



INTERACTIVE INSTITUTES **2022**

BUILDING AND SUSTAINING A CULTURE OF HIGH-QUALITY DATA

Data Provide Answers, but People Drive Change

June 21–23, 2022



IDEA DATA
CENTER

Collect, Report, Analyze, and
Use High-Quality Part B Data



Presenters



Nashville, TN - June 6–7, 2022

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Virtual - June 21–23, 2022

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**“CULTURE EATS STRATEGY
FOR BREAKFAST”**

Peter Drucker

**What can we
do to foster a
productive and
engaging data
culture?**

We
will

- **ENGAGE** in thoughtful dialogue regarding the impact COVID-19 has had on the data culture in your organization
- **CONSIDER** how culture affects the data you collect, analyze, and use
- **CONNECT** with other participants in sharing ideas that can positively affect your data culture

Participant Outcomes

- Understand how culture affects the data you collect, analyze, and use
- Identify three strategies to affect your data culture positively

Agenda

- **Discuss** what's happening within your organization's data culture
- **Think about** how culture affects the data you collect, analyze, and use
- **Reflect** on data disruptions and their frequency
- **Explore** ideas to improve your data culture

Discuss What's Happening Within Your Organization's Data Culture



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How Do We Define Data-Driven Culture?

"A data-driven culture is a workplace environment that employs a consistent, repeatable approach to tactical and strategic decision-making through emphatic and empirical data proof" (Ramaswamy 2015).

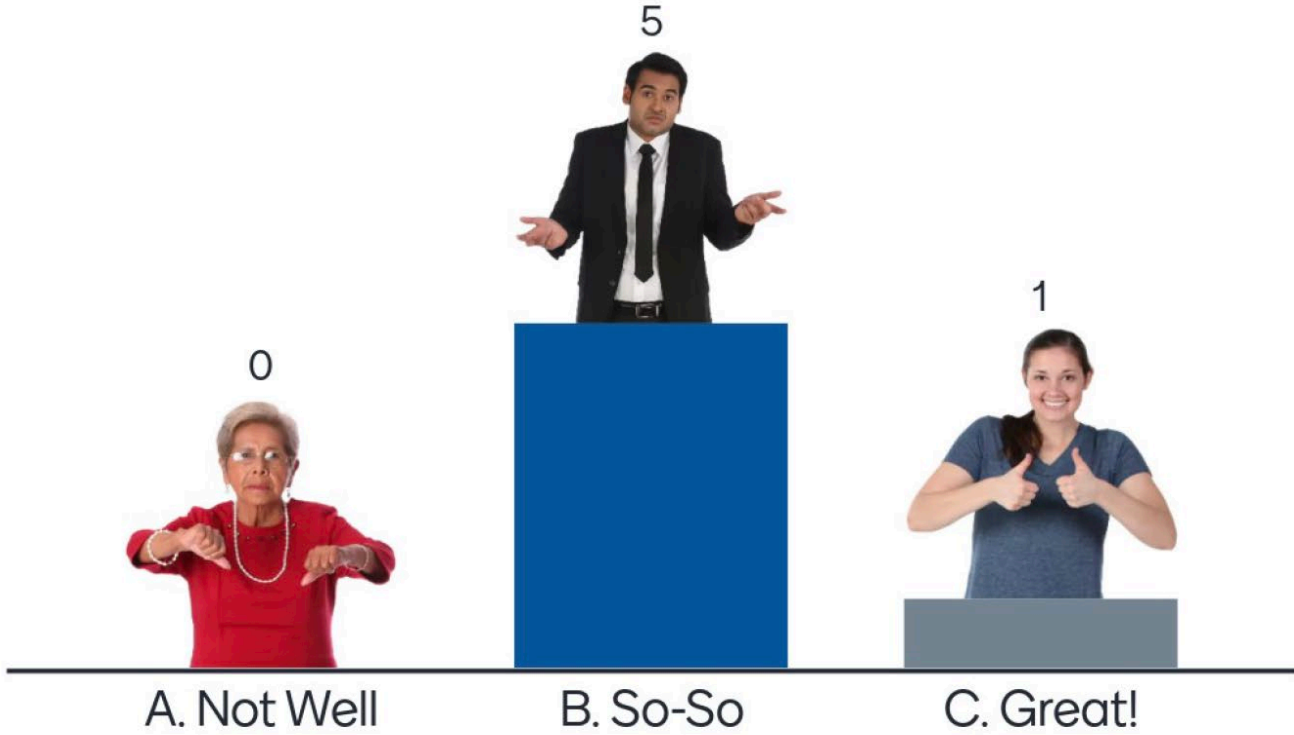
Put simply, an organization with a data-informed culture bases decisions on data, not intuition or anecdotes.

What Do We Mean When We Say Data-Driven?

"To be data-driven requires an overarching data culture that couples a number of elements, including high-quality data, broad access and data literacy, and appropriate data-driven decision-making processes" (Anderson and Li 2017).

IT'S THE END
OF THE WORLD
AS WE KNOW IT

How Did the “Return to the School” Go for Your Team?



Source: Third-party application (Mentimeter).



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Tell us more about your answer— enter A, B, or C at the beginning so we know what your original answer was.

So many unknowns

Not at the school level so did not respond. But at the admin level... so-so. Still a lot of unknowns, not yet determined.

GREAT - In Florida, while there are many opinions of the so-so variety, there was a universal drive of "what can we learn from what happened?"

B. Teacher shortage; COVID-19 issues (to mask or not to mask)

Guidelines changing a lot!

So going back to school after the COVID official lockdown presented staffing challenges, knowledge lost, and general moral but also presented hope and opportunity.

Source: Third-party application (Mentimeter).

As you think about your experiences, what are the *primary* changes you have experienced?

Everything seems to have speeded up.
Need to collect this, analyze that, and do it as soon as possible.

Changed jobs - in part due to the pandemic

Closer connection between data team and program team at the SEA level.

staff moral

Source: Third-party application (Mentimeter).

Building Blocks of Data-Driven Culture



1. Single source of truth
2. Data dictionary
3. Broad data access
4. Data literacy
5. Decision making

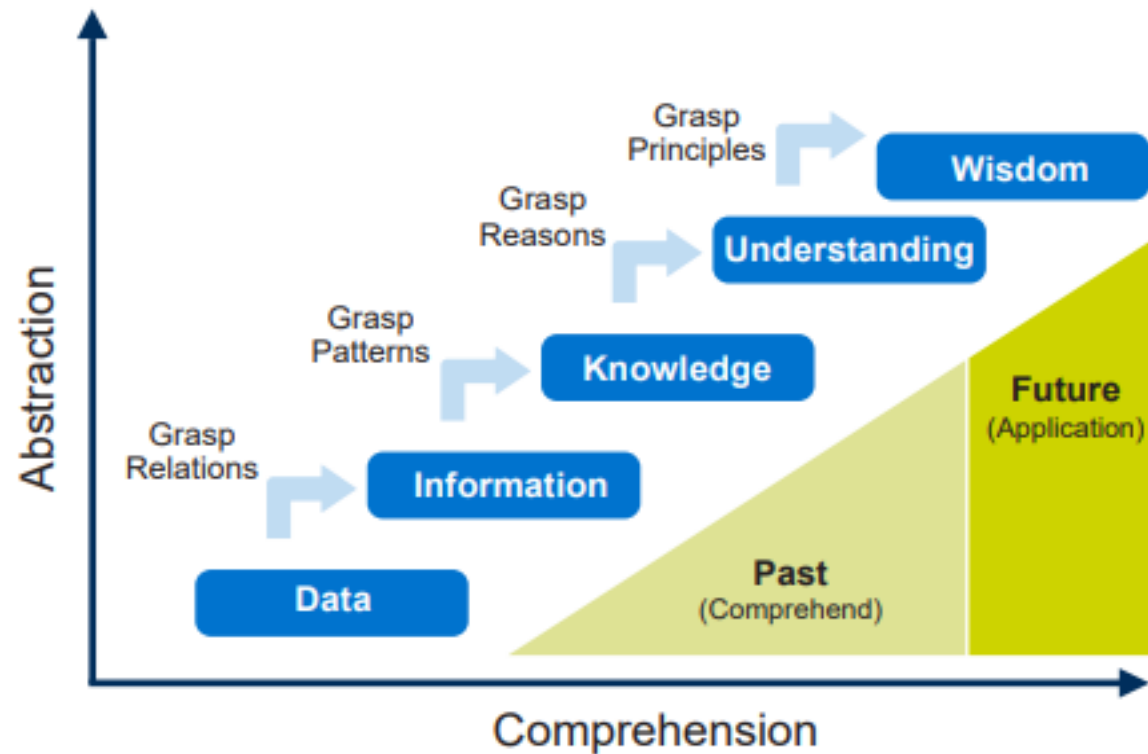
Anderson, C., and Li, M. (2017). *Five Building Blocks of a Data-Driven Culture*. Retrieved from <https://techcrunch.com/2017/06/23/five-building-blocks-of-a-data-driven-culture/>.



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The Data-Information-Knowledge-Understanding-Wisdom Continuum



Retrieved from <https://iyer.medium.com/strive-to-get-higher-on-the-data-information-knowledge-understanding-and-wisdom-continuum-c5ccb96438>

Think About How Culture Affects the Data You Collect, Analyze, and Use



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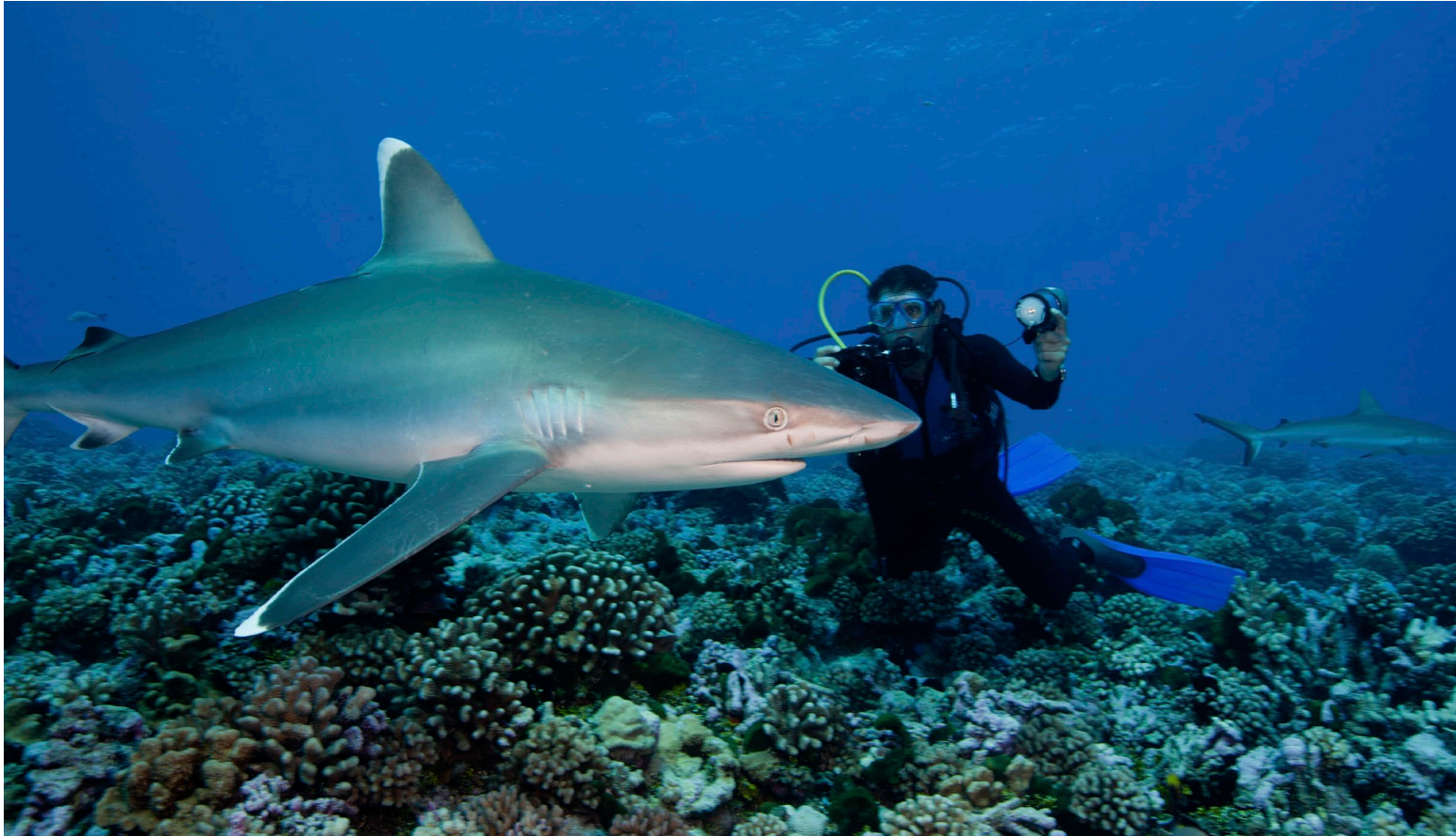
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Unpredictability

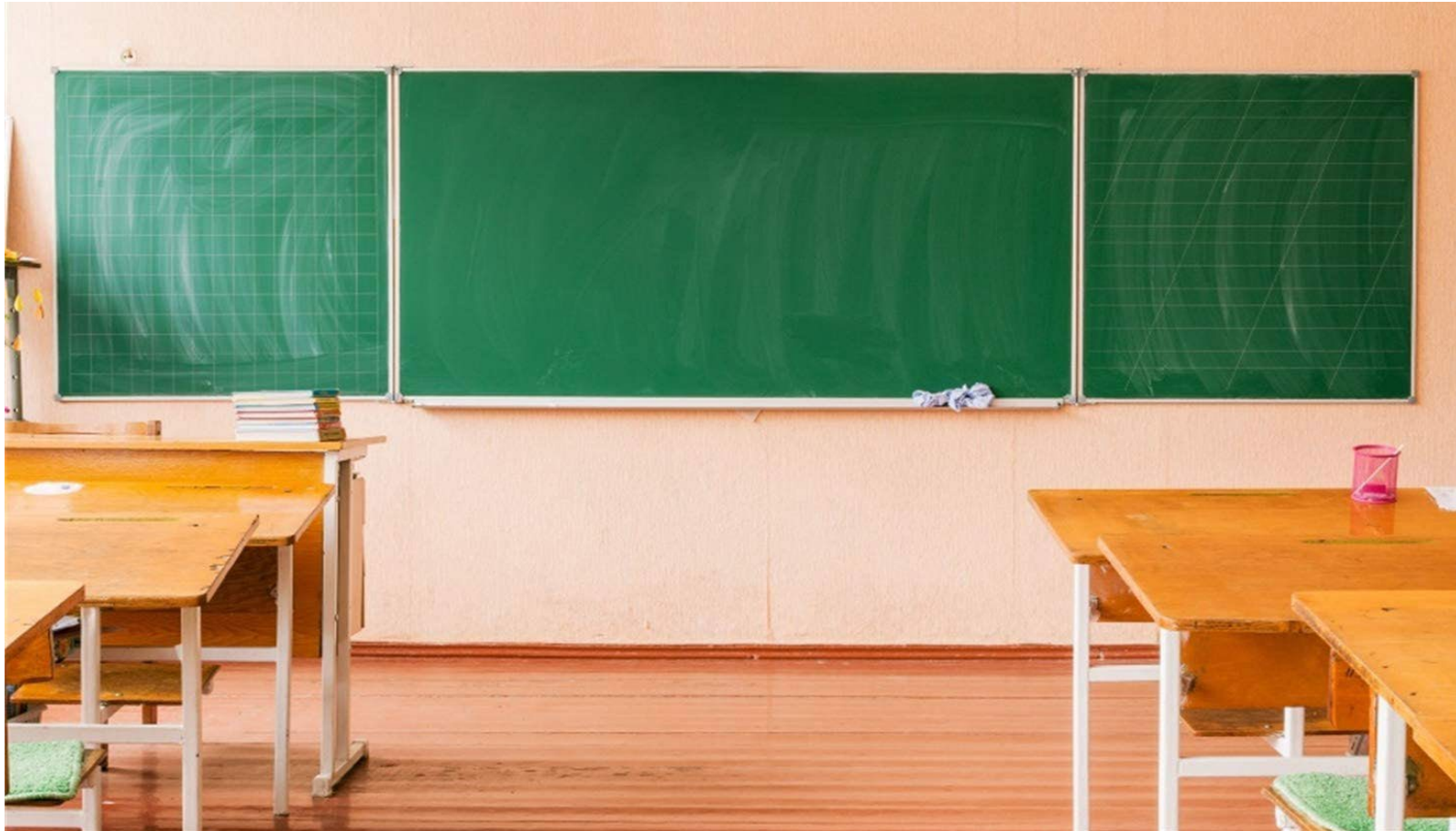




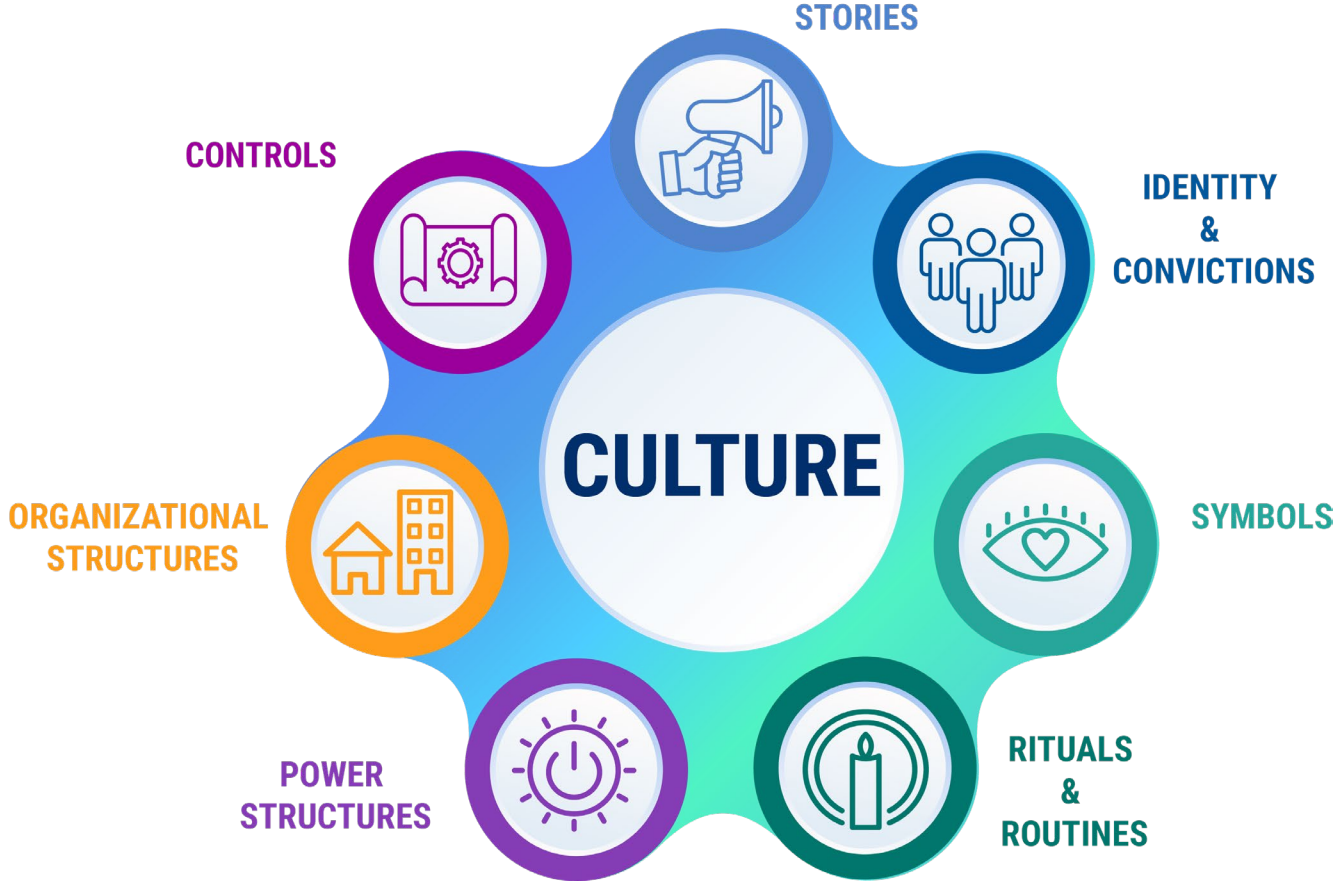
Concerns About Safety



Disappearing Platforms



Elements of a Data Culture



What is the kind of data culture you would really like to experience at your organization?



Source: Third-party application (Mentimeter).

What might be causing tension between the data culture you hope to experience and what you see as the current reality?

limited voices

Limited systems capacity and differing priorities (at Fed level and SEA level)

Reality gets in the way - too busy, no time, trying to make things work, and sometimes just being in that "admiring" stage not knowing next steps.

A level of data literacy that lends to true appreciation of what data can provide for outcomes, rather than a level of data literacy that only lends to lip-service appreciation.

Time

intimidation about knowing

Source: Third-party application (Mentimeter).

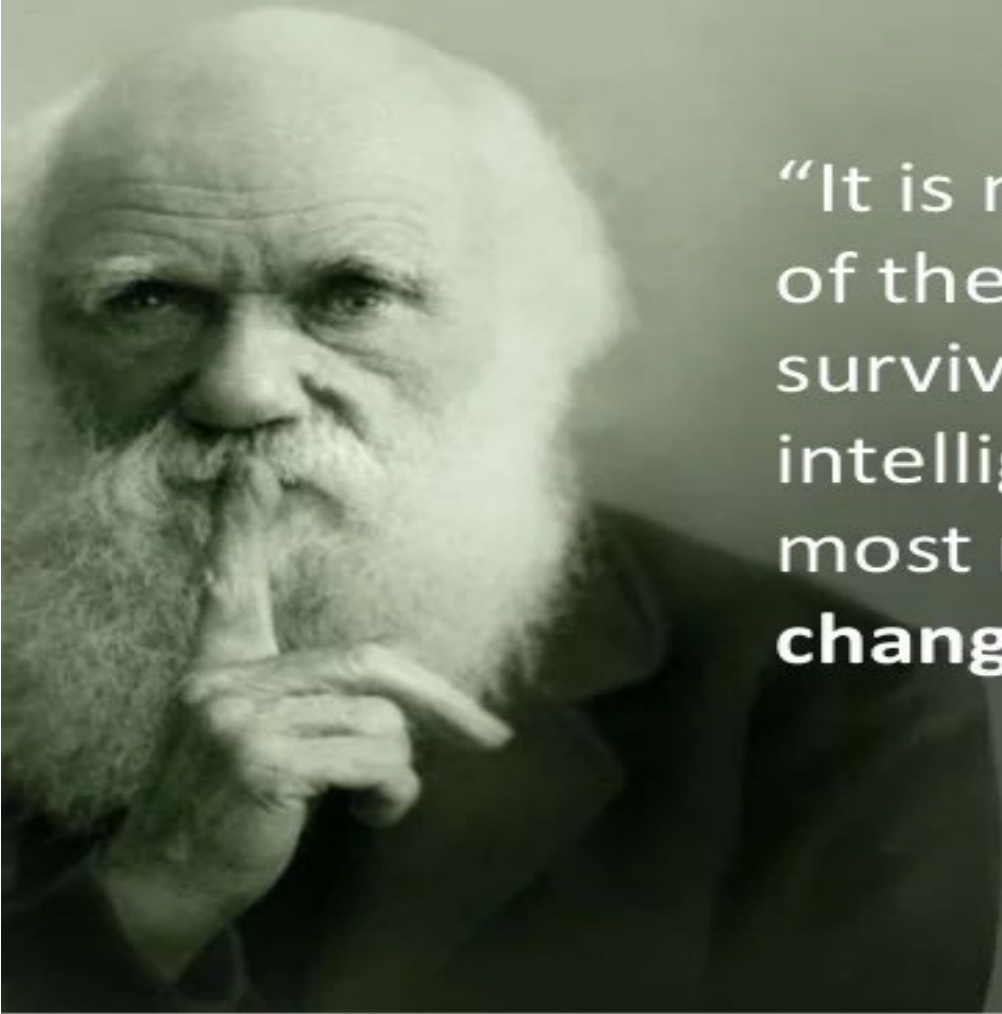
Reflect on Data Disruptions and Their Frequency



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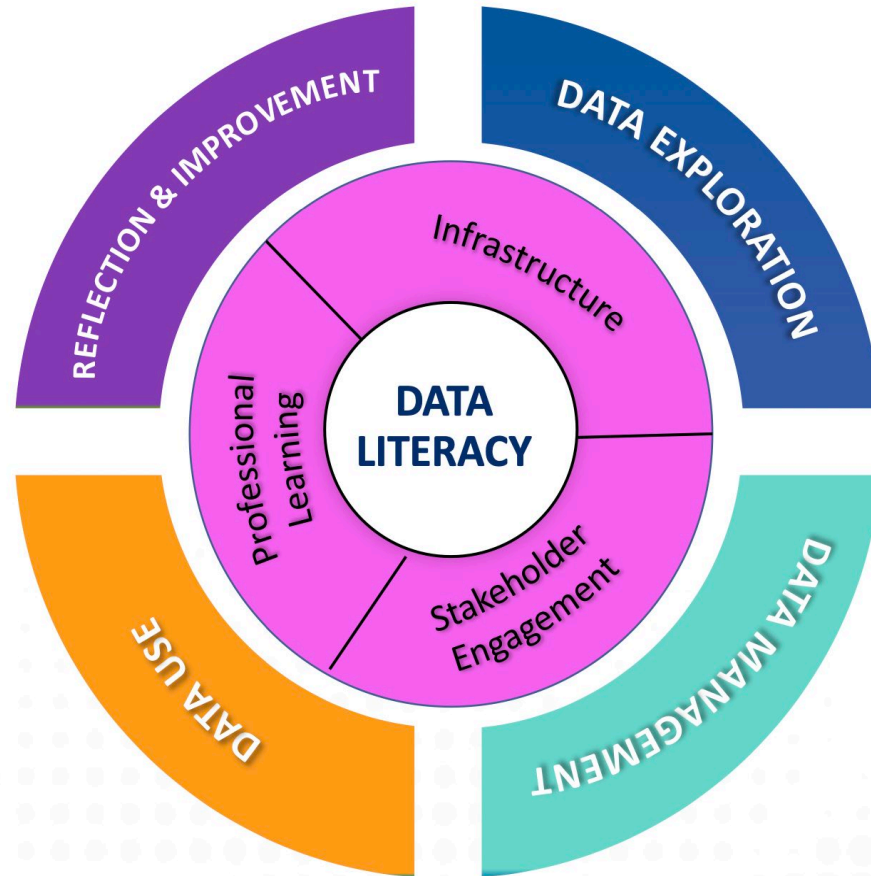
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“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to **change**”.

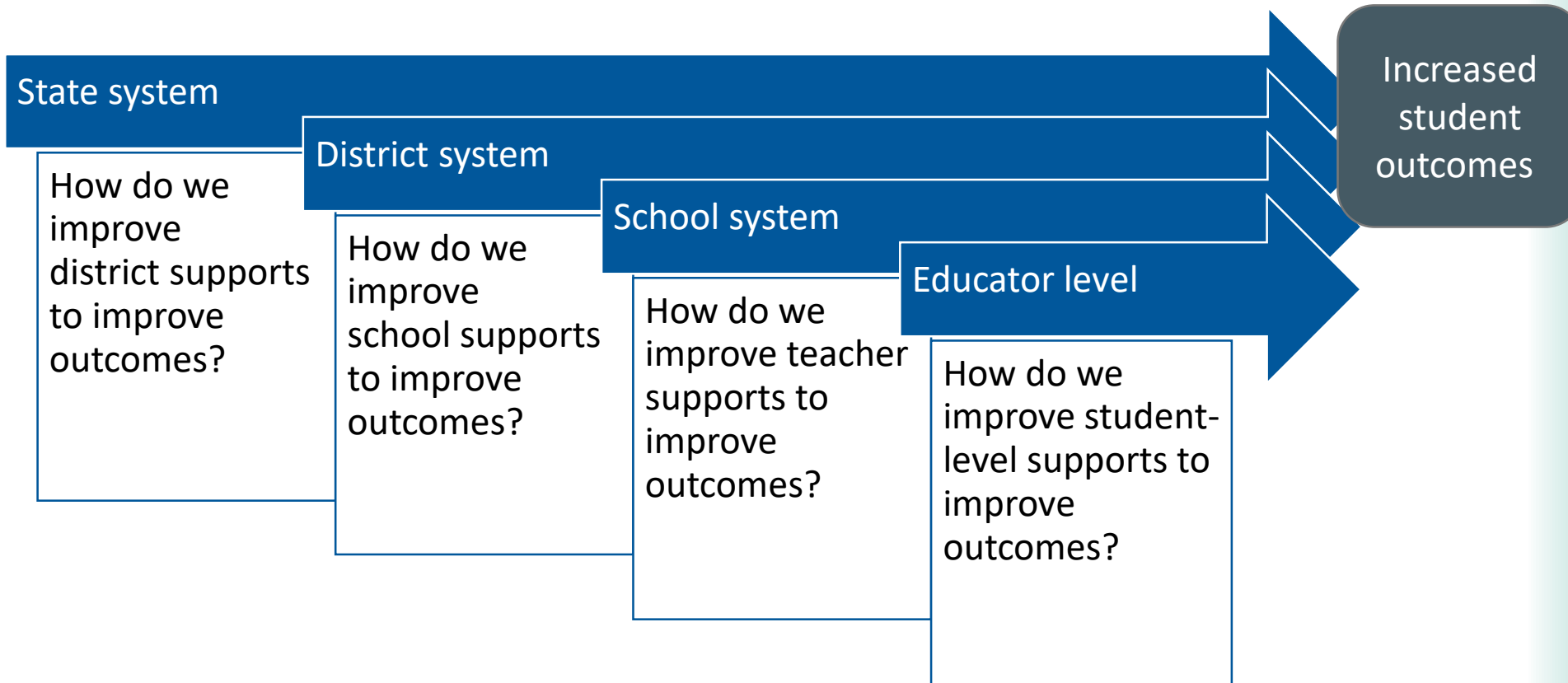
Charles Darwin

Data Literacy: Essential Elements



Retrieved from <https://ncsi-library.wested.org/resources/735>

Data Literacy Continuum: At ALL Levels of the System



What are some strategies you are using either individually or with your team to help create the kind of data culture you hope to experience?

Help LEAs and Schools "own" their data

Meeting people where they are in their data literacy and data needs

Leaders having a vision to de-silo.

Encouraging LEAs to retrieve and scrutinize their data as part of a process to increase data literacy and data culture at a local level. Issues observed at the ground level are likely to be addressed much more quickly.

Lack of understanding in how to collect data- need more data literacy support

Source: Third-party application (Mentimeter).

Explore Ideas to Improve Your Data Culture



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Data Exploration

- The foundation of data culture is asking questions
- Reactive versus proactive
- Considerations of data quality and context



IDC Can Help States

- Think through the short, intermediate, and long-term implications of COVID-19 in terms of their data and culture
- Support their LEAs by building or sustaining data culture
- See COVID-19 as an opportunity to think outside the box

IDC Product—The Uses and Limits of Data

Introduction

The Data Chain

Select each chain link to learn more



The Uses and Limits of Data

Introduction ^

Data System

Understanding the System

• The Data Chain

The Meaning of Data

Importance of a Strong Data Chain

Understanding the Results

Fixed or Flexible

Communicating Results

Decisions

1 Defining the Question v

2 Designing a Measurement Strategy v

3 Target Groups and Sampling v

4 Collection and Entry v

5 Preparation and Analysis v

6 Interpretation v

7 Dissemination and Use v

Source retrieved from: <https://ideadata.org/resources/resource/1944/the-uses-and-limits-of-data-supporting-data-quality-with-a-strong-data>

IDC Product—*Data Meeting Toolkit*

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Source retrieved from : <https://www.ideadata.org/data-meeting-toolkit>



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References

- Anderson, C., and Li, M. (2017). Five Building Blocks of a Data-Driven Culture. Retrieved from <https://techcrunch.com/2017/06/23/five-building-blocks-of-a-data-driven-culture/>.
- Ramaswamy, P. (2015). How to Create a Data Culture. Retrieved from <https://www.slideshare.net/cognizant/how-to-create-a-data-culture>.

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What actions will you take to commit to being a Data Quality Influencer?



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