



Strategic Data Communication for Non-CoC Partners and the Public: A Primer

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What is Strategic Data Communication?

Communicating data and maximizing impact is about supplying the...

right audience...with the
right amount of data...in the
right format.

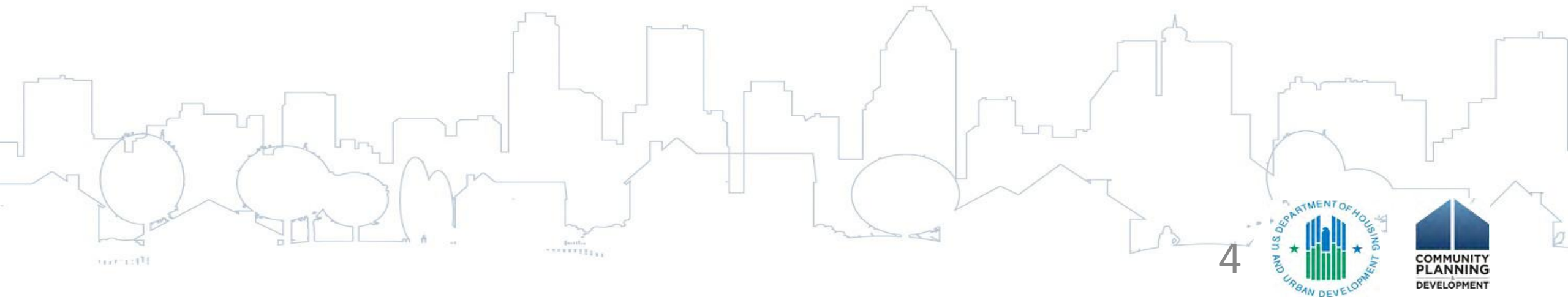


Why Strategic Data Communication?

- Culturally and socially we are awash in data. Data curation, analysis and presentation oriented to the audience are as important as the data itself.
- Organizations in all sectors are struggling with the volume of data being produced and the velocity of its growth
- Increasing the distribution and understanding of data can accelerate the pace of positive change by raising awareness, affecting policy and promoting collaboration.

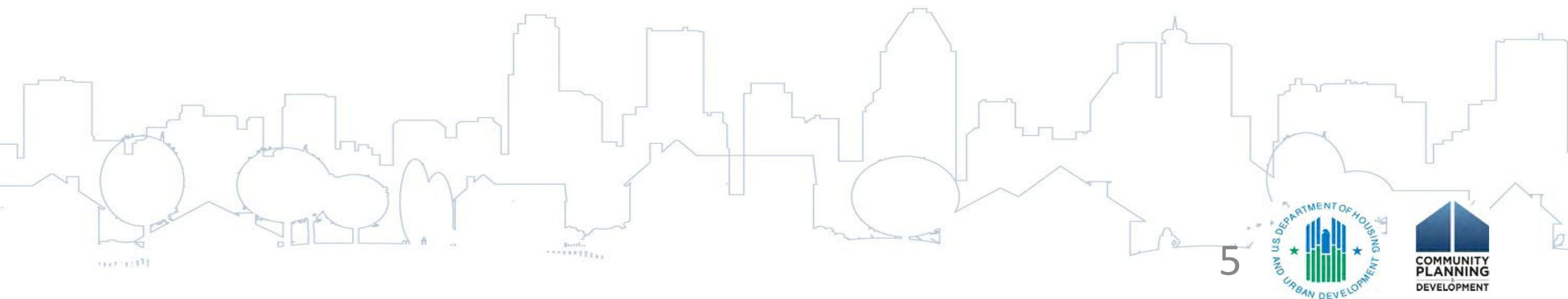
Learning Objectives

- Understand data communication concepts and frameworks
- Apply specific strategies for communicating data to nontraditional partners and the public
- Gain knowledge about data communication/data visualization tools



Strategic Data Communication

Concepts in Data Communication



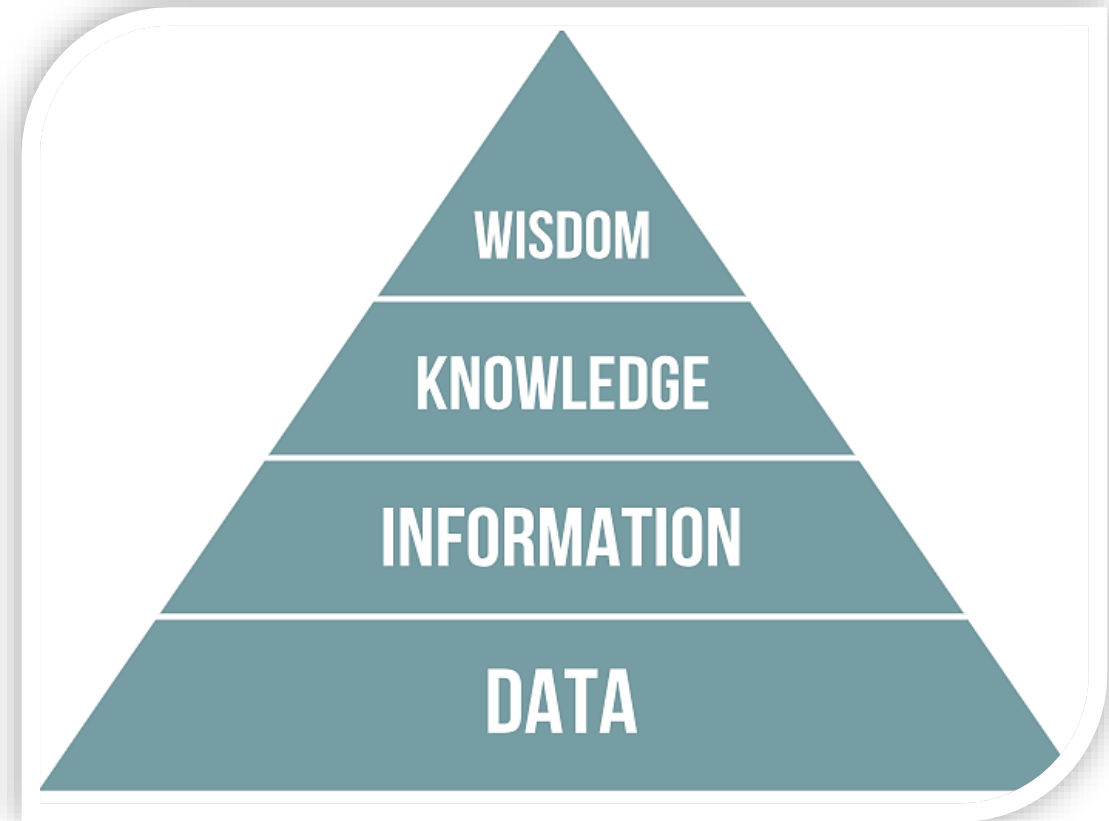
Concepts in Data Communication

The Data Pyramid

Data Communication converts data and information into knowledge

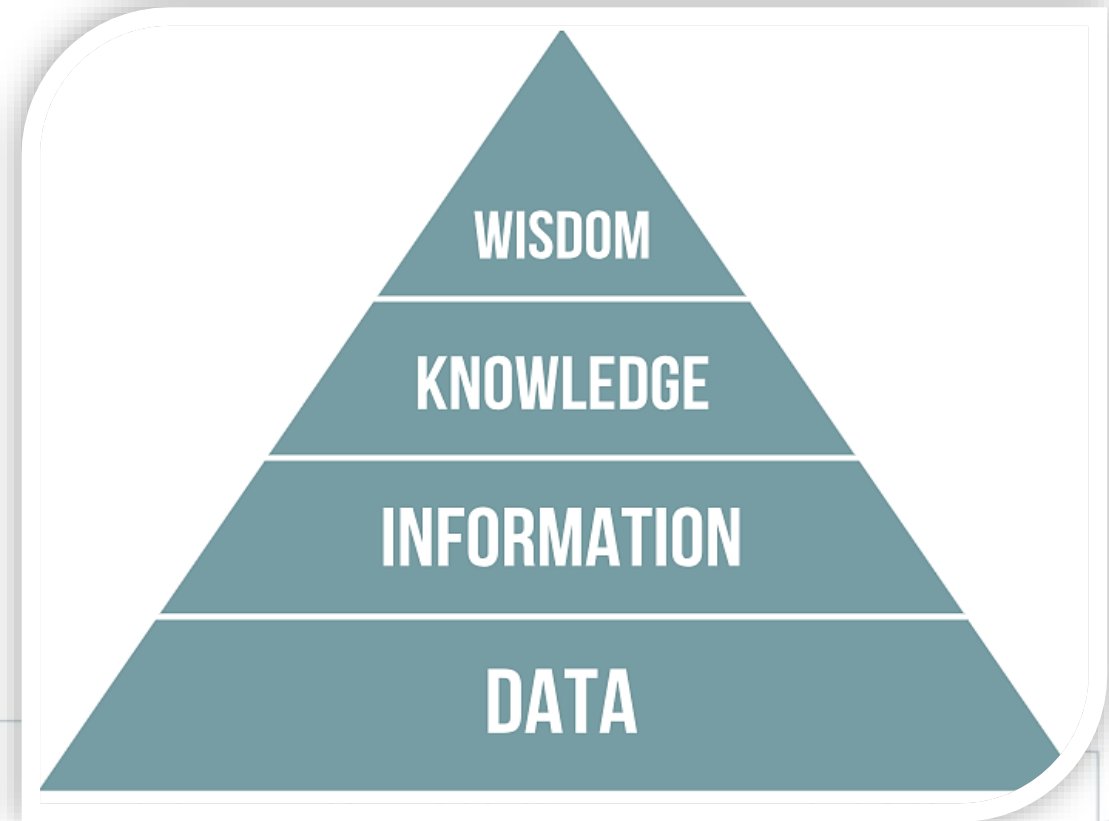
and

bridges the gap between those with high data literacy and those who don't traffic in data



Concepts in Data Communication

The goal is to transition the organization or the audience from being **data-rich** to **information- and knowledge-rich**



Concepts in Data Communication

The Data Communication Framework

- Define
- Decide
- Design
- Deploy



● Concepts in Data Communication - Define

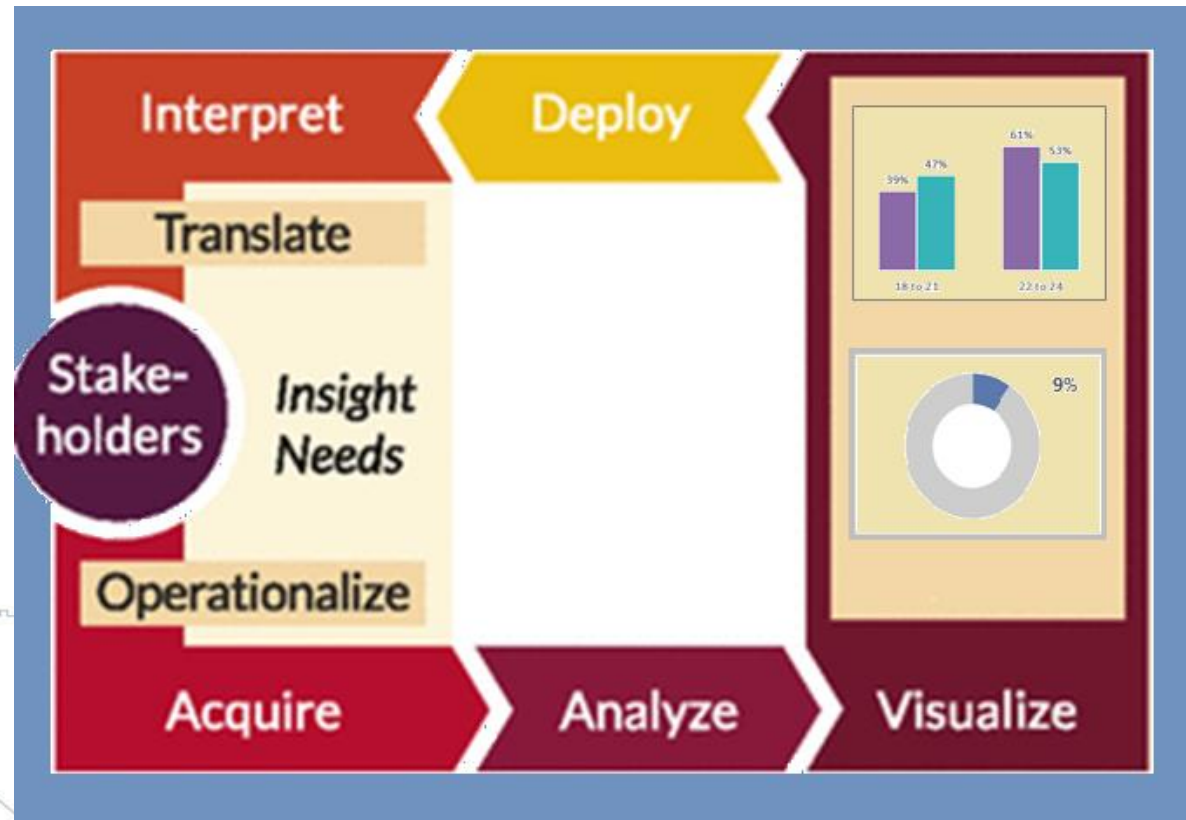
Define the **problem** or **need**

- Stakeholder insight?
- Community engagement?
- Public education?



● Concepts in Data Communication - Define

Defining the need
will drive
the data project lifecycle



● Concepts in Data Communication - Define

Define the audience and their data role

Data User Role	Description
Data Consumer	Interested and engaged. If the data trigger action, may move into a more active role. Typically have little data and domain expertise.
Data Actor	Act on and leverage the data to drive change. May have significant clout, staff and domain knowledge but limited time.
Data Promoter	Leverage data to create additional value: inform, educate or build products around data. Multiply the audience and may influence consumers and actors.
Data Analyst	Use data to create deeper understanding. Have deep domain knowledge and extensive data knowledge.
Data Researcher	Work in the trenches to collect, analyze, and synthesize data for the groups above. May perform data collection and analysis themselves.

● Concepts in Data Communication - Define

Define the **specific goal** of the data communication

Tip:
Create an elevator pitch



● Concepts in Data Communication - Decide

Decide which **type**

- Internal report
- Press release
- Data dashboard
- Interactive report

Decide which **channel**

- Web post
- Social media post
- Infographic
- Etc.



● Concepts in Data Communication - Design

Design the communication

- Plan & mock up



● Concepts in Data Communication - Design

Design the communication

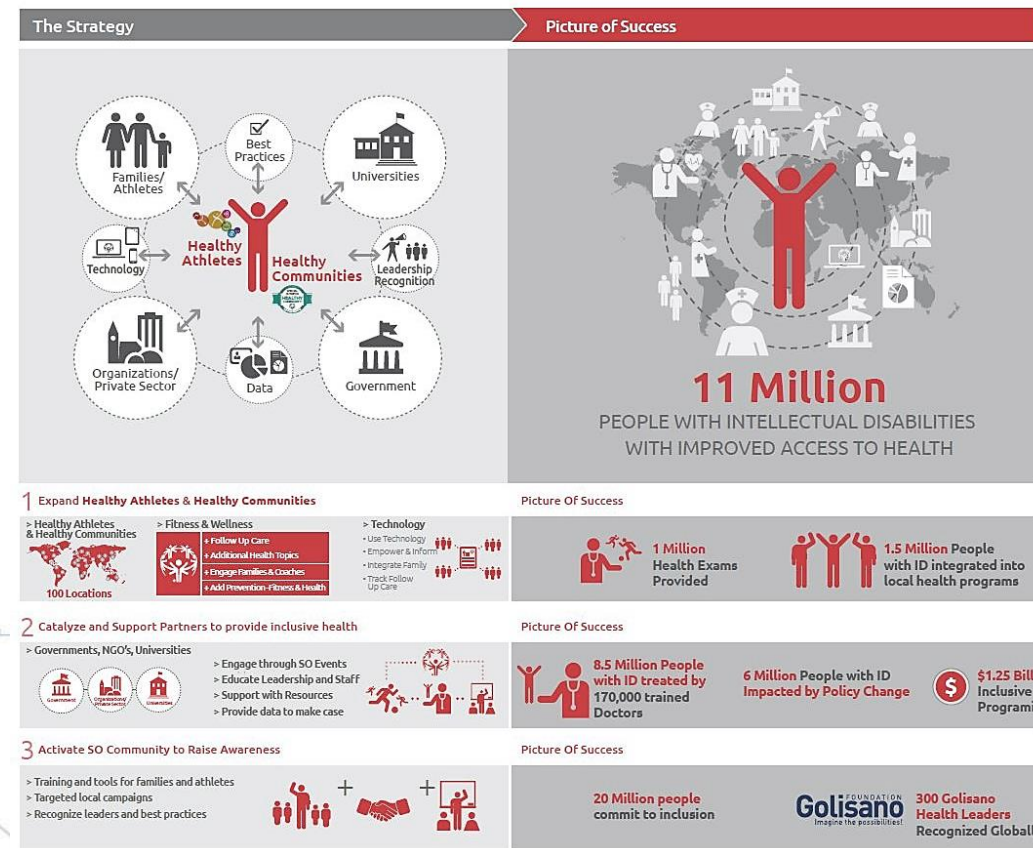
- Plan & mock up
- Draft



Concepts in Data Communication - Design

Design the communication

- Plan & mock up
- Draft
- Pilot/solicit feedback

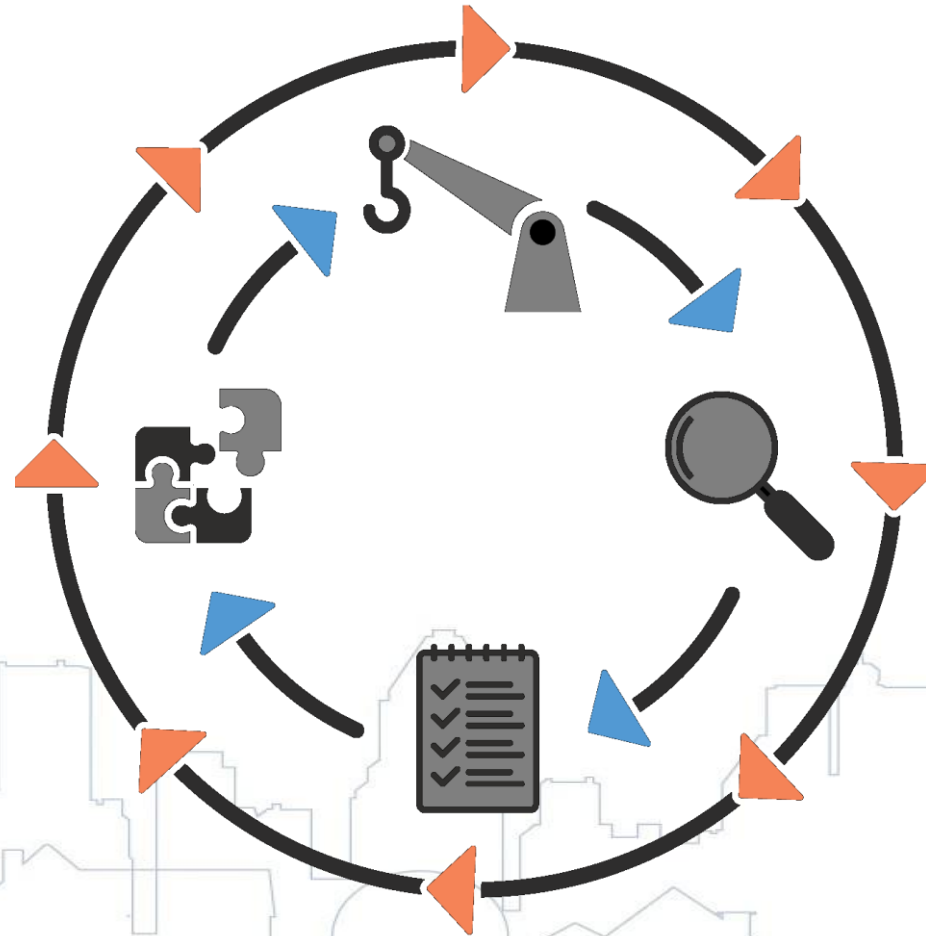


● Concepts in Data Communication - Deploy

Deploy and Assess Impact

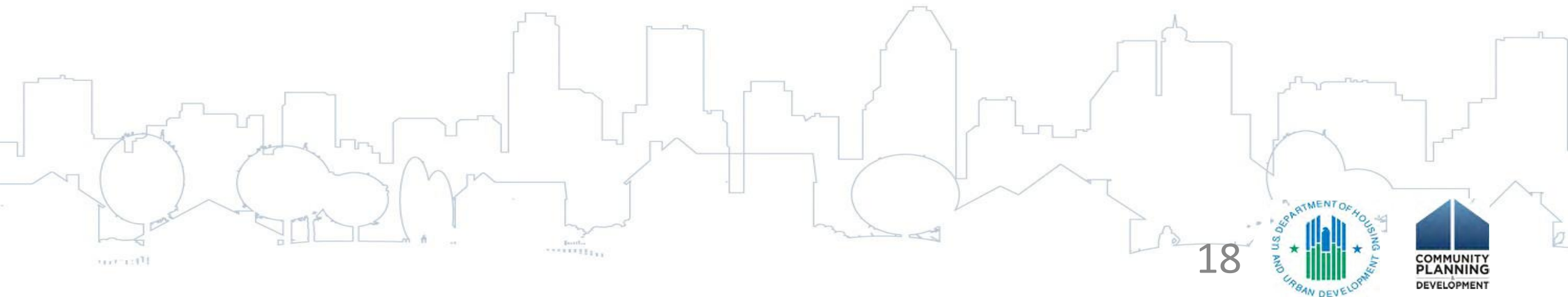
Use feedback, analytics,
requests for info to gauge
impact

... and iterate



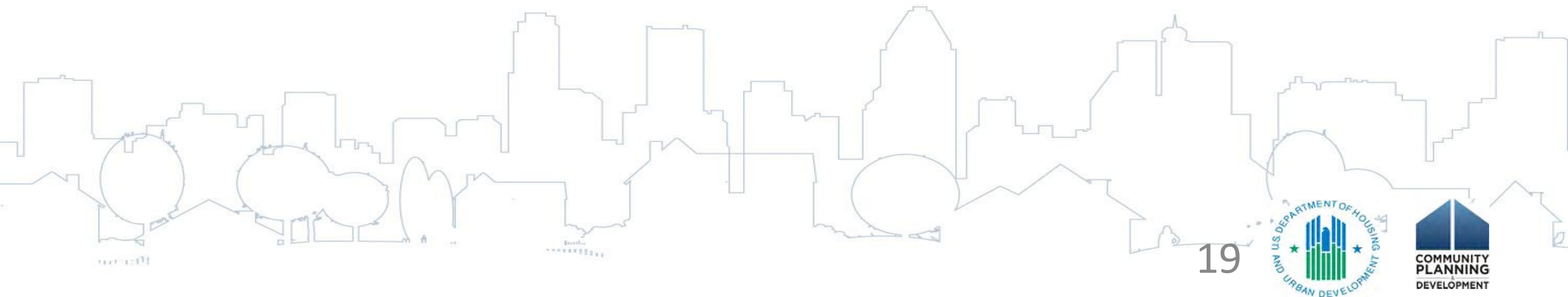
● Concepts in Data Communication - Deploy

**These concepts can be used to create
a data communications plan!**



Strategic Data Communication

Strategies for Effective Data Communication



Strategies for Effective Data Communication



You have the structure for your data comm plan. How do you fill in the content by...

1. Crafting the message
2. Designing the data visualization(s)
3. Enhancing engagement

Strategies for Effective Data Communication

1. Crafting the message: The 5 Ws

- Who
- What
- When
- Where
- Why



Strategies for Effective Data Communication

PIT Count...

What: Annual Point in Time Count

Who: Persons experiencing homelessness – staying in shelters, transitional housing, or outside/on the streets – and volunteers etc.

When and Where: On this night in January, in these communities

Why: To assess homelessness, to track trends

How did it go? The number of persons who were unsheltered decreased by 10%, part of an overall 4 year trend. The overall number of persons counted stayed about the same, largely due to PR evacuees staying in local hotels.

Strategies for Effective Data Communication



Tips

- Choose the right words
- Avoid jargon, acronyms and stigmatizing language
- Use universal literacy principles
- Use numerals properly – e.g., spell out numbers at the beginning of sentences

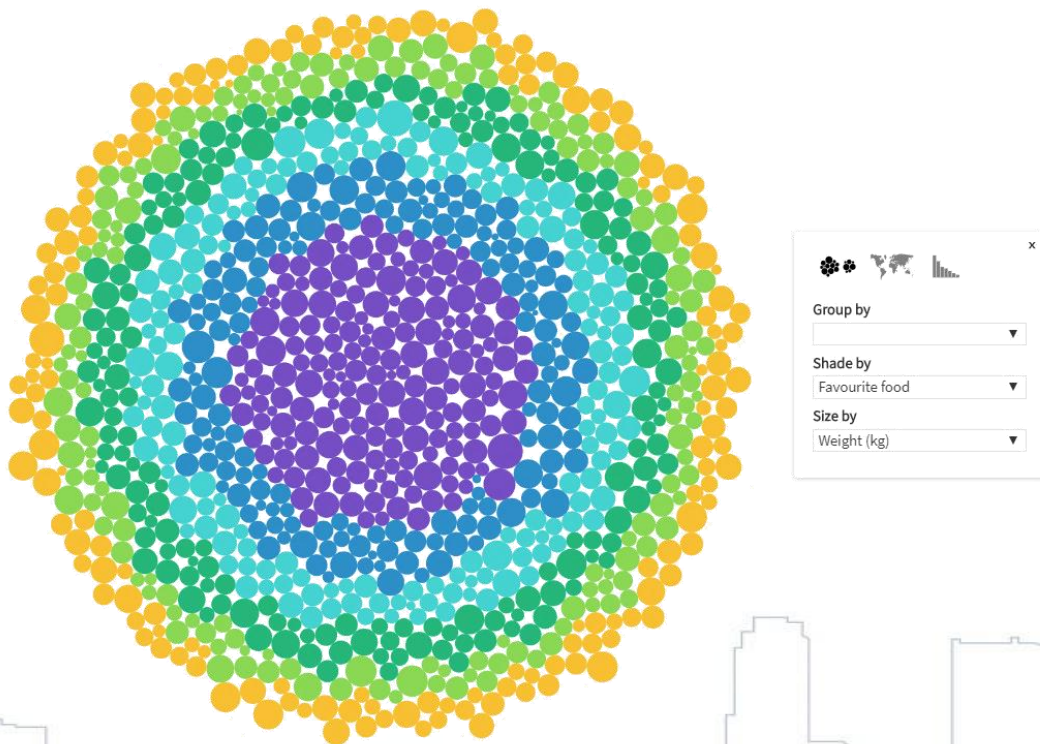
Strategies for Effective Data Communication



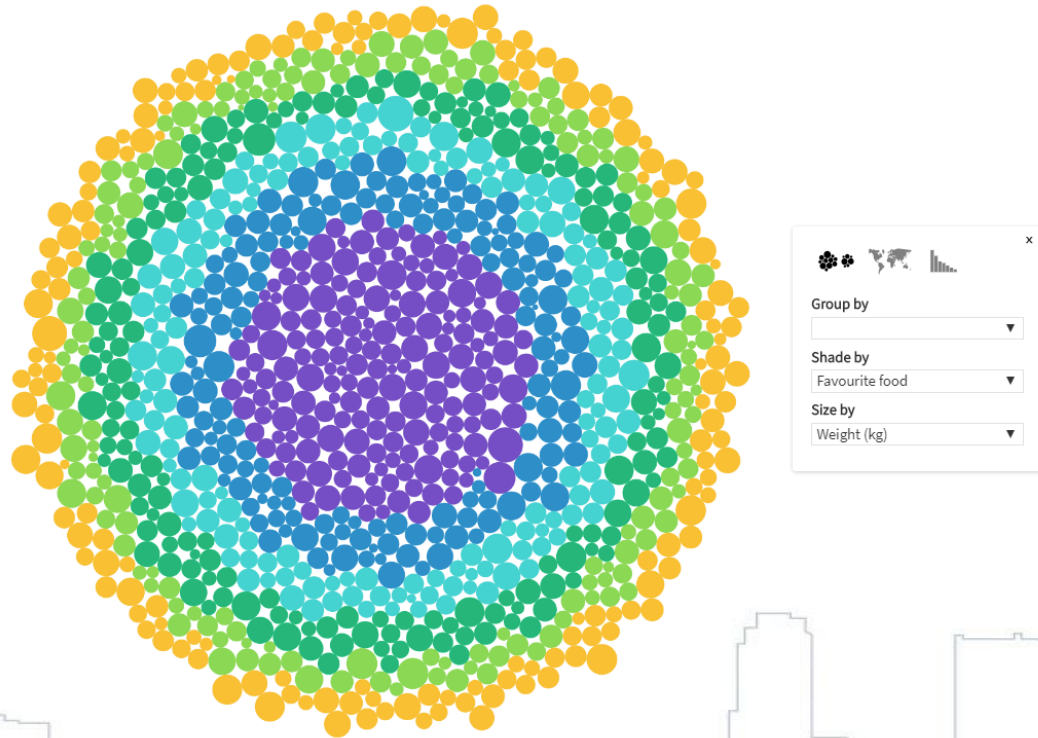
- Provide definitions, if appropriate
- Format for attention and action
 - Use hierarchical labeling
 - Devise engaging headers
 - Consider call-outs
 - Use web-friendly fonts

Strategies for Effective Data Communication

2. Designing the visualization(s)
 - Use best practices
 - Know which chart when
 - Communicate actionable information



Strategies for Effective Data Communication

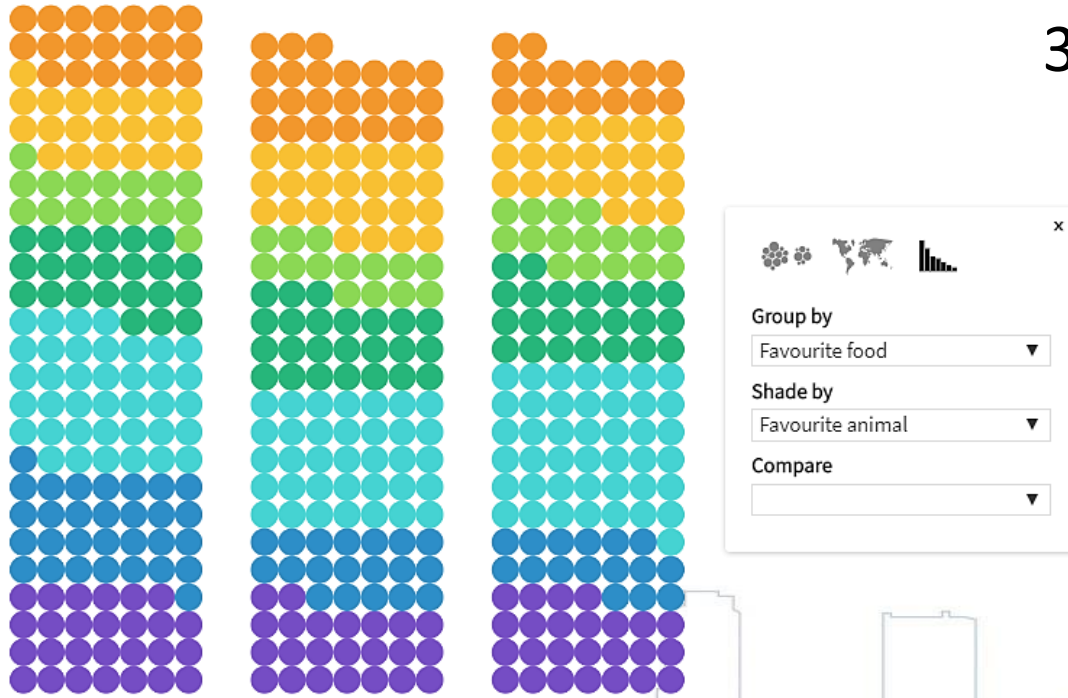


Tips

- Understand best strategies for layouts
- [Consider color](#)
- Know [which chart](#) to use when
- [Remove to improve](#)
- Highlight key insights by harnessing the above

Strategies for Effective Data Communication

3. Enhance engagement
 - Filters & interactivity
 - Localization
 - Social media tools
 - Calls to action



Strategies for Effective Data Communication

Putting it all together: The data communications checklist

6 Principles of Communicating Data

- 1 know your goal**
 - ☐ Who? identify your target audience
 - ☐ What? articulate your intended message
 - ☐ Why? define the desired effect
- 2 use the right data**
 - ☐ Necessary: get data that supports your point
 - ☐ Sufficient: enough data to draw conclusions
 - ☐ Relevant: eliminate any extraneous data
- 3 select suitable visualizations¹**
 - ☐ Quantitative: position > length > angle > area
 - ☐ Ordinal: position > gray ramp > color ramp
 - ☐ Nominal: position > shape > color hue
- 4 design for aesthetics**
 - ☐ Clean up fonts, borders, gridlines, alignment
 - ☐ Add graphic elements that aid cognition
 - ☐ Ensure data is not occluded or distorted
- 5 choose medium & channel**
 - ☐ Medium: static, interactive, or animated?
 - ☐ Channel: standalone, recorded, remote, live
 - ☐ Mode: broadcast or directed?
- 6 check the results**
 - ☐ Reach: did you reach your target audience?
 - ☐ Understanding: did they get it?
 - ☐ Impact: did they react in the desired way?

Strategies for Effective Data Communication

Putting it all together: From user to tools/types

Data User Role	Audience Examples	Tools/ Type
Data Consumer	News consumers, general public, allies	Infographics, narrative visualizations and/or data stories
Data Actor	Citizen activists, policy makers, local officials, Board members	Press releases, reports, briefs, interactive visualizations
Data Promoter	Journalists, bloggers, advocates, data geeks	Exploratory data visualizations, query tools
Data Analyst	Domain experts, technical staff, program directors, staffers for decision makers,	Data dashboards, query tools
Data Researcher	Researchers, academics, subject matter experts	Query tools, exploratory dashboards, data repository, data dictionary

Strategies for Effective Data Communication

Breakout: The Stakeholder Analysis Tool

- What does the stakeholder care about?
- What do they want to know?
- Who are they reporting to/accountable to?
- What do you need them to know, believe or better understand?

Strategies for Effective Data Communication

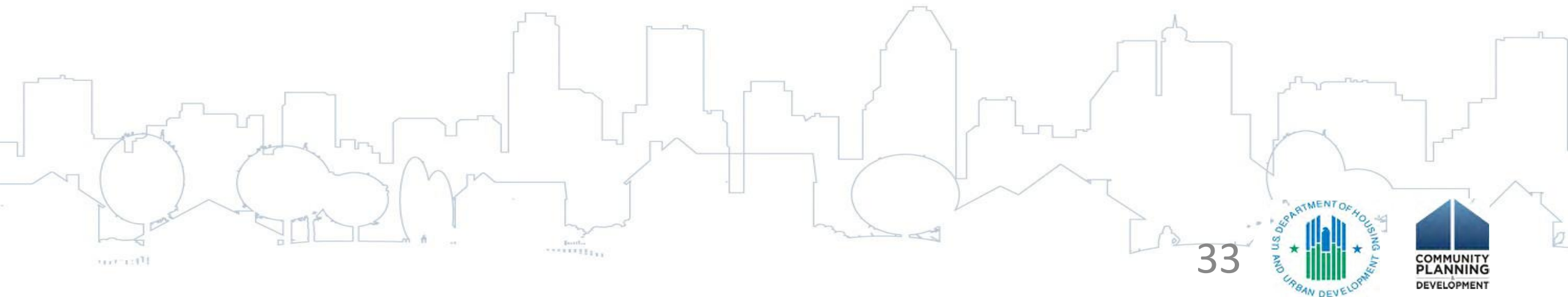
New Scenario: Unsheltered Homelessness is visibly increasing in your community

- Choose a Stakeholder/Audience
- Answer the SAT questions below

- What does the stakeholder care about?
- What do they want to know?
- Who are they reporting to/accountable to?
- What do you need them to know, believe or better understand?

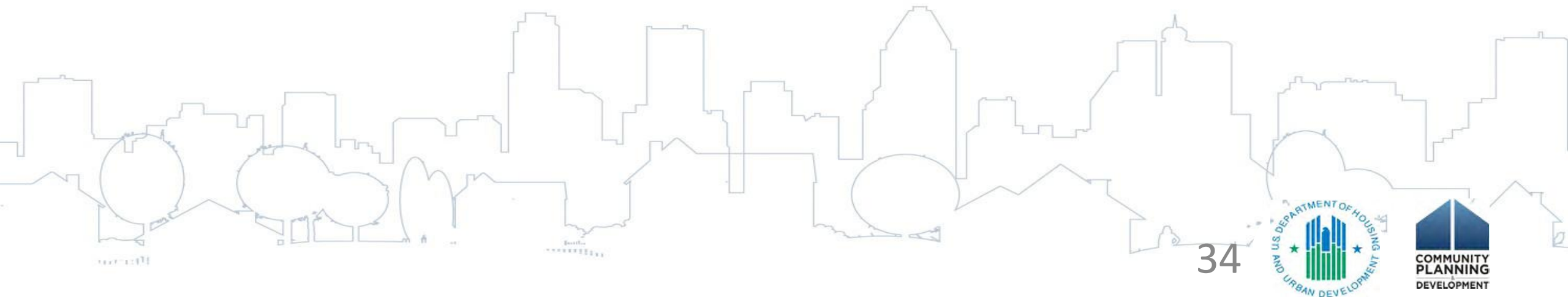
Strategies for Effective Data Communication

- What felt most intuitive vs. least regarding the 4 questions and why?
- How does each question relate to a key communication principle (key message, content, interactivity, highlighting insights)?
- How would you use the SAT results to maximize impact?



Strategic Data Communication

Vizperation: Data Communication That Works & Why



Vizperation

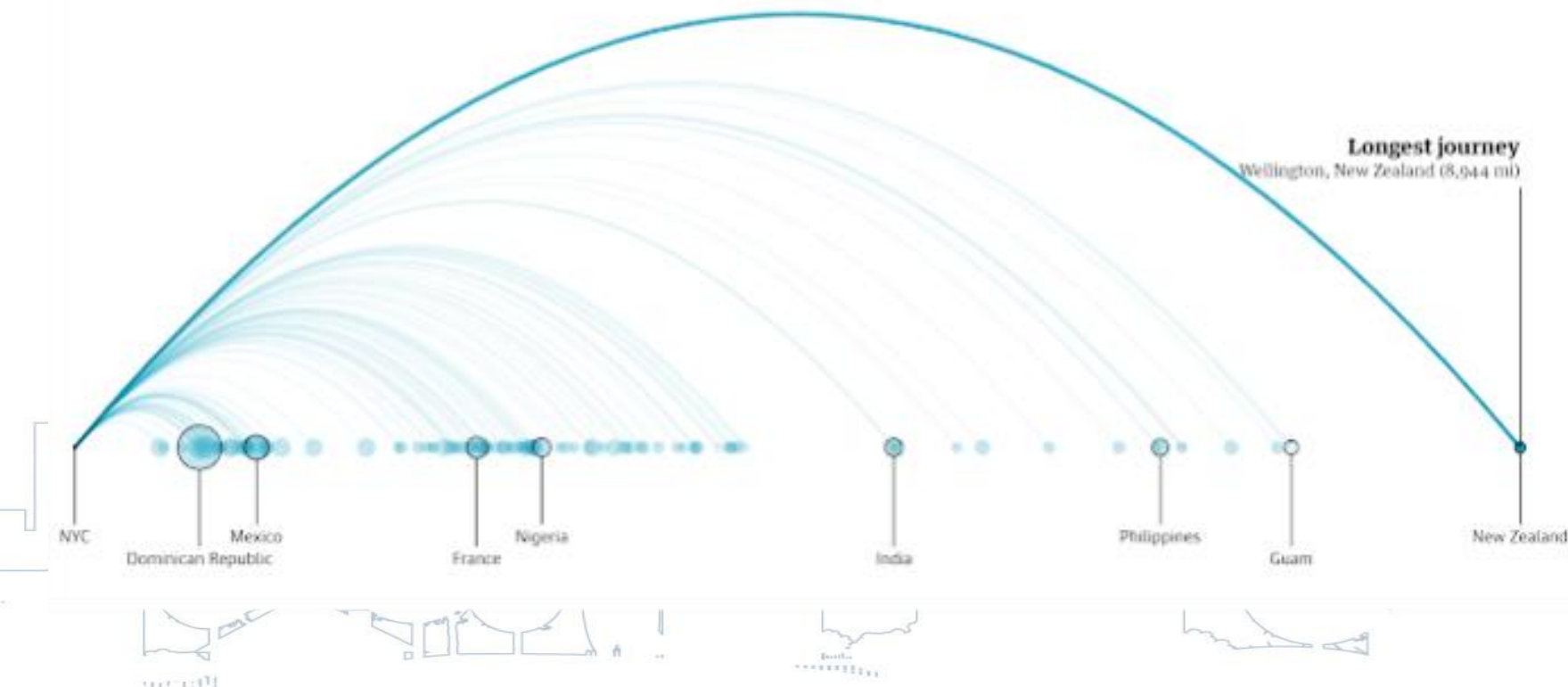
Assessment Framework

- 1) Who is the intended audience? How might that have influenced choices?
- 2) What type of engagement strategies were used?
- 3) What makes the visualizations work (or not)?

Vizperation

Homeless relocations from New York City

Around 650 people were flown to foreign countries.



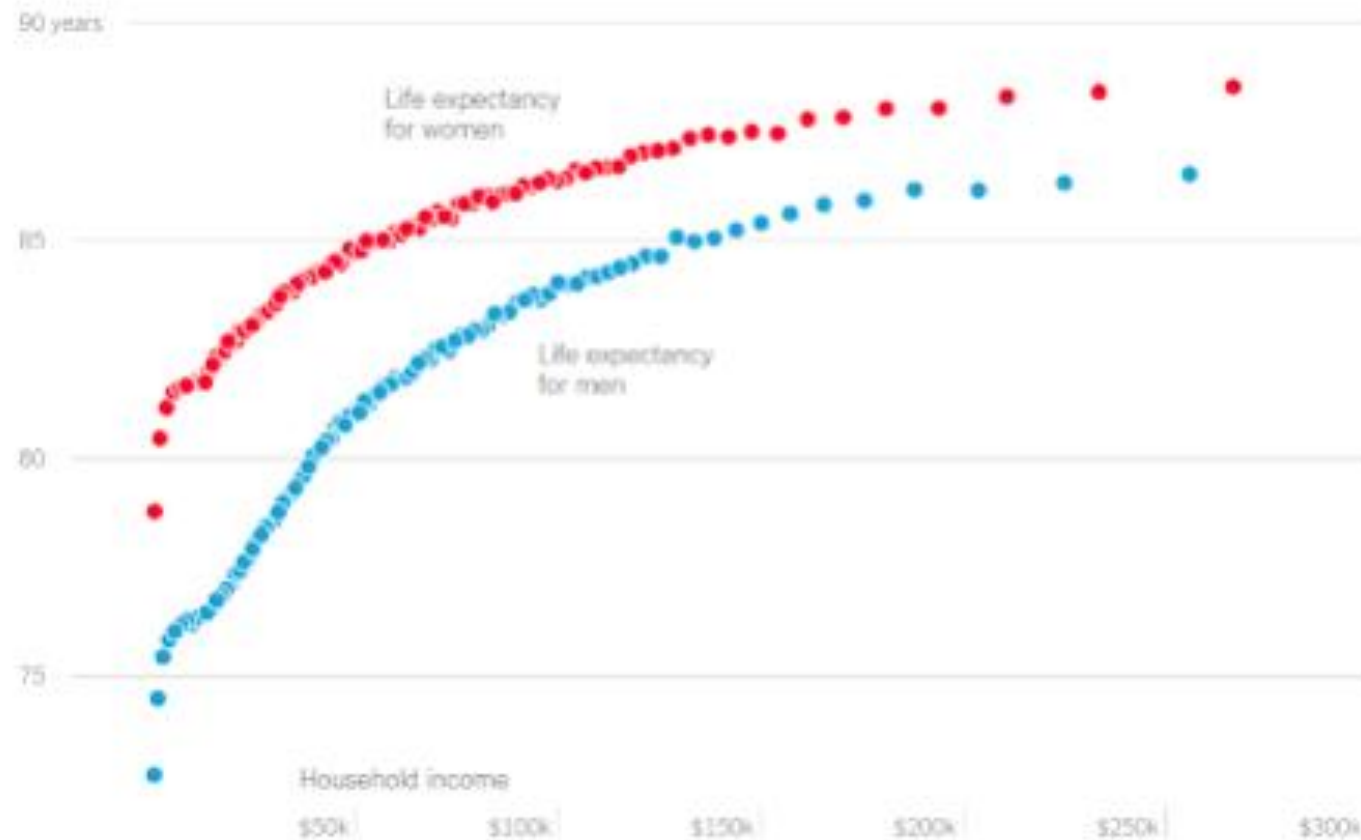
Example #1:
The Guardian
(((Live demonstration
and review)))

Vizperation

UPSHOT | The Rich Live Longer Everywhere. For the Poor, Geography Matters.



The Richest American Men Live 15 Years Longer than the Poorest 1 Percent



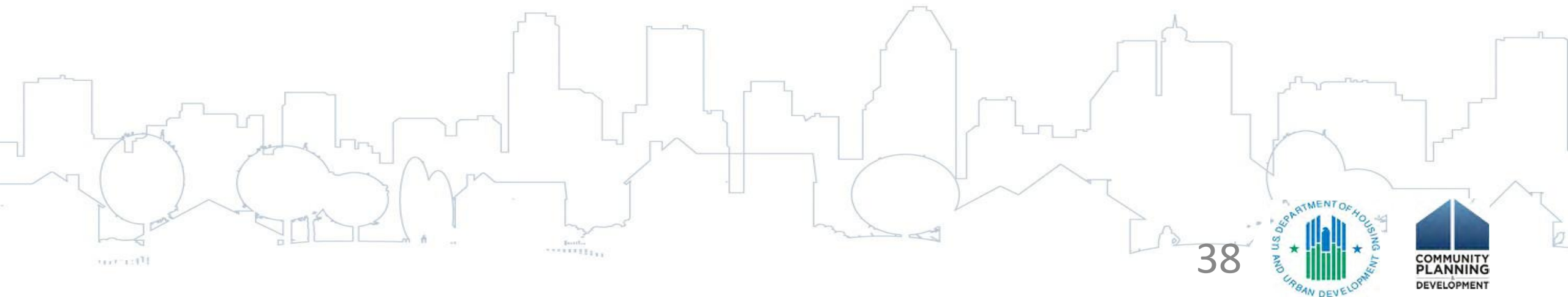
**Example #2:
The Upshot**
(((Live demonstration
and review)))

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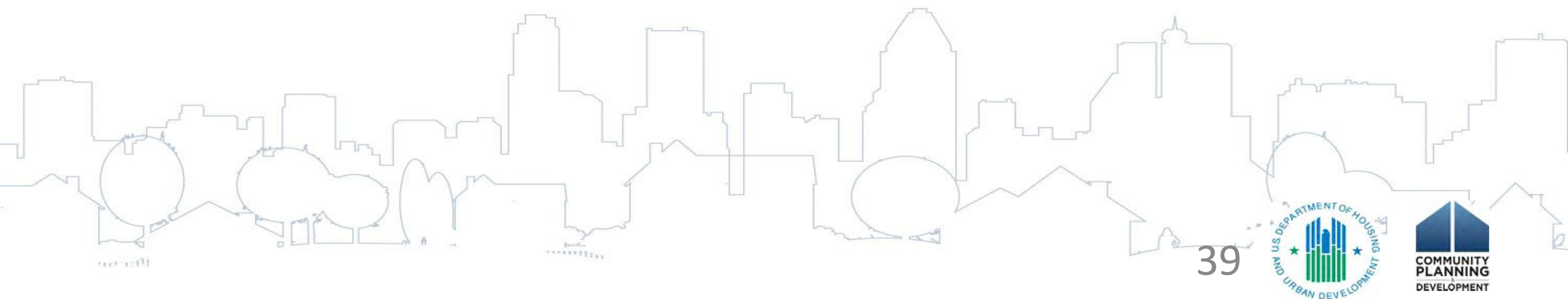
Local Action Steps

- What are your key takeaways?
- How will your community apply some of the strategies and practices we reviewed?



Strategic Data Communication

Resources & Tools



Resources & Tools

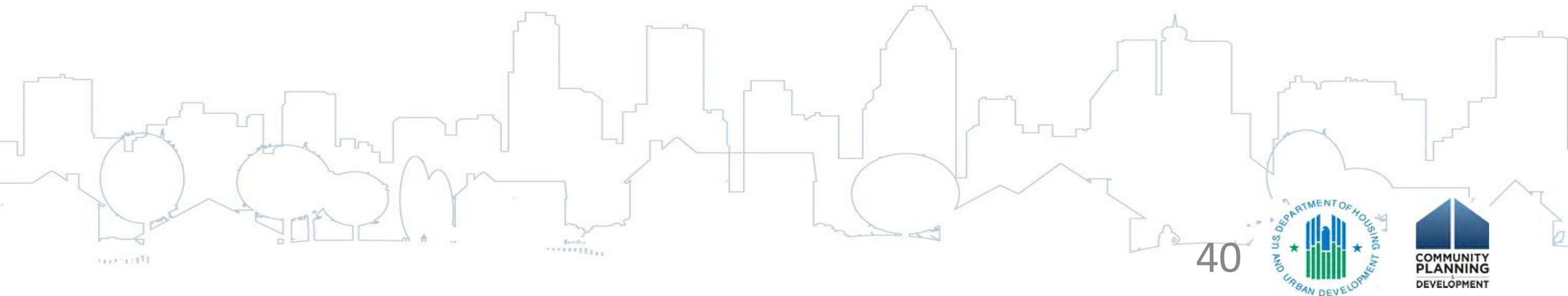
Visualization Tools (sample)

Infographics

[Piktochart](#), [Easily](#), [Canva](#)

Visualization

[Datawrapper](#), [Google Data Studio](#), [Flourish](#), [Tableau Public](#)



Resources & Tools

Data Communication and Visualization Resources

Checklists

[Data Viz Checklist](#) and [Six Principles of Data Communication](#)

Chart Choice

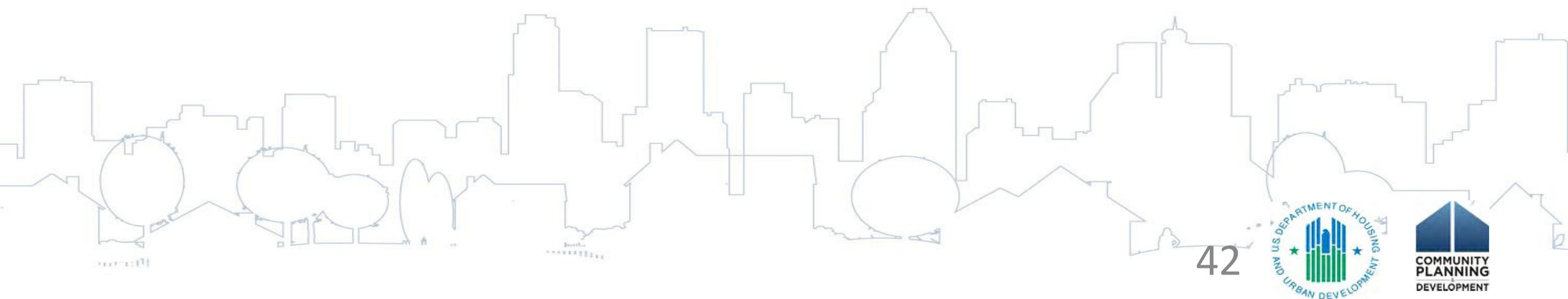
- [Interactive Chart Chooser](#)
- and [Rate Your Viz](#)
- [How to Choose the Right Visualization](#)

Resources & Tools

Data Communication and Visualization Resources

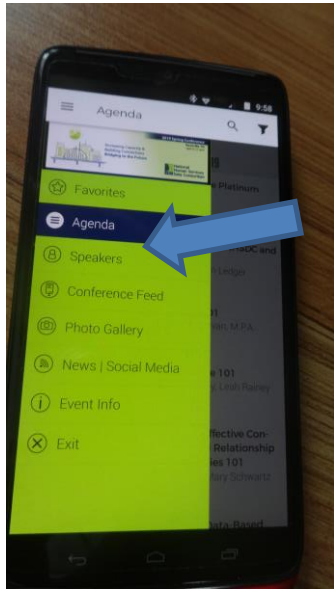
Additional Resources

- [Flowing Data](#)
- [Information Is Beautiful](#)
- [Data Visualization Catalogue](#)
- [School of Data](#)

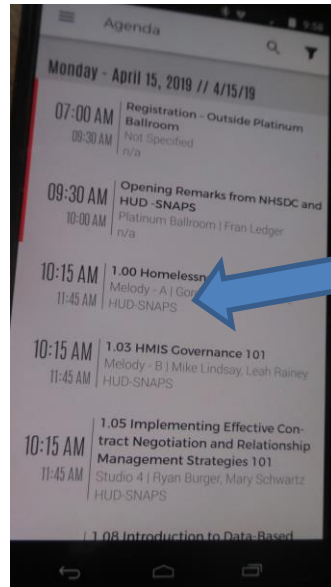


Evaluate This Session on Your Conference App! (It takes 5 minutes to complete)

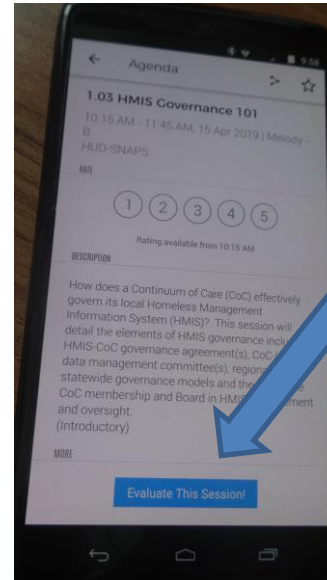
1) Select “Agenda”
from the
navigation menu.



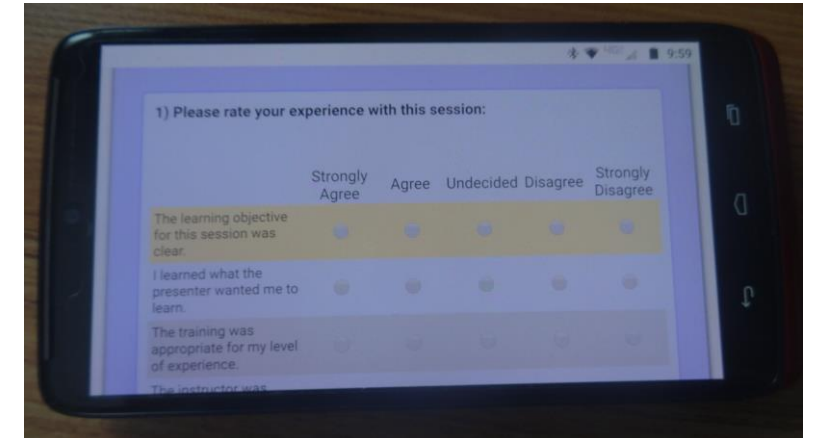
2) Select the name
of the session.



3) Select the blue
“Evaluate This
Session”.



4) Complete the
Evaluation and
Select “Finish”.



TIP:

Turn your phone horizontally to see rating options.

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Contact Information

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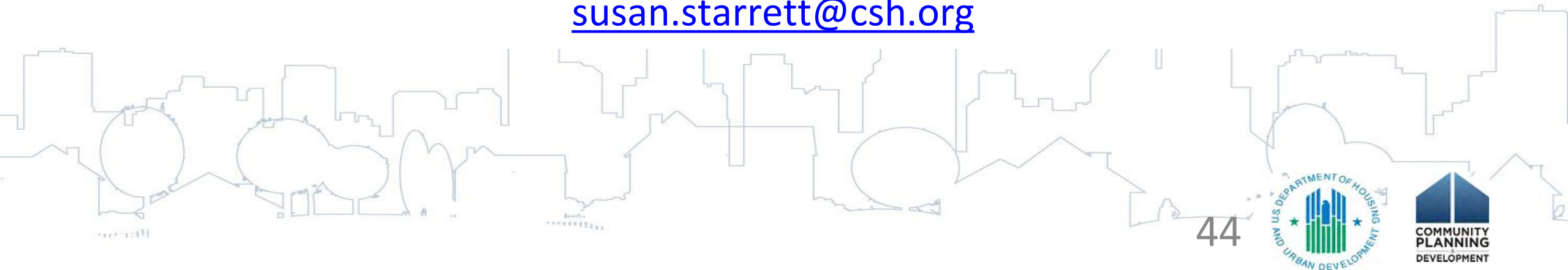
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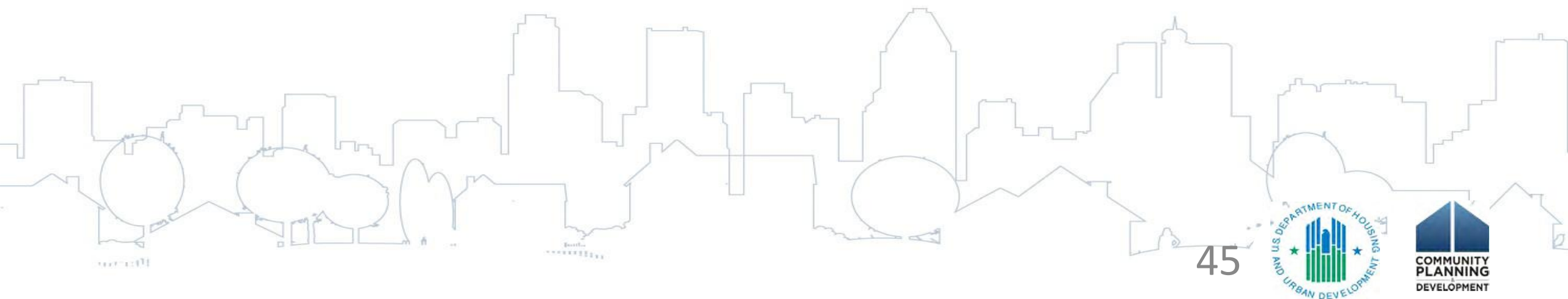
CSH

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Strategic Data Communication

Thank you!



Strategic Data Communication

Live links

<http://colorbrewer2.org/#type=sequential&scheme=BuGn&n=3>

<https://depictdatastudio.com/charts/>

<https://public.tableau.com/profile/waypoints#!/vizhome/YouthCountSurvey2015/pie>

<https://public.tableau.com/profile/waypoints#!/vizhome/2017PITCount-FocusonYouth/YouthPITCount>