

# Align Your Data with Your Values

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TechForward 2022

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# Who is here?

I'm a data-savvy person.

I work in/with organizations that have a stated commitment to equity.

I work in/with organizations that are revisiting their data-related practices.

I have interrogated my own internalized racism/classism/misogyny.

# About me

Founder + Principal of Public Profit

Facilitate "aha!" moments for mission-driven professionals while making data less awful.

Shifting my practice, and my firm's, to better live our values.

Hella privileged





You want  
slides? We  
got slides!

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My feelings won't be hurt if you  
don't want them.

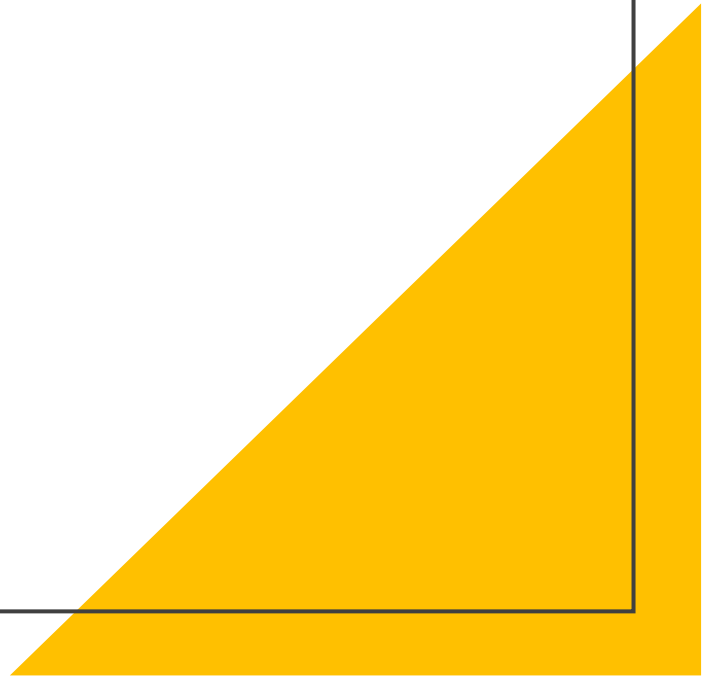


# What we're up to today

Organizational reflexes

Enhancing practice

Other stuff we know



“Inclusive data is the path to rigor.”

Jara Dean-Coffey, [Equitable Evaluation Initiative](#)

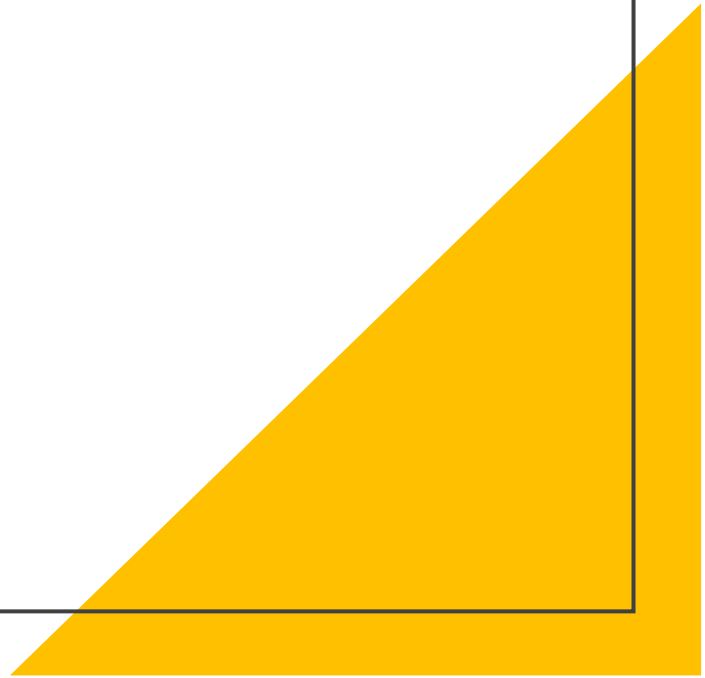
Badass

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# Foundational mindsets and practices

Data parsimony - collect only the data you need, only once

Reading level - keep it simple, silly

Language - translation and interpretation

Modality - paper, computer, smartphone, verbal

1. How old are you?

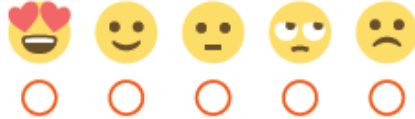
years old

2. How many times have you used your Endless Key?

- Less than 5 times  
 6-10 times  
 More than 10 times













3. How do you feel about the Key?

Choose one emoji:



4. What would you like to see more of on the Key?

You can check more than one box:

-  Arts      Cooking      Math  
  Books      Dance      Music  
  Careers      Fitness      Science  
  Coding      Games      Sports

Something else:

5. Is it easy to find what you want on the Key?

Choose one:

- Most of the time it is easy  
 Sometimes it is easy, sometimes it is hard  
 Most of the time it is hard

6. What types of things has the Endless Key helped you do?

You can check more than one box:

- Do my homework     Learn a skill  
 Explore new things     Study in a new way  
 Entertain myself     Feel connected to the world  
 Something else:

Thank you for taking the survey! To receive a \$5 gift card as a thank you, please enter your phone number. Note: your phone must be able to receive text messages to access the gift card.

All done? Yay! Now peel this sticker so the tape is sticky, then fold the postcard so the tape sticks to the other side. Then drop it in a mailbox!



# Turn & Talk

Data parsimony - collect only the data you need, only once

Reading level - keep it simple, silly

Language - translation and interpretation

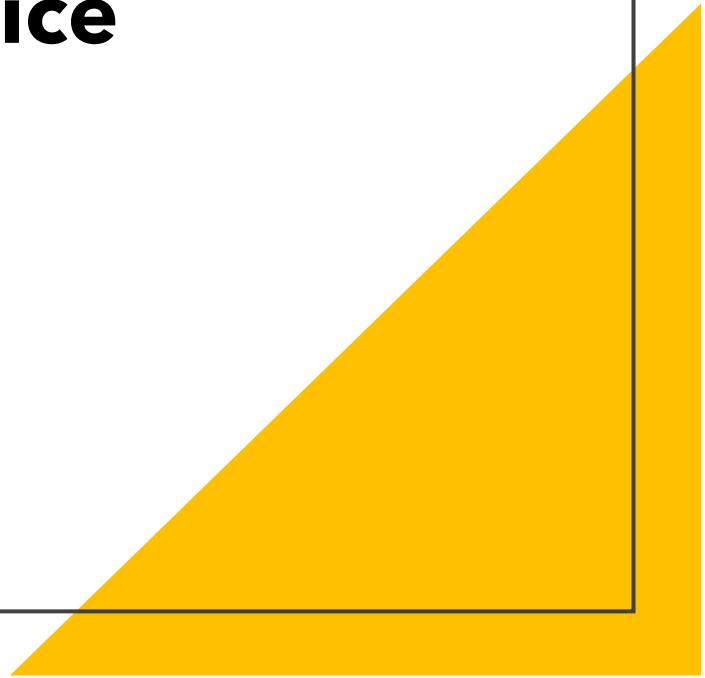
Modality - paper, computer, smartphone, verbal

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# Equity gap scores

Other people are smarter than me.



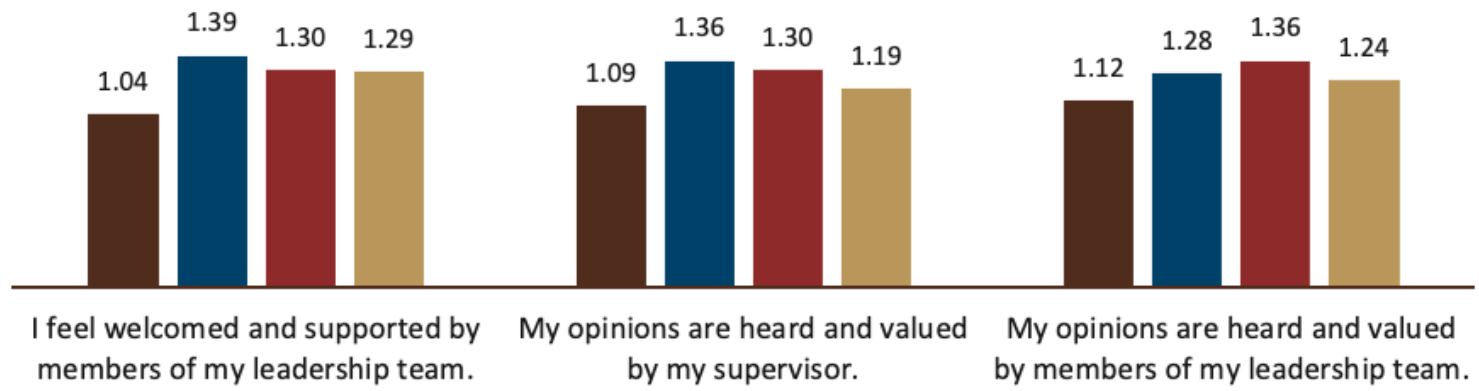
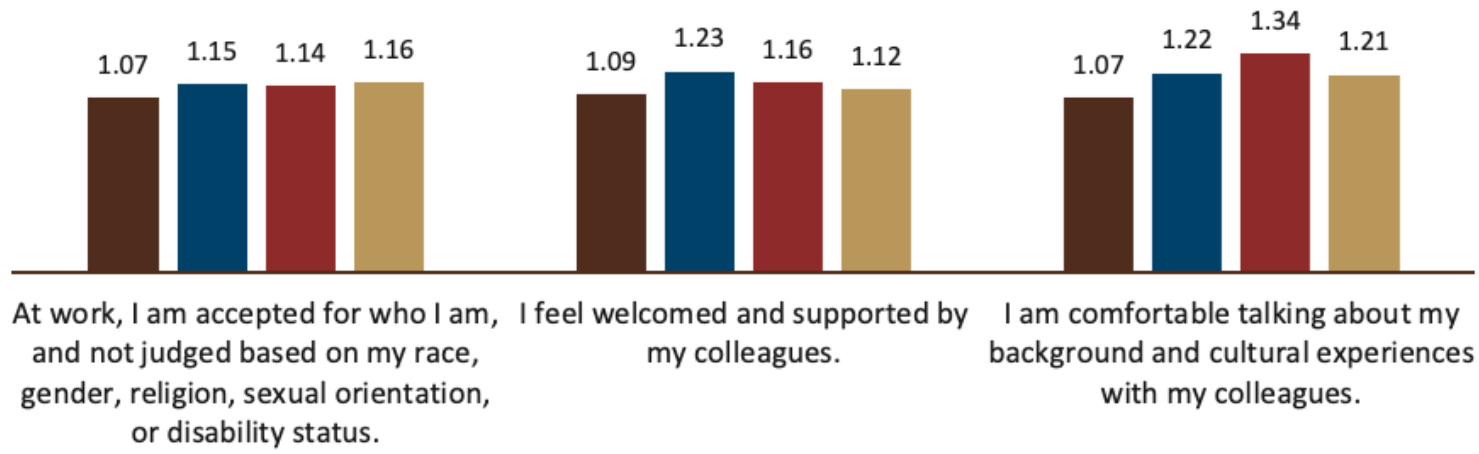
Lowest in  
category/Highest  
in category

**Worst in category / Best in category = Equity Gap Score for the category.**

Let's say the 5 districts looked like this:

District:	Illiteracy Rate
1	23%
2	12%
3	3%
4	5%
5	46%

**District 5 (46%) / District 3 (3%) = 15.3**



■ Channel ■ Role ■ Race/ Ethnicity ■ Gender



# More approaches

Mixed methods

Bias checks for the analysis team

Community Participatory Action Research

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DURAN  
DURAN

IS THERE SOMETHING I  
SHOULD KNOW?



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# Resources

[Is My Evaluation Practice Culturally Responsive?](#)

[Why Am I Always Being Researched?](#)

[We All Count: Project for Equity in Data Science](#)

[Inclusive Forms and Surveys tipsheet](#)

[Sharing Data with Communities tipsheet](#)

Thank you &  
stay in  
touch!

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