



# ORGANIZING DIRECTOR SUMMIT



#OFATraining

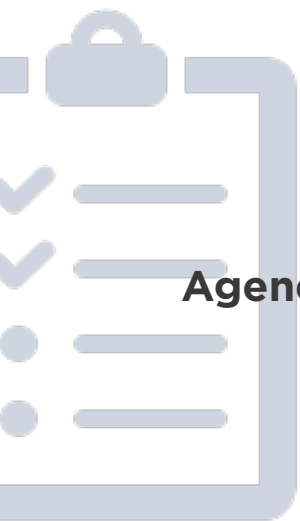
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# GOALS OF THE SUMMIT

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- 1 Understand new intersections for data and organizing and best practices for creating and cultivating a culture of data in your program
- 2 Be able to create a data program that enables you to make smart and effective decisions about your organizing program
- 3 Feel confident integrating the ideas and best practices shared at the Summit into your organizing program





## Agenda for today

10:00 – 10:30	Welcome and Introductions
10:30 – 12:30	Intersection: Organizing and Data
12:30 – 1:30	Networking Lunch
1:30 – 3:30	How to Distinguish Good Data from Noisy Data
3:30 – 4:00	Debrief and Close





# Hi there, it's great to meet you!

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# Intersection: Organizing and Data

"We may come from  
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# GOALS OF THIS SESSION

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- 1 Understand new intersections for data and organizing and best practices for creating and cultivating a culture of data in your program
- 2 Be able to create a data program that enables you to make smart and effective decisions about your organizing program





## LET'S DISCUSS

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What data were you asked to collect, report out,  
or otherwise be judged on when you were an organizer?

How were you asked to collect this data?

How do you remember feeling about it?






# Worst Practice:

# Not creating a culture of data.

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A man wearing a grey cap and glasses is shown in a thoughtful pose, with his hand near his chin. The entire image is overlaid with a semi-transparent blue filter. In the background, other people are visible but out of focus.

# A culture of data can set up your organizing program for success.

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## LET'S DISCUSS

### Small Group Discussion

**20:00**

How can we, as Organizing Directors, create a culture of data within our programs that will make our work easier?

Report back the ideas and best practices your group comes up with.

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## KEY TAKEAWAYS

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## KEY TAKEAWAYS

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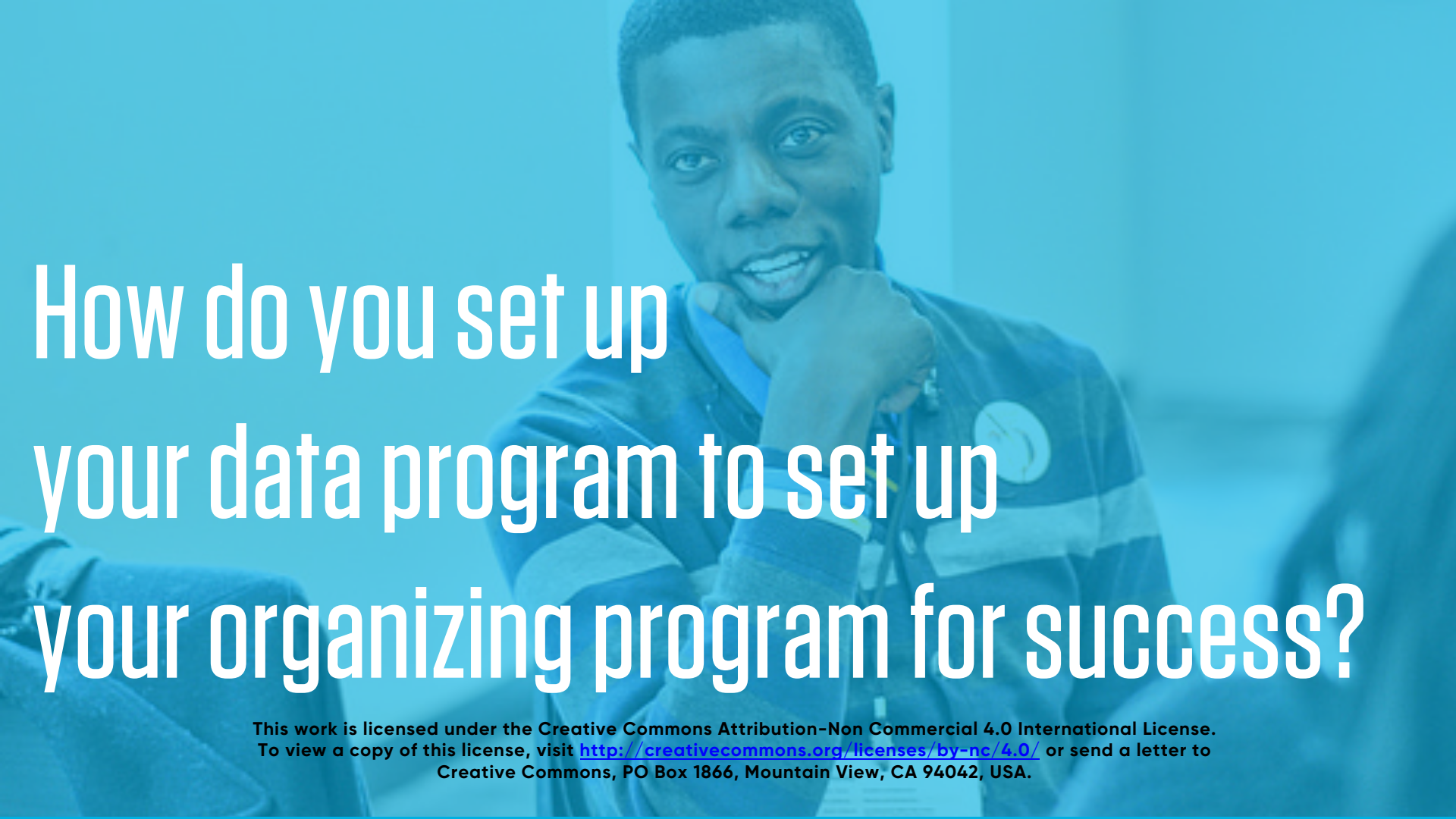
Create a culture where good data is valued

Give larger context to the organizers or volunteers reporting data

Set meaningful metrics and goals

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# How do you set up your data program to set up your organizing program for success?

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# MY METRIC MUST-HAVES

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1

Have a central volunteer management system that everyone actually uses



# MY METRIC MUST-HAVES

---

1

Have a central volunteer management system that everyone actually uses

2

Regularly check in on your data and hold volunteers and organizers accountable





# MY METRIC MUST-HAVES

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- 1 Have a central volunteer management system that everyone actually uses
- 2 Regularly check in on your data and hold volunteers and organizers accountable
- 3 Have a way to track flake rates





## LET'S DISCUSS

### Small Group Discussion

**45:00**

What specific tools are you using to manage volunteers, check in on your data, and track flake rates?

How has tracking these three data must-haves impacted your organizing work?

Are there data must-haves that are missing from this list? What are they?



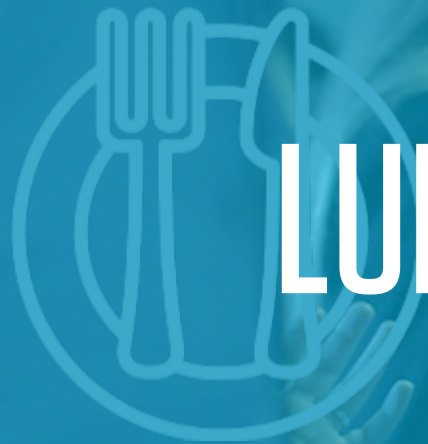


## KEY TAKEAWAYS

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# LUNCH



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# How to Distinguish Good Data from Noisy Data

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# GOALS OF THIS SESSION

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- 1 Understand which data takeaways to take away– and which ones are just noise
- 2 Be able to use data to make a case for your organizing program to stakeholders



# BE A DATA DETECTIVE

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1

Don't take away the wrong takeaway– anecdotes are great, but what is the data actually telling you?



# BE A DATA DETECTIVE

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- 1 Don't take away the wrong takeaway– anecdotes are great, but what is the data actually telling you?
- 2 Big numbers don't necessarily tell big stories– which data shows the impact of your work?



# BE A DATA DETECTIVE

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- 1 Don't take away the wrong takeaway– anecdotes are great, but what is the data actually telling you?
- 2 Big numbers don't necessarily tell big stories– which data shows the impact of your work?
- 3 Good data entry = good data– data-driven decisions are made with quality data





## LET'S DISCUSS

### Small Group Discussion

**45:00**

Think about a time when, after looking at data, a previous assumption you held about your organizing program was challenged.

At what point do you change course on your organizing program based on your data? Should you always change the course of your work if the data says to do so?





## KEY TAKEAWAYS

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# WHAT DO STAKEHOLDERS LOOK FOR IN YOUR ORGANIZING PROGRAM?

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# PITCHING YOUR PROGRAM

---

1

Share data you can stand by— What might be a good number now might not be so good under close scrutiny



# PITCHING YOUR PROGRAM

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Share data you can stand by– What might be a good number now might not be so good under close scrutiny

2

Always be prepared– understand what stakeholders want to see and collect that data– but not just that data– throughout your organizing program



# PITCHING YOUR PROGRAM

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- 1 Share data you can stand by– What might be a good number now might not be so good under close scrutiny
- 2 Always be prepared– understand what stakeholders want to see and collect that data– but not just that data– throughout your organizing program
- 3 TMI– select data that tells the story of your impact





## LET'S DISCUSS

### Small Group Discussion

**30:00**

What data do you collect to promote your organizing program?

What data do you wish you collected?

What data do you include in a program pitch and what do you leave out?





## KEY TAKEAWAYS

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## YOUR TURN

### Role Play

**20:00**

Pretend you are making a pitch about your field program to your organization's board of directors (your fellow group members).

You have 3 minutes to talk about your organizing program

When you're done with your pitch, your group members should give feedback.







## KEY TAKEAWAYS

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## DEBRIEF AND CLOSE

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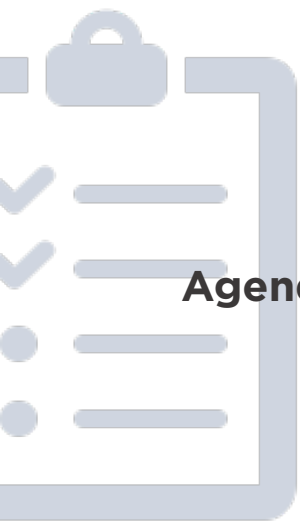
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What was your 'aha' moment from today's Summit?

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# GOALS OF THE SUMMIT

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What was your 'aha' moment from today's Summit?

What is a best practice that you heard today that you commit to testing out when you return home?





# HOW DID IT GO?

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[bit.ly/OrgDirSummit2016](http://bit.ly/OrgDirSummit2016)

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