

PARSONS | TKO



Lessons from the Program

Data Strategy Mentorship Program

August 26, 2020 | Data for Social Impact Event



Lessons for whom

What do we want you to take away from this program?

Communicators Enhance messaging with data driven stories

Researchers Improve programmatic work with new analytical tools

Grantmakers Amplify mission-driven work by prioritizing data capabilities

Executives Use a framework for developing & leveraging data talent

Quick summary: by the numbers

- 31** registered program peers
- 5** completed independent projects
- 2** completed consulting projects
- 15** seminar speakers
- 11** weeks of programming

What were we trying to accomplish?

- Support talented students want to make a difference
- Address the data talent gap in the nonprofit sector
- Explore what a sustainable pipeline of talent for the sector might look like

What we built

Opportunity for 5 research, 2 consulting projects

A framework for developing skills at the intersection

A network of professionals and their ideas

A community of passionate peers

What we built

New research and products that benefit their makers

Incoming analysts, experts, critical thinkers

Crucial Reflection and New Frontier Creativity

Self-motivated and self-assembling cohort



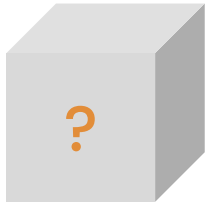
What the program covered

What we focused on with program peers, and what we told them about working with data for social impact

Anatomy of data strategy work

1. Define

Data Strategy



2. Track

Data collection



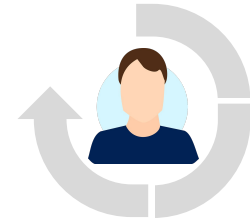
3. Report

Analytics & Reporting



4. Optimize

Adoption & process integration



Schedule of topics through the summer

- Soft Skills / Hard Skills
- Theory / Pragmatism
- Do work / Talk about it
- Learn from industry / Challenge the status quo

Weekly Themes

Networking

Data Collection

Software skills

Data Cleaning

Analysis and Insights

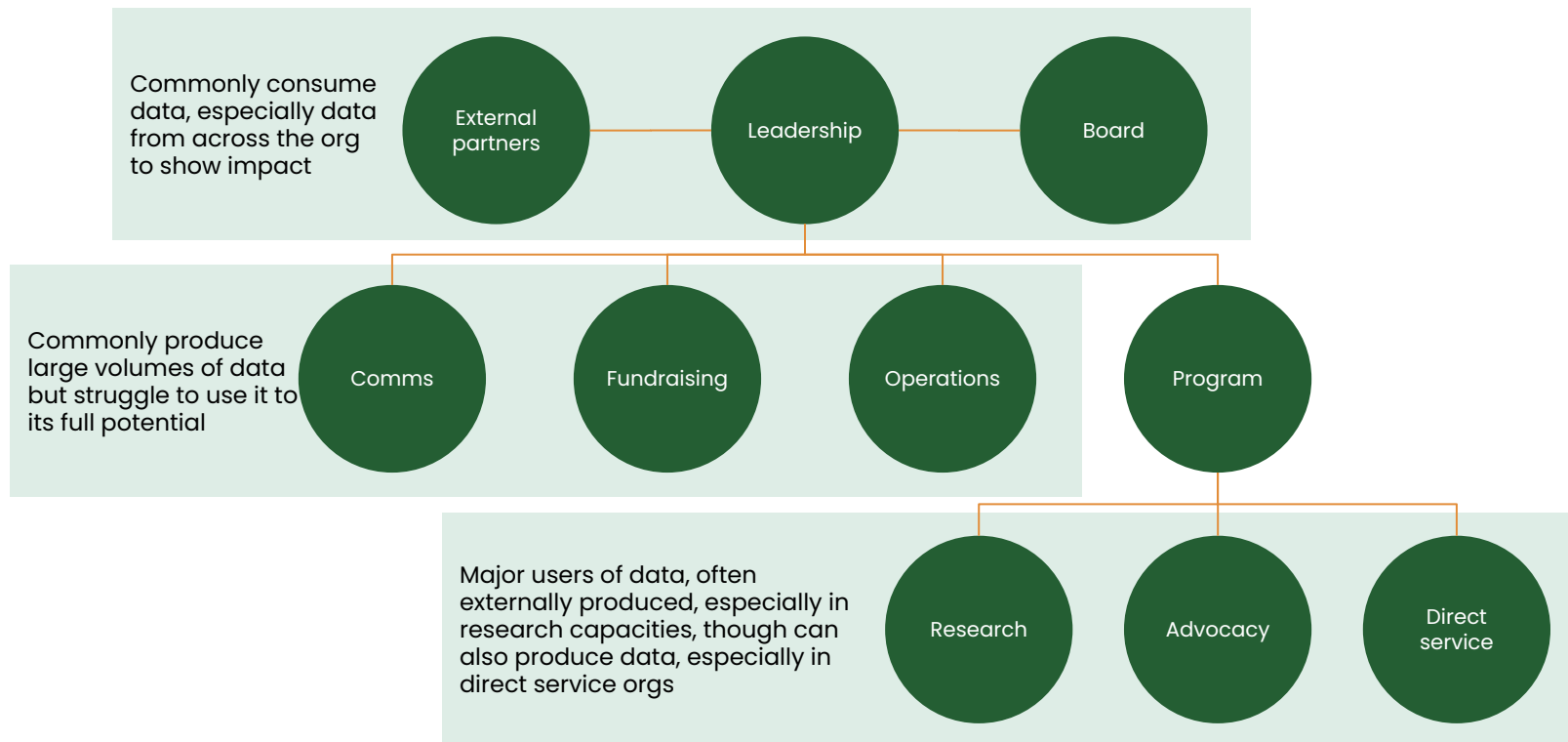
Storytelling

Project Management

Ethics

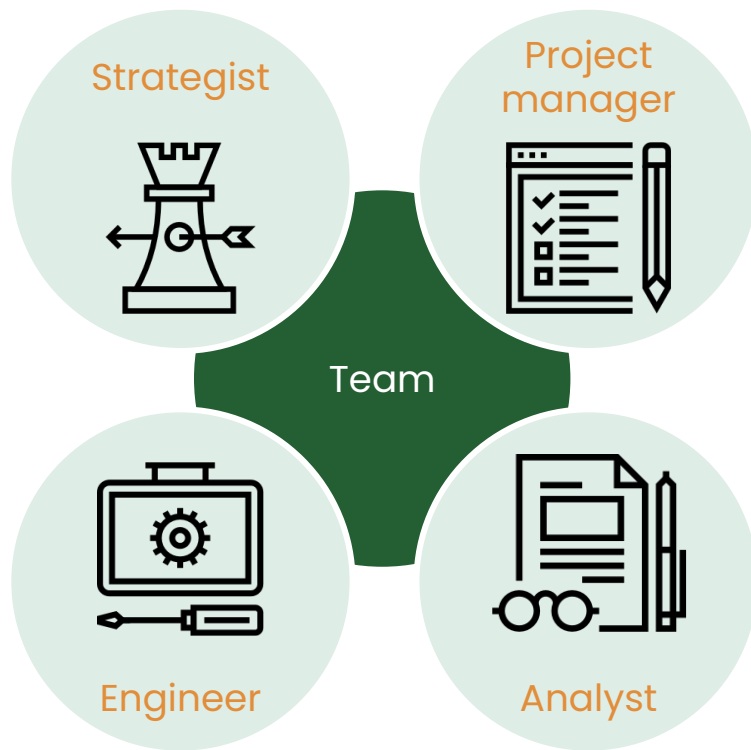
Final Project

Where in the org is data?



Data is multidisciplinary

- Diversify domain expertise
- Learn through teaching
- Train staff to ask better questions in every role





Why are you here?

What can mission-driven organizations learn from the program experience?

Nurture talent with a culture of data

- **Incentives** Reward questions AND don't punish the inability to answer
- **Take action** It's not enough just to have data; integrate it into processes
- **Multidisciplinary** Hire for data talent or data fluency in every role
- **Prototype** Make room for staff to experiment to uncover new possibilities

Internal partnerships on data

- **Storytelling** helps data advocates in any department serve as a resource throughout the organization
- **Silo-busting** Work together and share data and data skills to improve the quality and value of data everywhere

Look outside your organization

- **Data** Public data, data partnerships, and data you aren't collecting
- **Talent** New hires, internships, volunteers, and partnerships
- **Inspiration** articles, professional networks, data affinity groups

What do we want you to do next?

- Look at our programs' projects, consider how they could help you?
- Pay attention to our peers. They have learned a lot!
- Ask yourself: Where is the data talent in your org; where is it missing?
- Everyone can do something new with data; What's holding you back?

Thank You!