YMCA OF METRO CHICAGO

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

LOOKER

~~Google Data~~ Studio

Harvesting an Accessible Data Visualization Tool to Nourish Decision Making

CQI Conference 2022 | University of Illinois
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LOOKER STUDIO SESSION

AGENDA

10 | What is Looker Studio, and how do we use it at the YMCA of Metro Chicago?

55 | Workshop

- Create and Share I: Simple Data Visualization
- Create and Share II: Creative Data Visualization

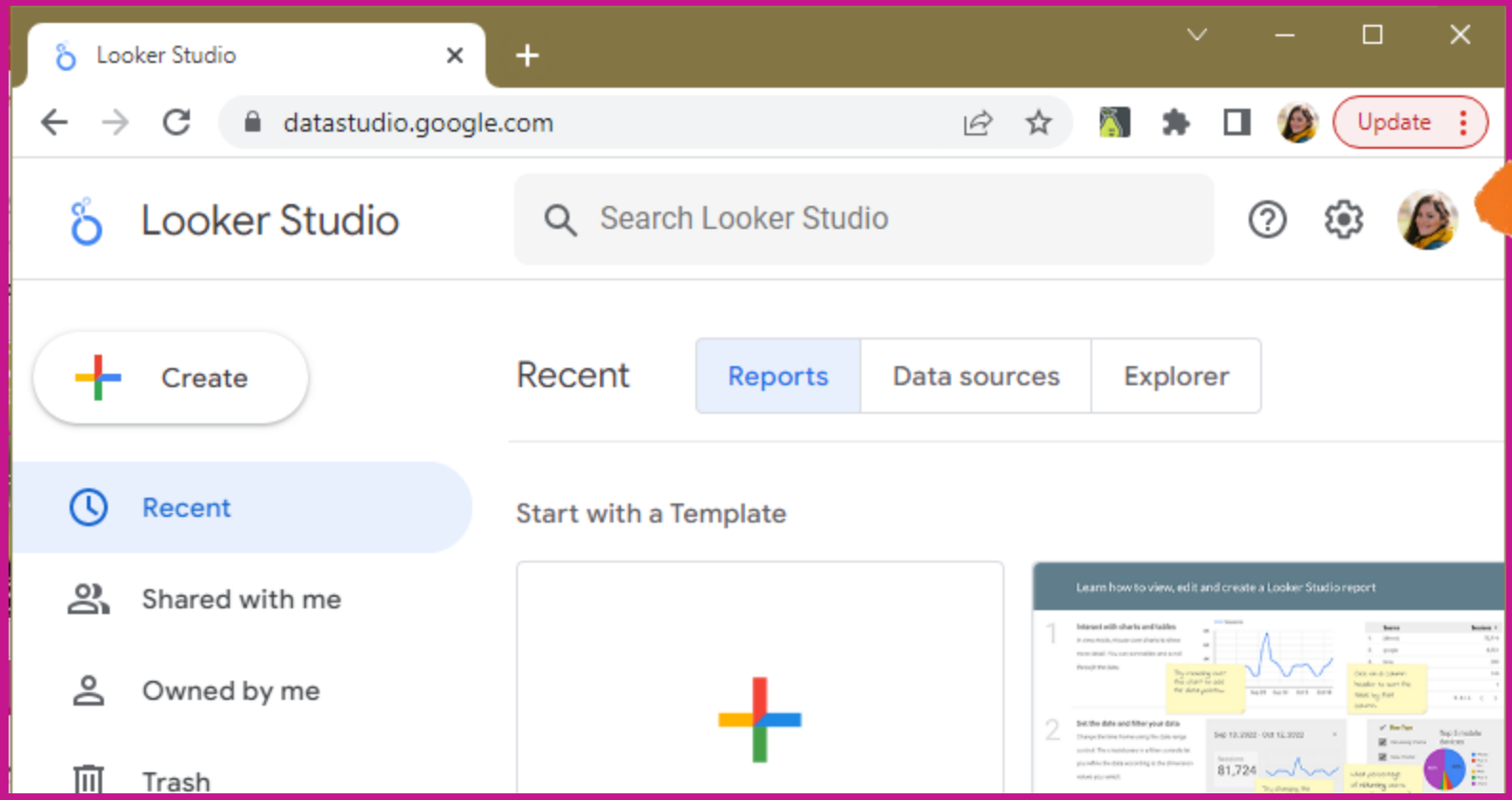
5 | Wrap-Up

OBJECTIVES

- **Identify capabilities of Looker Studio (LS)**
- **Analyze how LS can be used toward equitable evaluation**
- **Create simple data visualizations using LS**
- **Share data via LS**

BEFORE WE BEGIN...

Ensure you're signed into a Google account!



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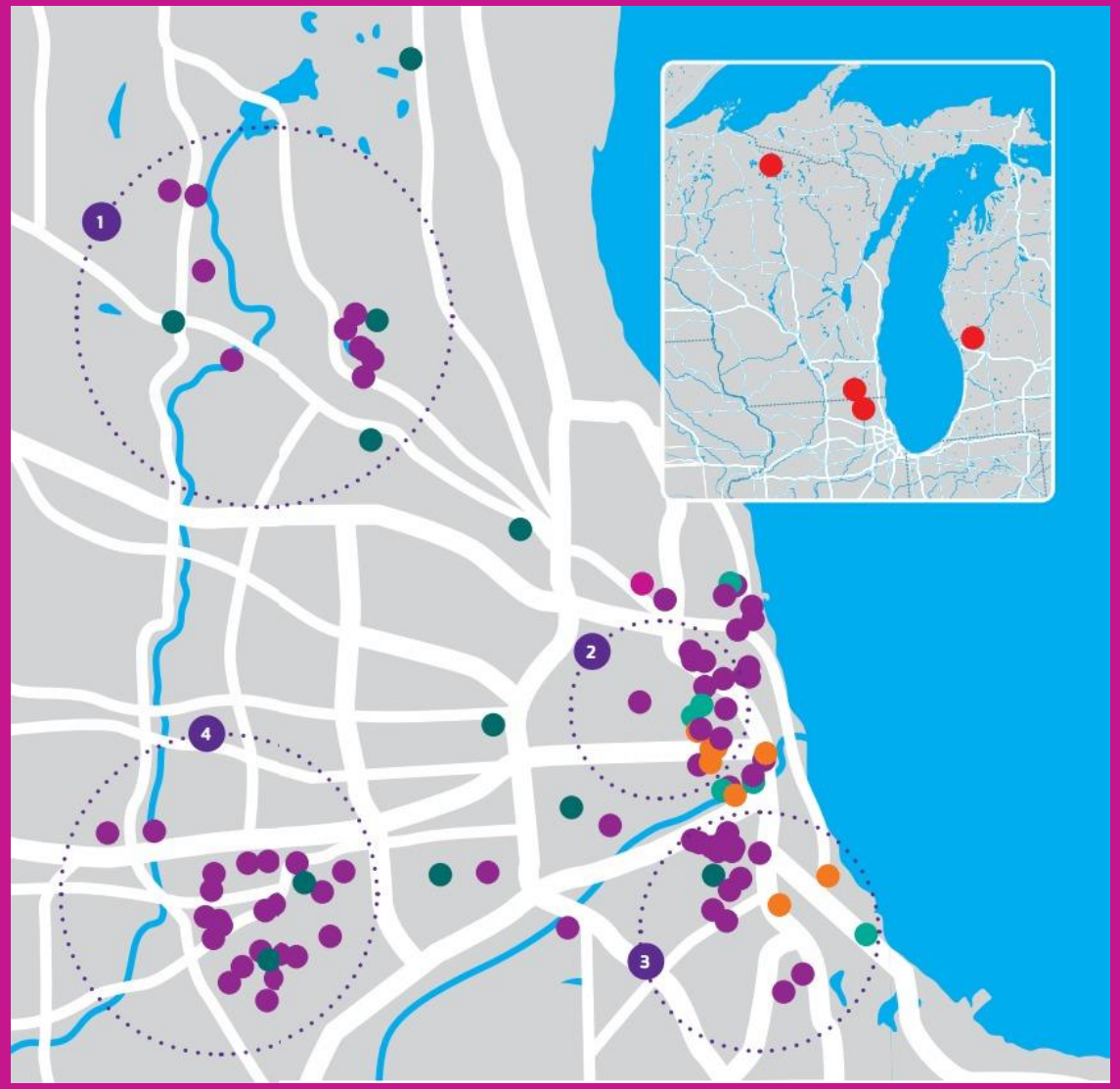

SCALE

- Three states, 100-150 program sites
- Serve ages 0-100

SCOPE

- Fitness
- Sports / Aquatics
- Youth Development
- Family Programming
- Violence Prevention
- Health Equity
- Housing
- Food Security
- Digital Equity
- Coming soon … Workforce Development, and more!

EQUITABLE EVALUATION at the YMCA

EQUITABLE EVALUATION GOALS

1. Drive a Learning Organization, steeped in continuous improvement
2. Allow the YMCA to best serve our communities, staff, partners
3. Advance equity (both internally and externally)

DESIGN

Through logic modelling, stakeholders define success and how its measured

DATA COLLECTION

Stakeholders vet data collection tools to collect data that can be used

End-user in mind. Cognizant of the participant context (trauma-informed, multi-culturally valid, digestible reading level)

DATA USE

Transparency. Data shared with participants and practitioners first

Empowering practitioners to make meaning of data. Evaluators are a vehicle for learning, not the final say

When data is eventually shared with leadership, it includes practitioner interpretations / plans

Practitioner feedback incorporated into CQI/evaluation systems

BENEFITS of LOOKER STUDIO

NEEDS	LOOKER STUDIO
Access controls	✔ Users view different data, per what is relevant to their role
Fosters decision-making virtually	✔ Flexible and interactive visual capabilities
Free or low cost	✔ Free!
Anyone can access/understand	✔ Easy integration with Google programs ✔ Similar user interface to Google programs
Quick sharing capabilities	✔ Real-time data updates
Holistic view of Y program ecosystem for end-users	✔ Integrates multiple data sources ✔ One-stop shop for all data ✔ Planning/resources for next steps can be incorporated

CAVEATS & CONSIDERATIONS

- **Finicky**
- **Lack of customer support**
  - Mostly peer-to-peer

PROCESS

Alchemer / other data collection tool

Google Sheets

Looker Studio

End User (with tutorial)

Regular check-ins and data refreshes

WORKSHOP

Let's get hands-on!

- **Create and Share I: Simple Data Visualization (20)**
  1. Open lookerstudio.google.com
  2. Open data set from bit.ly/datacqi22
  3. Create simple visualization
  4. Reflections and questions
  5. Small group discussion
- **Create and Share II: Creative Data Visualization (30)**

Questions? Need assistance? Use the table cups!

What is challenging? Working well?

What would you like to be able to do?

SMALL GROUP CHAT

How do you imagine you could use Looker Studio in your work?

WORKSHOP

Create and Share II: Creative Data Visualization (30)

1. Choose your own adventure…
   - ❑ **Continue with Simple Data Visualization**
   - ❑ **Use sample data set to create a new visualization (table, graph, etc.)**
   - ❑ **Upload your own data set to create a visualization**
2. Small group share-out
3. Large group share-out

Questions? Need assistance? Use the table cups and handouts!

What is challenging? Working well?

What would you like to be able to do?

How do you imagine using Looker Studio in your work?

the YMCA

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Questions?

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