Data Learning with MAP

L. Edmonds, January 2023

Agenda

- Taking stock of progress
- Logic Models
- Supporting data learning and sharing with MAP

About me

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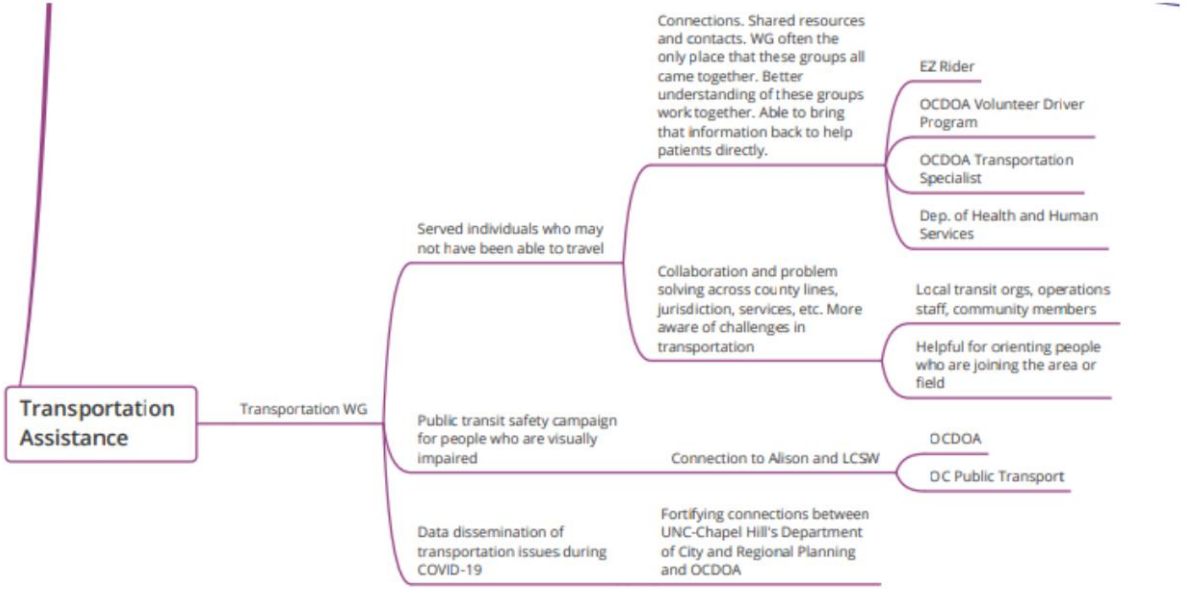
- Geography PhD, University of North Carolina Chapel Hill
- Research Associate, Urban Institute
- Community Development Planning Analyst, City of Evanston, Illinois
- Masters, Urban Planning and Policy, University of Illinois at Chicago

2017-2022 MAP Feedback

- Amazing accomplishments across workgroups
- Ripple effects of work are clear



2017-2022 MAP Feedback

- Multiple workgroup leaders expressed challenges related to the matrix, either in finding it **burdensome to complete, repetition within the indicators, lack of relevance, frustration around the feasibility of indicators or the way they were written**.

- Some workgroup leaders **did not think the members are even aware of the matrix** and believe focusing on it during meetings took away from the appeal and conversation.

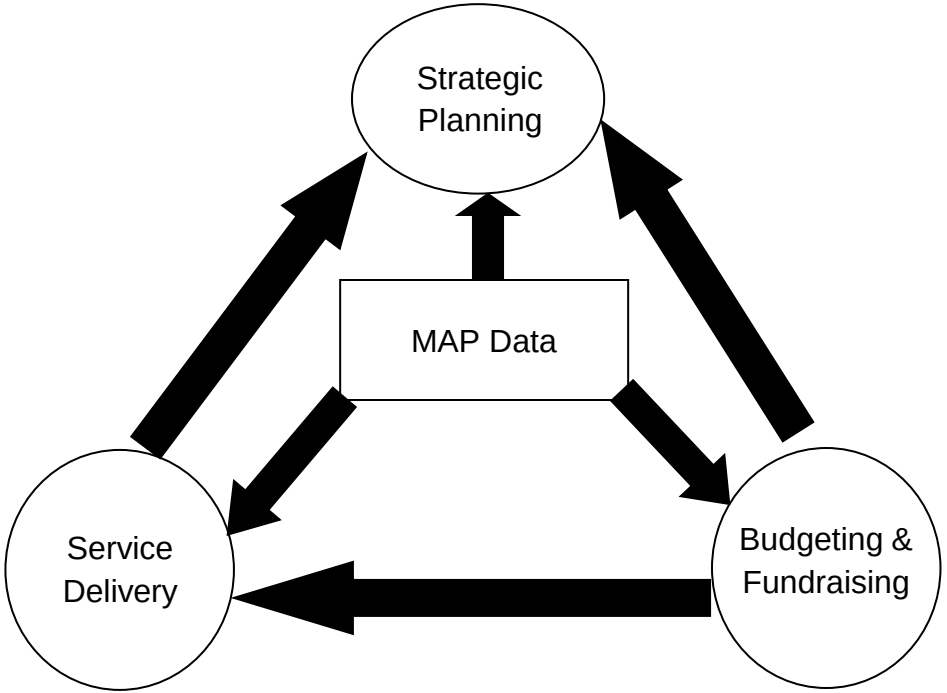
- Sometimes leaders stopped tracking indicators that were not feasible or if they **found there was a better way to accomplish the goal, whereas others treated the matrix more dynamically and filled in activities even if they were only loosely associated with the indicator**.

- One workgroup leader suggested making a common document that people can live-edit together to reduce the time burden**. Many leaders recommended a more flexible approach.** Some leaders recommended picking only a few indicators to focus on and complete each year.

Thinking differently about MAP data

- What do you want to learn?
  - Every quarter, year, 5 years
- Why do you want to accomplish your workgroup goals and objectives?
  - How does data show the *why* of your work, not just the *what*
- How can matrix reporting help all collaborating organizations better tell the story of their work?
  - Fundraising, stakeholder feedback loops
- How can progress be visualized and shared easily?

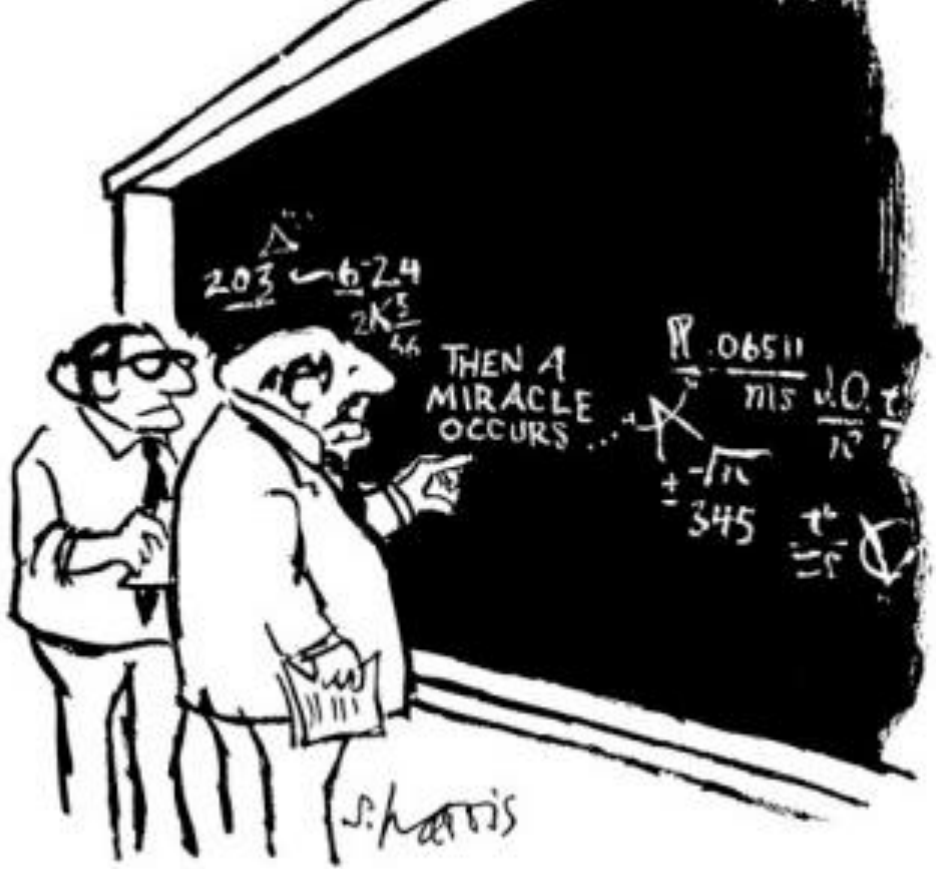
How can MAP matrix data help your organization?



Key steps in data learning

- Identify mission, objectives and clients.
- Identify the results (outcomes) the program seeks.
- Select specific indicators for measuring each output and outcome.
- **Identify appropriate data sources for each indicator and how to collect this information.**
- **Develop an analysis plan, including presentation formats.**
- **Share data with staff and stakeholders.**
- **Use information to make changes or improvements.**

How do you know if you're on the right track?



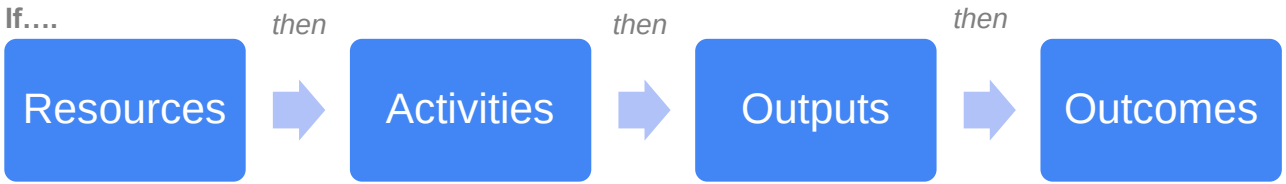
"I think you should be more explicit here in step two."

Terminology and Tools: **Logic Models and Theory of Change**

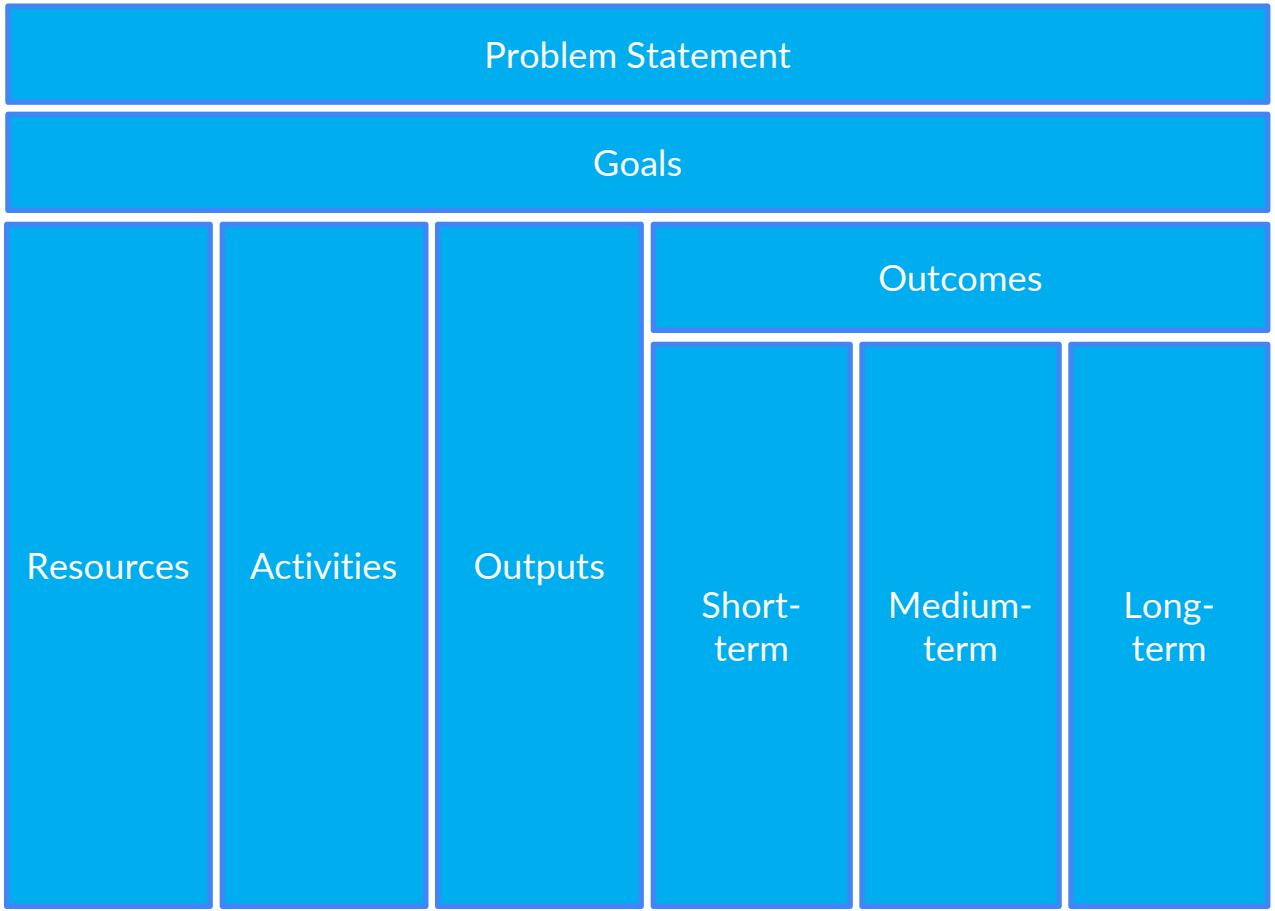
A tool to help convey a scheme, program, or project in a brief, visual format.

An articulation of the underlying beliefs and assumptions that guide a program (or organization's strategy) and are believed to be critical for producing change and improvement.

- A series of “if-then” relationships connect the components of the logic model



- Use shared language that will resonate within your organization


Problem Statement
Goals
Resources
Activities
Outputs
Outcomes
Short-term
Medium-term
Long-term

Problem Statement

What problem is a work group trying to solve? [Set in 5 year plan]

Problem Statement

Goals

What are we trying to accomplish? [Set in 5 year plan]

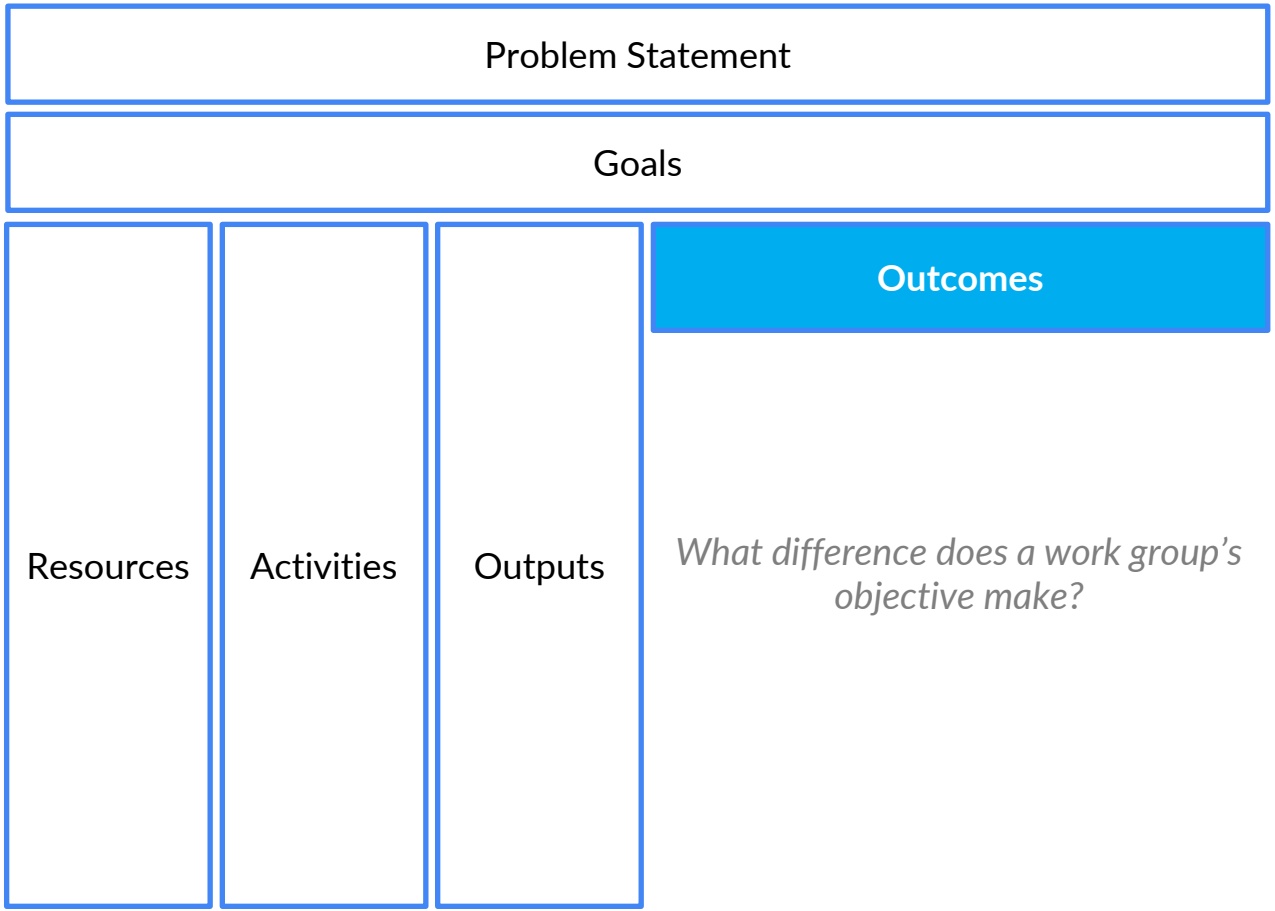
Terminology and Tools: Outcomes and Outputs

Outputs

Measures the direct quantity of work activity produced. A number or percentage of products or services delivered

Outcomes

The enduring changes in attitudes, behavior, health, economic or social conditions brought about by an organizations work


Problem Statement
Goals
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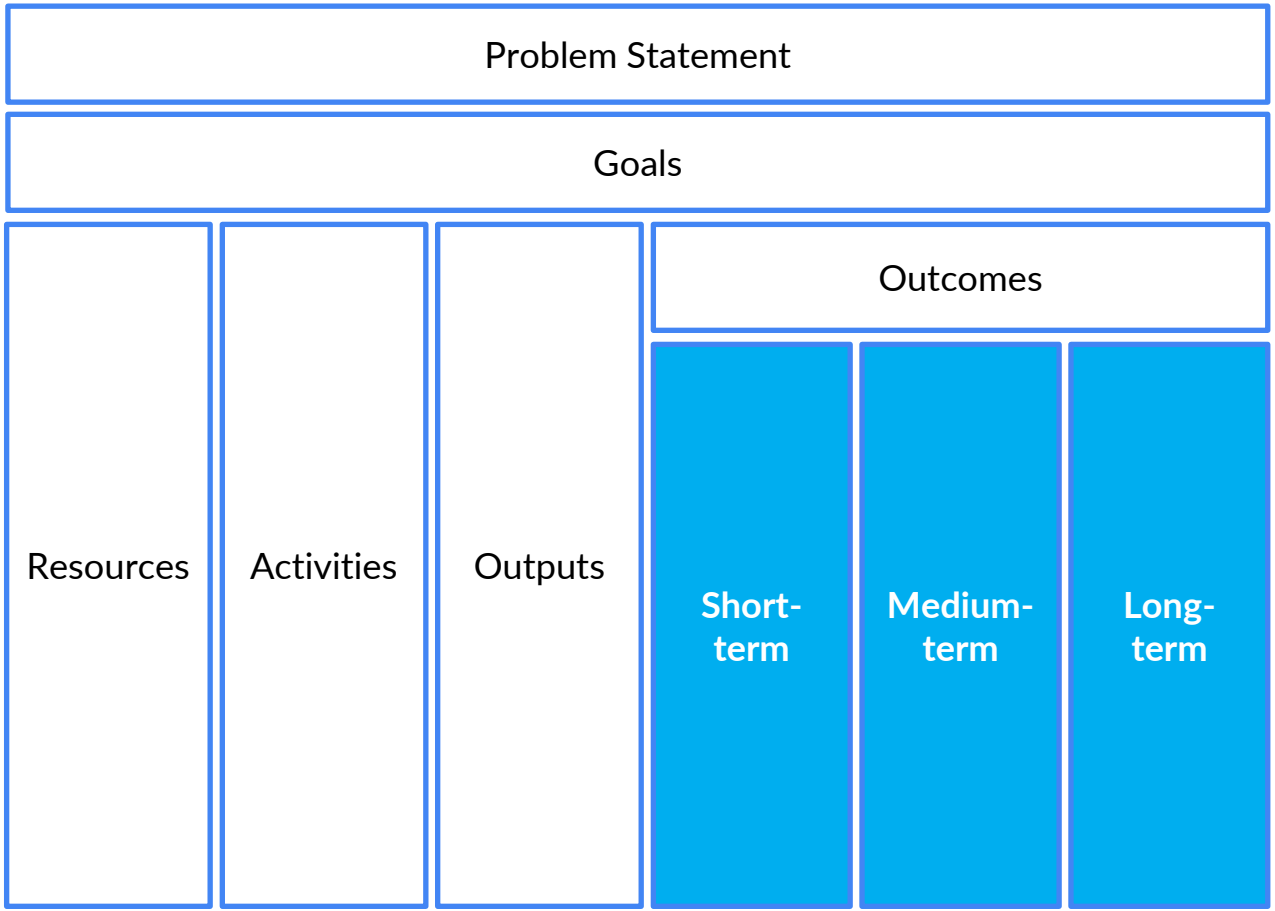
Outcomes
What difference does a work group's objective make?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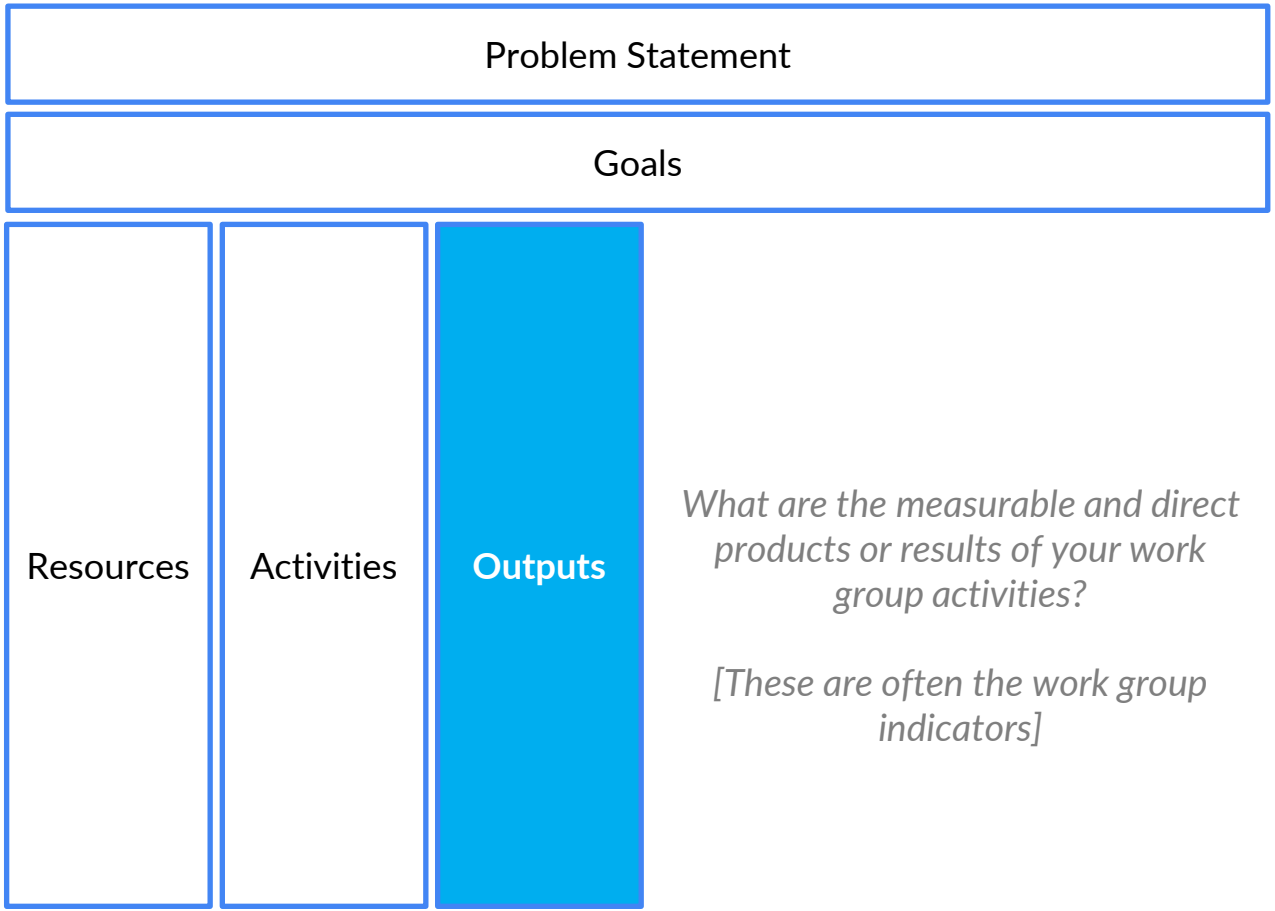
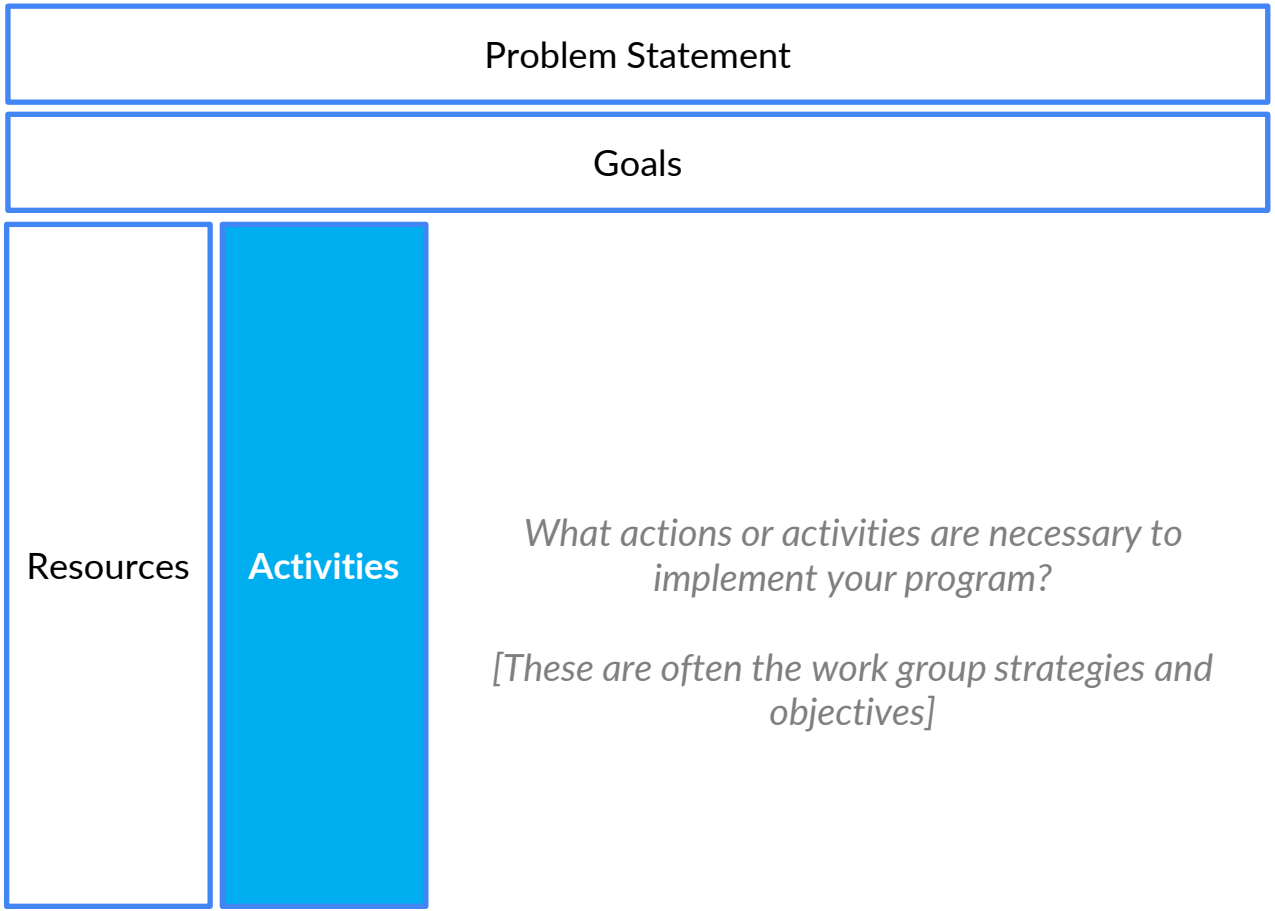


What are the measurable and direct products or results of your work group activities?

[These are often the work group indicators]


Problem Statement
Goals
Resources
Activities
What actions or activities are necessary to implement your program?
[These are often the work group strategies and objectives]

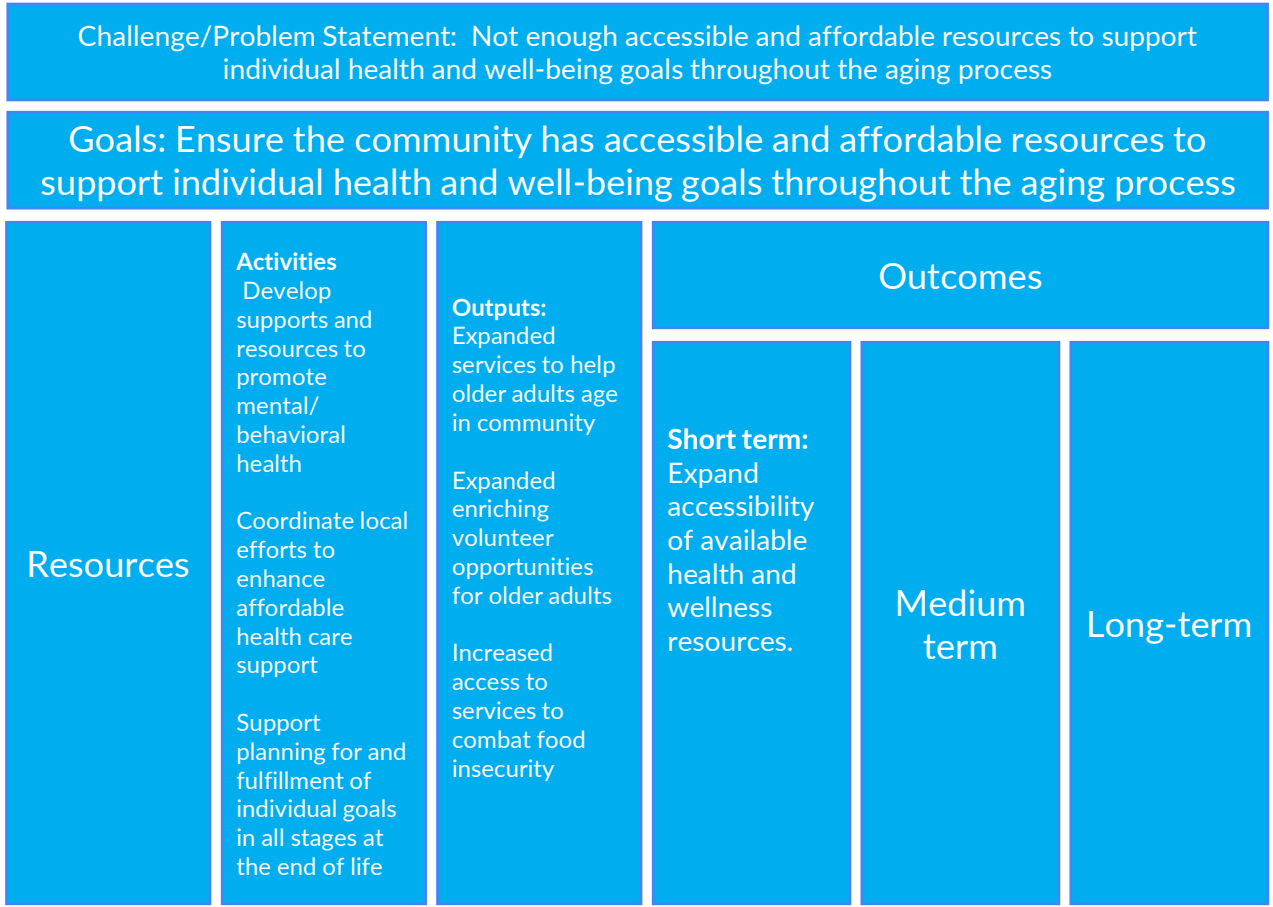
Problem Statement

Goals

Resources

What resources (human resources, financial, technology, space, etc.) do you need to support your program?

My process


Challenge/Problem Statement: Not enough accessible and affordable resources to support individual health and well-being goals throughout the aging process
Goals: Ensure the community has accessible and affordable resources to support individual health and well-being goals throughout the aging process
Resources
Activities
Develop supports and resources to promote mental/ behavioral health
Coordinate local efforts to enhance affordable health care support
Support planning for and fulfillment of individual goals in all stages at the end of life
Outputs:
Expanded services to help older adults age in community
Expanded enriching volunteer opportunities for older adults
Increased access to services to combat food insecurity
Outcomes
Short term:
Expand accessibility of available health and wellness resources.
Medium term
Long-term

My process

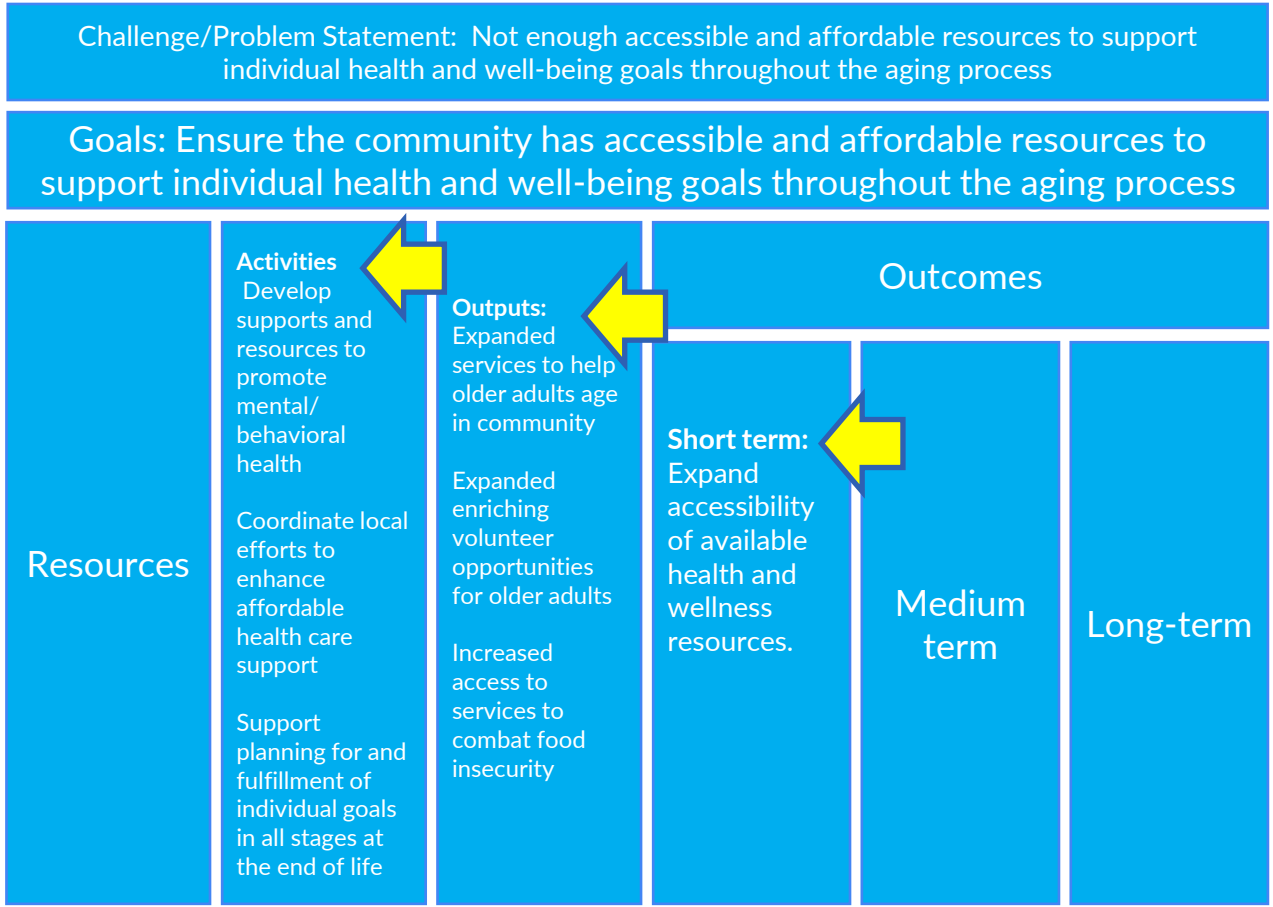
Challenge/Problem Statement: Not enough accessible and affordable resources to support individual health and well-being goals throughout the aging process

Goals: Ensure the community has accessible and affordable resources to support individual health and well-being goals throughout the aging process

Moved MAP workgroup 2022-27 goals etc. onto logic model

Resources	**Activities** Develop supports and resources to promote mental/ behavioral health Coordinate local efforts to enhance affordable health care support Support planning for and fulfillment of individual goals in all stages at the end of life	**Outputs:** Expanded services to help older adults age in community Expanded enriching volunteer opportunities for older adults Increased access to services to combat food insecurity	Outcomes		
			Short term: Expand accessibility of available health and wellness resources.	Medium term	Long-term

My process



Suggested where objectives align in logic model framework

My process

Challenge/Problem Statement: Not enough accessible and affordable resources to support individual health and well-being goals throughout the aging process

Goals: Ensure the community has accessible and affordable resources to support individual health and well-being goals throughout the aging process

Resources	Activities	Outputs:	Outcomes		
			Short term: Expand accessibility of available health and wellness resources.	Medium term	Long-term
	Develop supports and resources to promote mental/ behavioral health Coordinate local efforts to enhance affordable health care support Support planning for and fulfillment of individual goals in all stages at the end of life	Expanded services to help older adults age in community Expanded enriching volunteer opportunities for older adults Increased access to services to combat food insecurity			

Would like to build on this conversation to meet with work group leaders 1 on 1 to learn about what stories they want to tell with MAP data and how they are thinking about longer term impacts

Breakout Discussion

Review the simple logic models for your work group

Next Steps

- Continuing Year 1 MAP Matrix
- Establishing baseline data for key objectives
- Creating simple data visuals to show work groups progress
- Identifying opportunities to streamline reporting and improve data learning