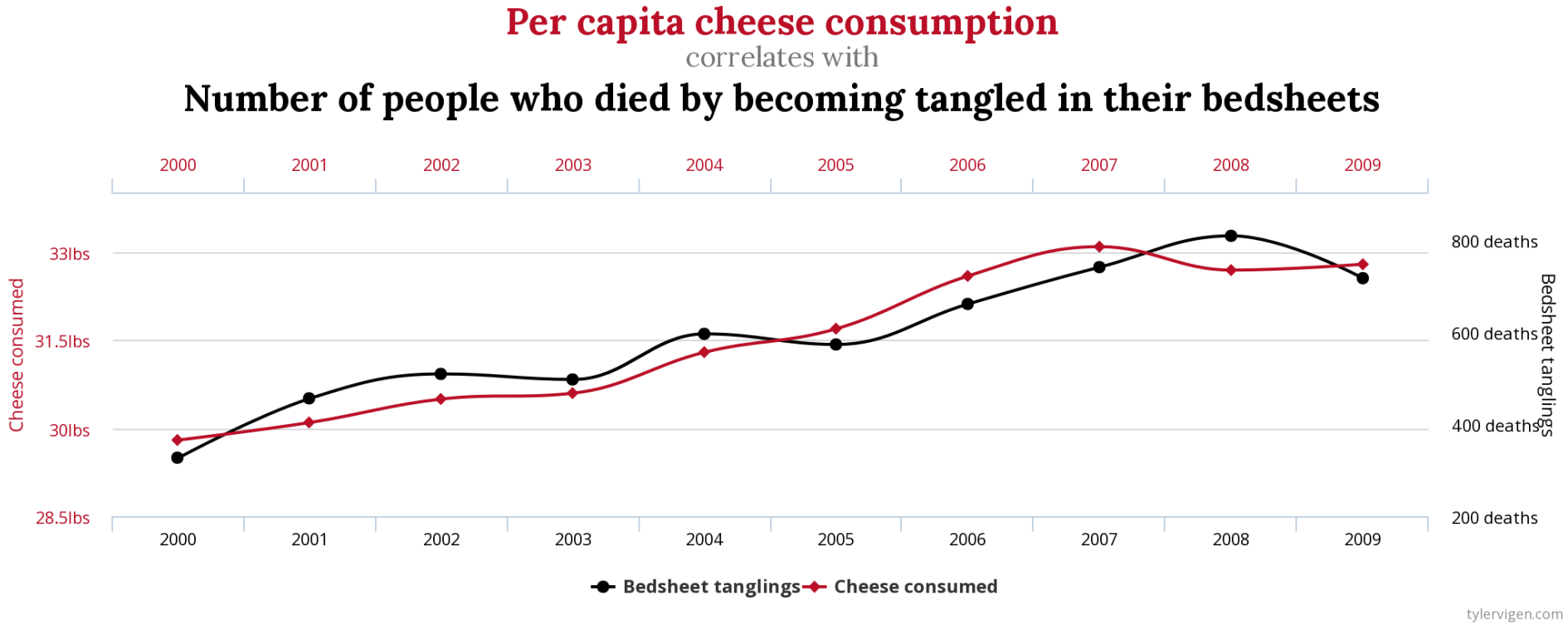
Detroit Digital Justice Coalition Zine #4 (PDF download)

Detroit Future Media Guide to Digital Literacy

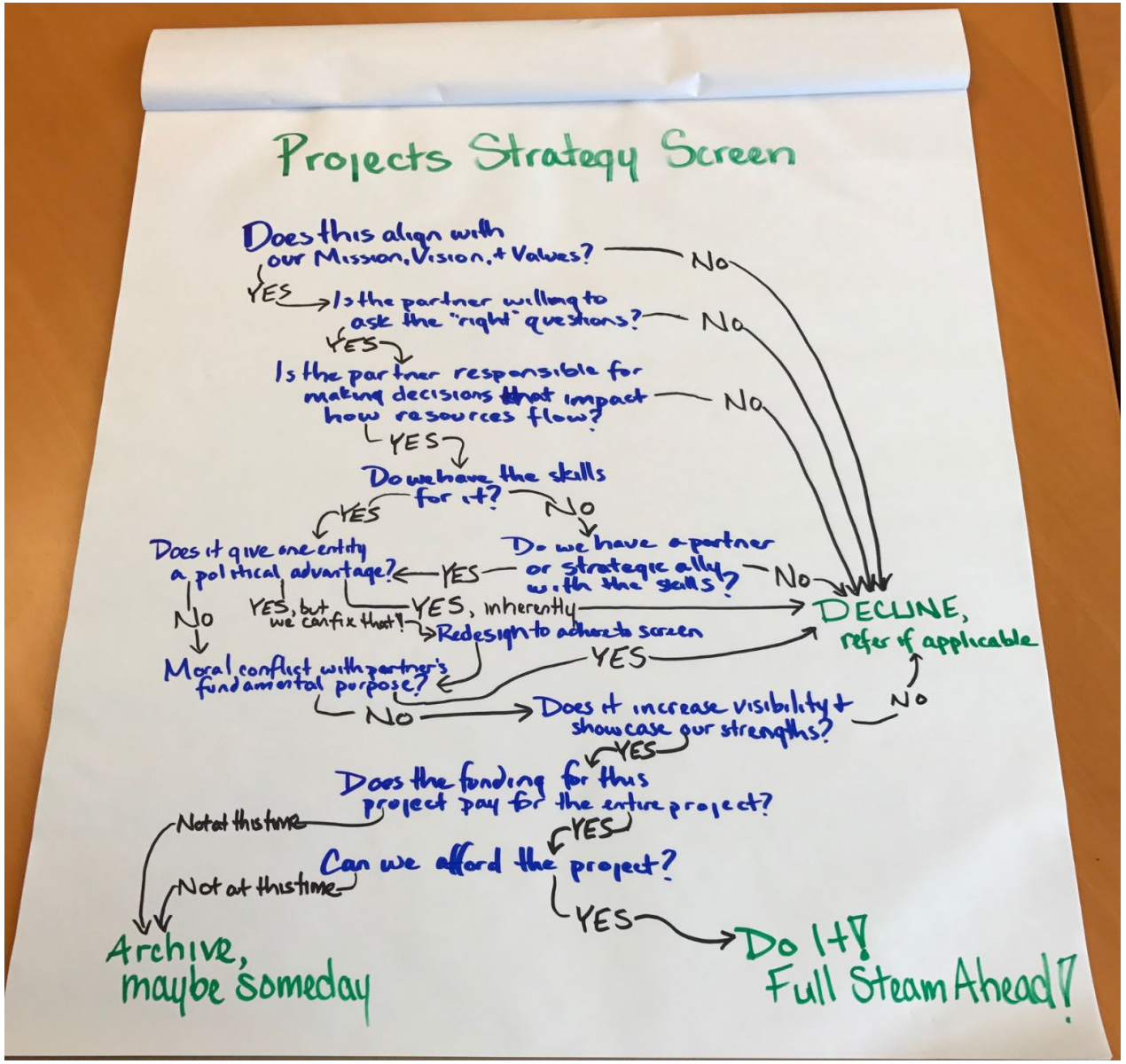
2015 Seed Grants Report

8. Not All Data Is Created Equal

With 94.71% certainty,



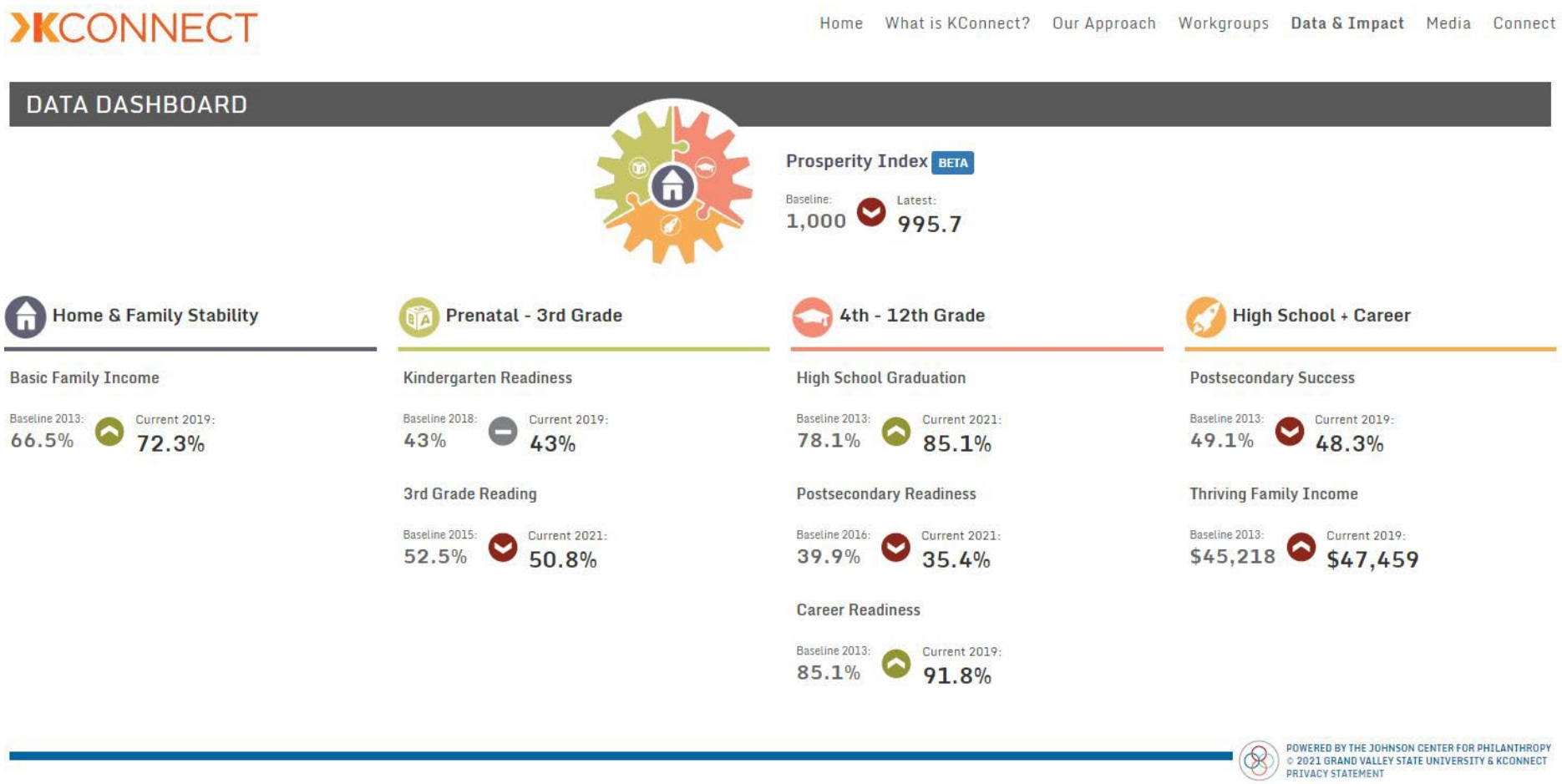
9. Have a Strategy for Important Decisions


Projects Strategy Screen
Does this align with our Mission, Vision, + Values?
No
YES
Is the partner willing to ask the "right" questions?
No
YES
Is the partner responsible for making decisions that impact how resources flow?
No
YES
Do we have the skills for it?
YES
NO
Does it give one entity a political advantage?
YES
Do we have a partner or strategic ally with the skills?
No
YES, but we can fix that!
YES, inherently
Redesign to adhere to screen
DECLINE, refer if applicable
No
Moral conflict with partner's fundamental purpose?
YES
No
Does it increase visibility + showcase our strengths?
No
YES
Does the funding for this project pay for the entire project?
Not at this time
YES
Can we afford the project?
Not at this time
YES
Archive, maybe someday
Do It! Full Steam Ahead!

10. Partners and Communication are Critical!

Hope Starts Here

K-Connect


KCONNECT
Home
What is KConnect?
Our Approach
Workgroups
Data & Impact
Media
Connect
DATA DASHBOARD
Prosperity Index BETA
Baseline: 1,000
Latest: 995.7
Home & Family Stability
Basic Family Income
Baseline 2013: 66.5%
Current 2019: 72.3%
Prenatal - 3rd Grade
Kindergarten Readiness
Baseline 2018: 43%
Current 2019: 43%
3rd Grade Reading
Baseline 2015: 52.5%
Current 2021: 50.8%
4th - 12th Grade
High School Graduation
Baseline 2013: 78.1%
Current 2021: 85.1%
Postsecondary Readiness
Baseline 2016: 39.9%
Current 2021: 35.4%
Career Readiness
Baseline 2013: 85.1%
Current 2019: 91.8%
High School + Career
Postsecondary Success
Baseline 2013: 49.1%
Current 2019: 48.3%
Thriving Family Income
Baseline 2013: $45,218
Current 2019: $47,459
POWERED BY THE JOHNSON CENTER FOR PHILANTHROPY
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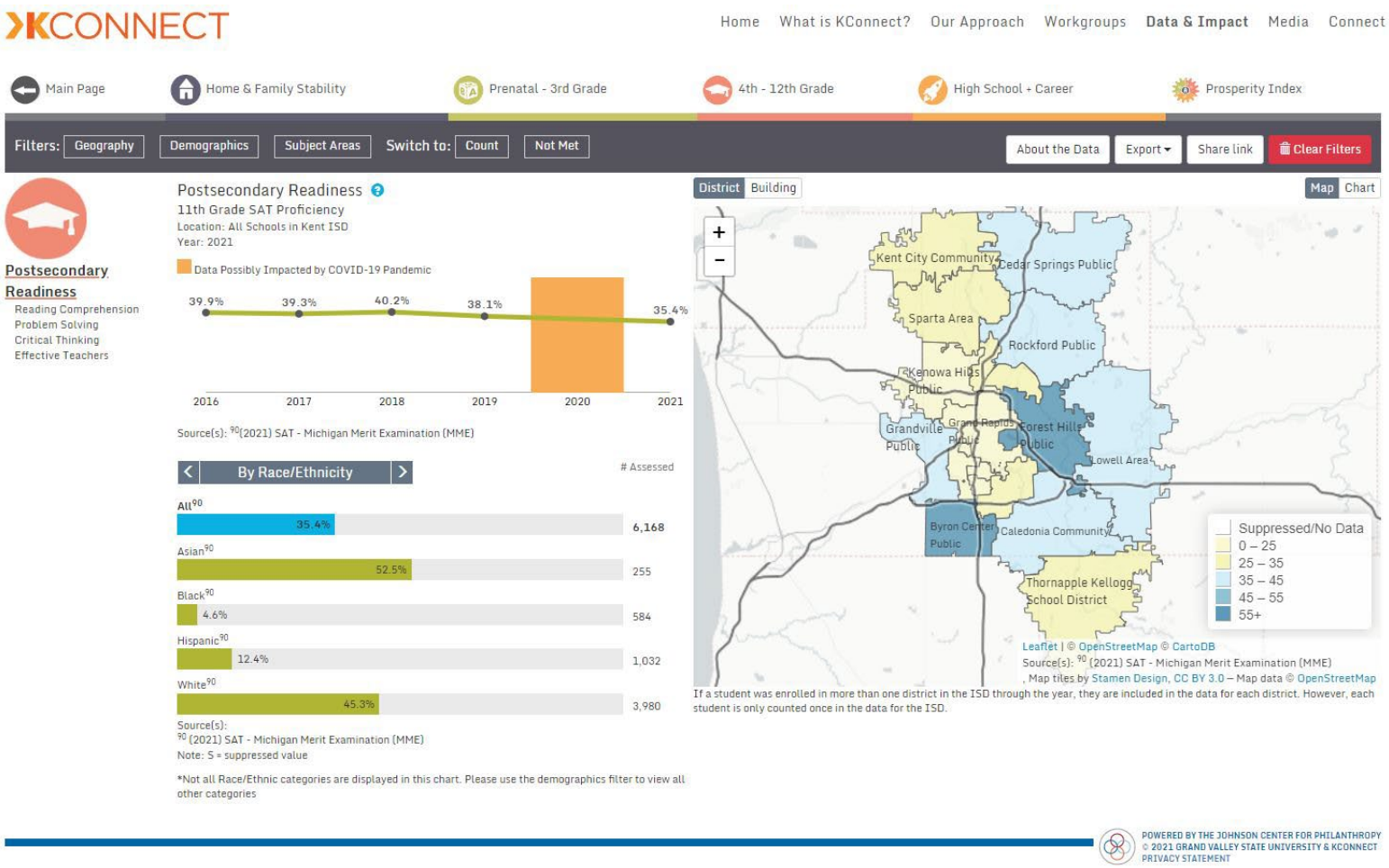
PRIVACY STATEMENT

K-Connect


KCONNECT
Home
What is KConnect?
Our Approach
Workgroups
Data & Impact
Media
Connect
Main Page
Home & Family Stability
Prenatal - 3rd Grade
4th - 12th Grade
High School + Career
Prosperity Index
Filters:
Geography
Demographics
Subject Areas
Switch to:
Count
Not Met
About the Data
Export
Share link
Clear Filters
Postsecondary Readiness
Reading Comprehension
Problem Solving
Critical Thinking
Effective Teachers
Postsecondary Readiness
11th Grade SAT Proficiency
Location: All Schools in Kent ISD
Year: 2021
Data Possibly Impacted by COVID-19 Pandemic
39.9%
39.3%
40.2%
38.1%
35.4%
2016
2017
2018
2019
2020
2021
Source(s): 90(2021) SAT - Michigan Merit Examination (MME)
By Race/Ethnicity
Assessed
All90
35.4%
6,168
Asian90
52.5%
255
Black90
4.6%
584
Hispanic90
12.4%
1,032
White90
45.3%
3,980
Source(s):
90 (2021) SAT - Michigan Merit Examination (MME)
Note: S = suppressed value
*Not all Race/Ethnic categories are displayed in this chart. Please use the demographics filter to view all other categories
District
Building
Map
Chart
Kent City Community
Cedar Springs Public
Sparta Area
Rockford Public
Kenowa Hills Public
Grandville Public
Grand Rapids Public
Forest Hills Public
Lowell Area
Byron Center Public
Caledonia Community
Thornapple Kellogg School District
Suppressed/No Data
0 – 25
25 – 35
35 – 45
45 – 55
55+
Leaflet | © OpenStreetMap © CartoDB
Source(s): 90 (2021) SAT - Michigan Merit Examination (MME)
, Map tiles by Stamen Design, CC BY 3.0 – Map data © OpenStreetMap
If a student was enrolled in more than one district in the ISD through the year, they are included in the data for each district. However, each student is only counted once in the data for the ISD.
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PRIVACY STATEMENT

11. If This Stuff Were Easy, We'd Have Done It Already!

Do what works best for your community!

Be kind to yourself and to others

Questions and Discussion

What's next?

MML Data Workshop Series

- **Virtual Workshops: Late 2022**
- **Technical Assistance: Early 2023**
- **In-Person Workshop: February 2023**

What data questions do you have?

Please write your responses on the index cards! We'll use them to plan the content for the upcoming workshops!