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Full PowerPoint will be provided to attendees after the session.

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1. <https://www.surveymonkey.com/r/M56X6GI>
2. <https://www.surveymonkey.com/r/DataIRL>

What's Your Data Persona? Tips for Developing a Data- Driven Culture

CQI Annual Conference

October 10, 2024

Agenda Overview

- 01 Introductions
- 02 Defining Data Literacy
- 03 Measuring Data Literacy
- 04 Improving Data Literacy
- 05 Resources
- 06 Q & A



Introductions



Kimberly Lohrfink, PhD
Senior Research Coordinator



April Wall-Parker
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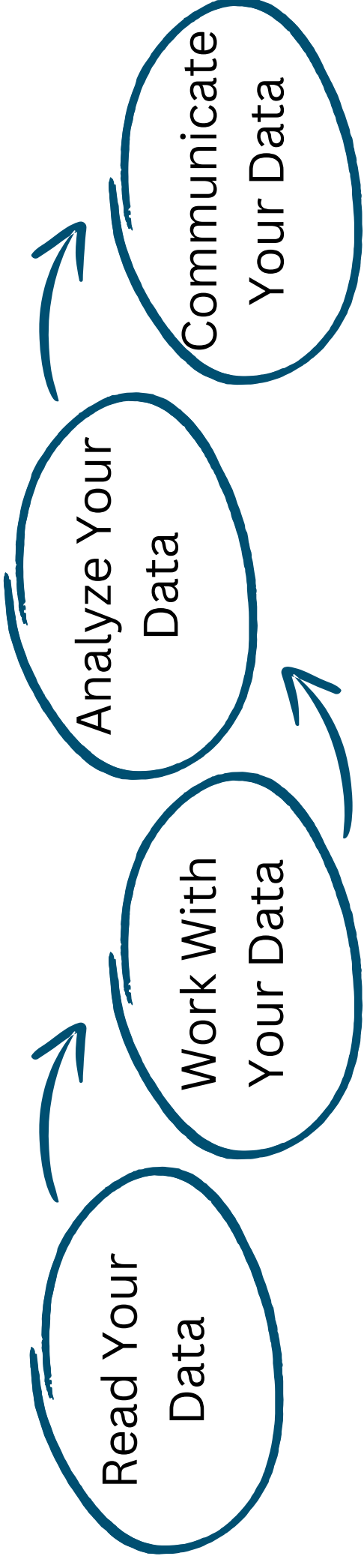
Amanda Smith Chonko, MBA
Evaluation Coordinator





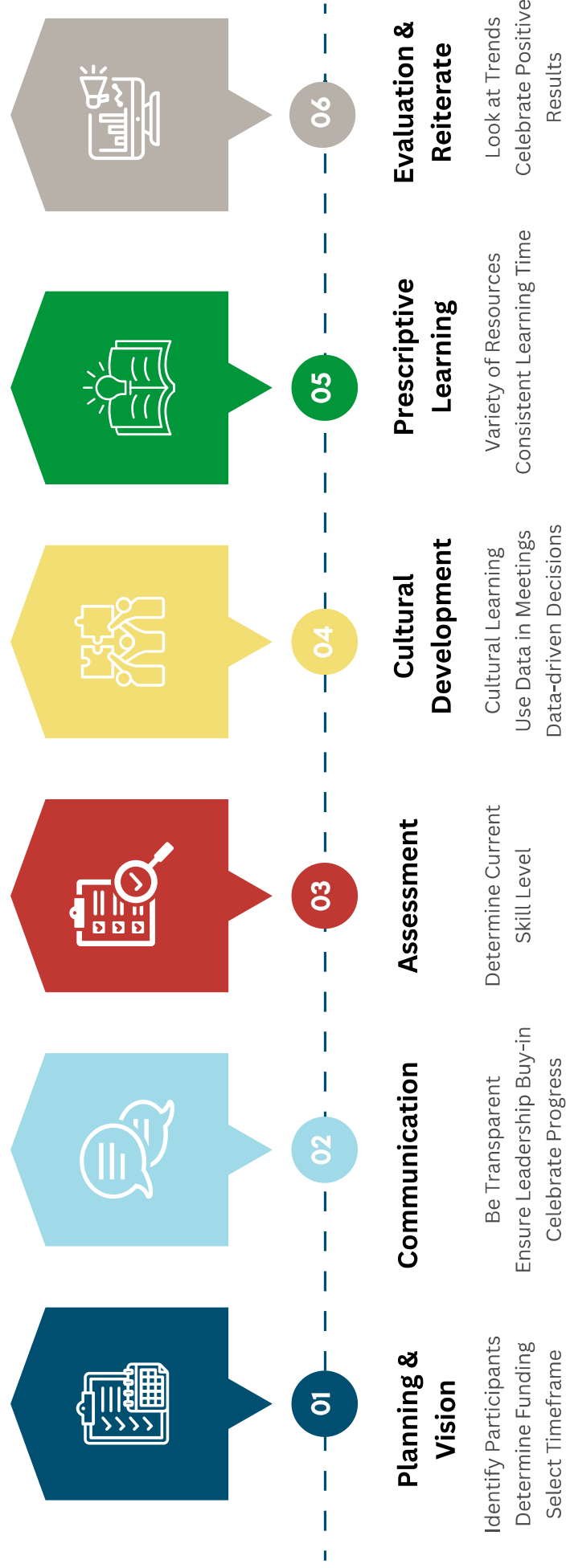
*Defining Data
Literacy*

Data Literacy Defined



There is a 39% gap between leadership's perception of employee data literacy and employees' own perceptions of it.

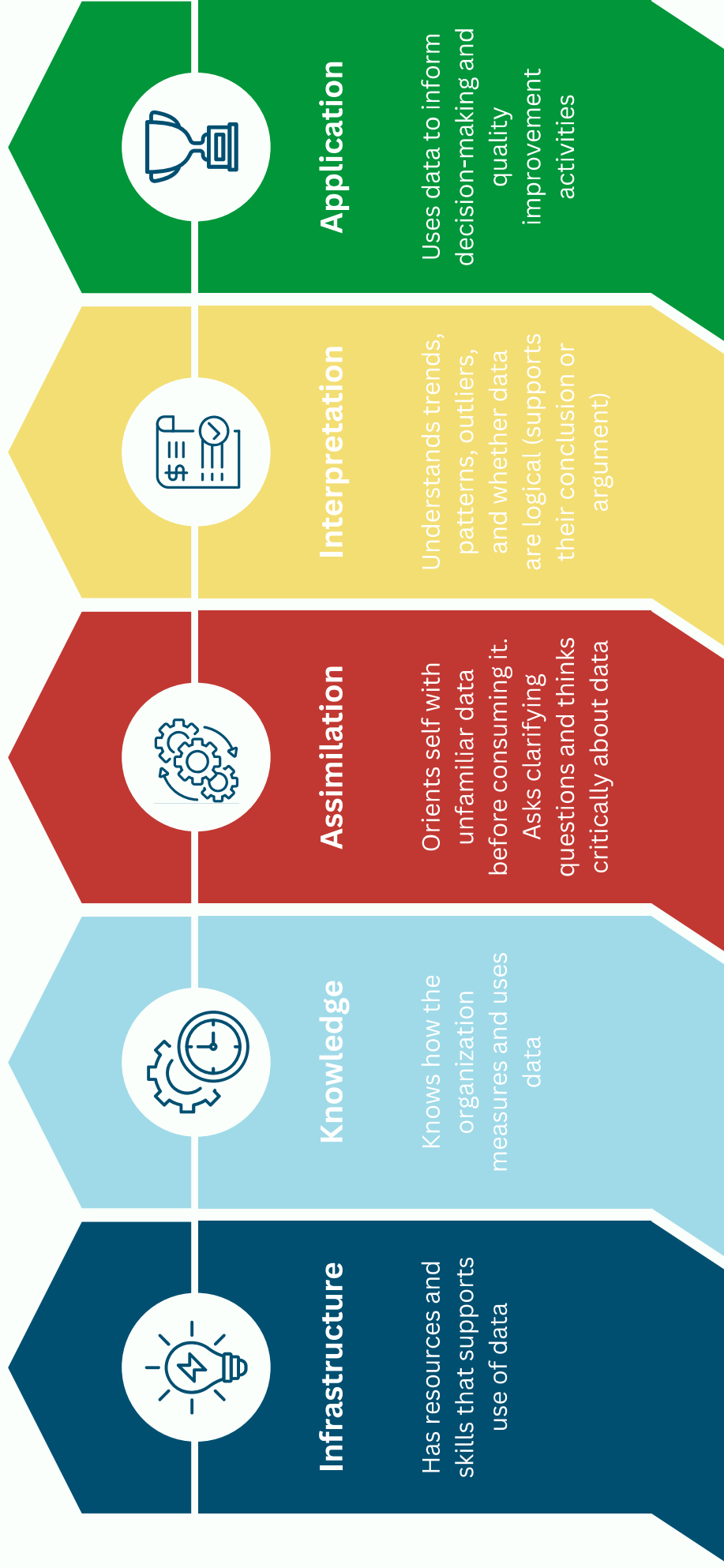
Developing a Data Literacy Program



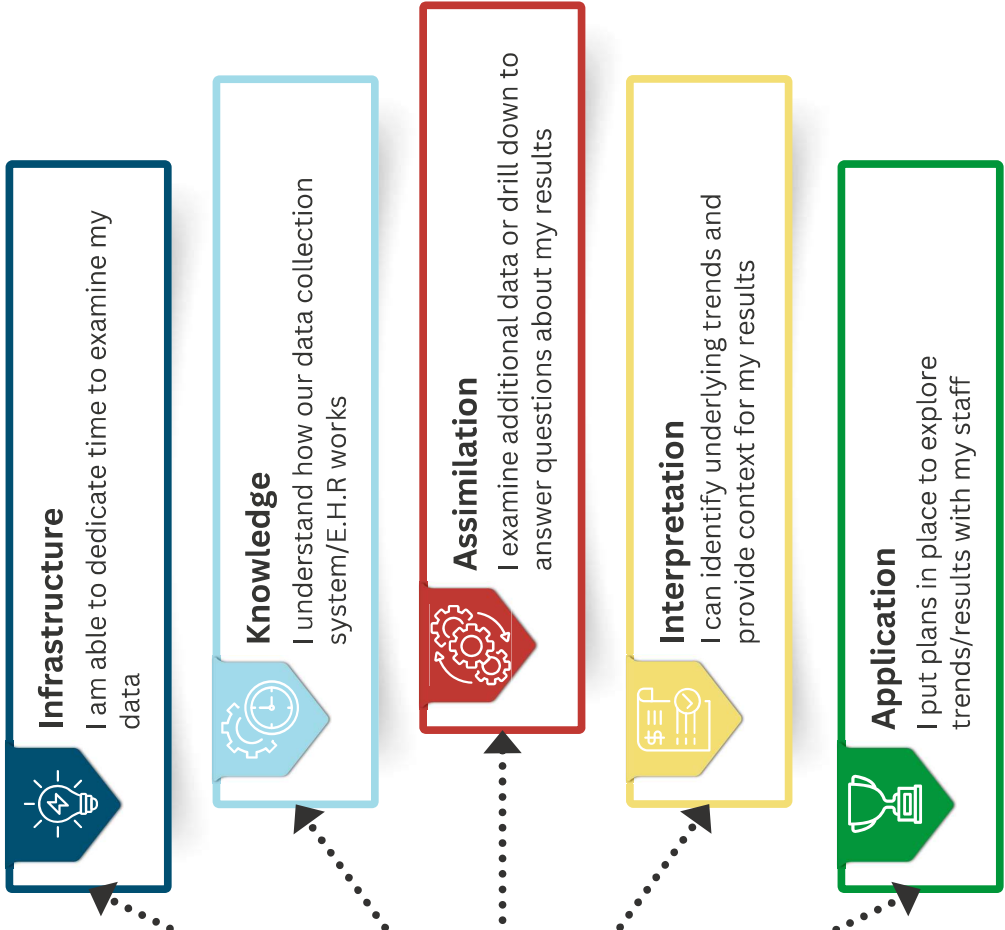


*Measuring Data
Literacy*

Data Literacy Assessment: Domains



Data Literacy: Assessment: Sample Questions





*Improving Data
Literacy*

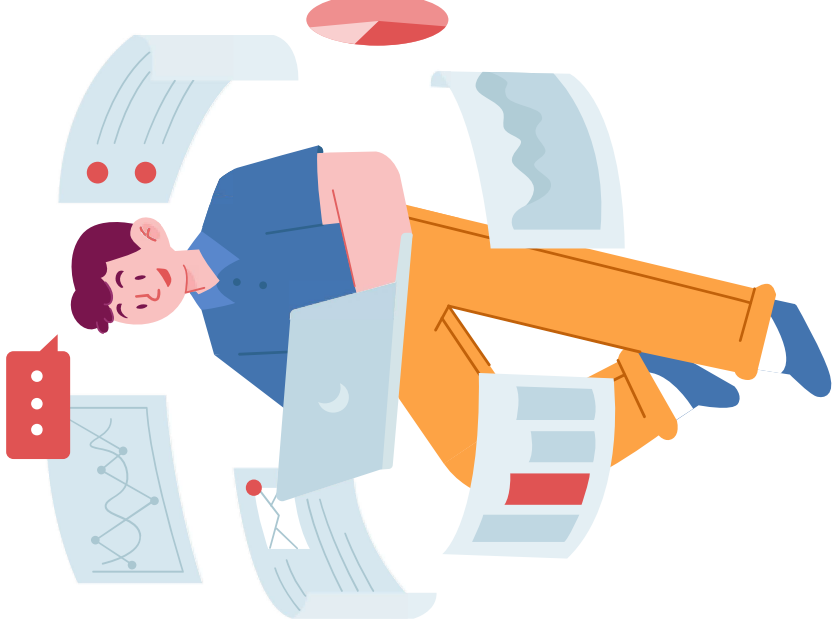


Data Literacy Activities

Year 1 - The following activities were provided at quarterly QI regional meetings and chosen staff meetings:

Quarter	Data Literacy Domain	Activity Theme
1	Knowledge	Data “In Real Life”
2	Assimilation	Data Detectives
3	Interpretation	Data Whisperers
4	Application	Data Informatics

Data in Real Life

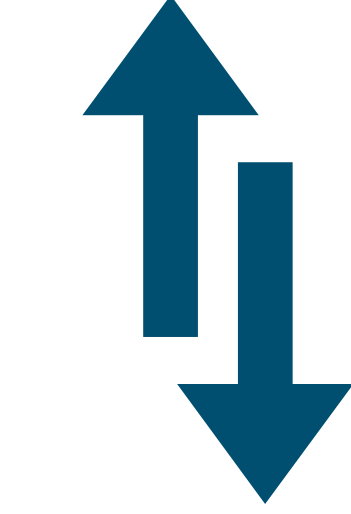


Data Literacy Activities

Year 2 - Monthly Data Literacy Challenge for Staff



[Crash Course Videos](#)

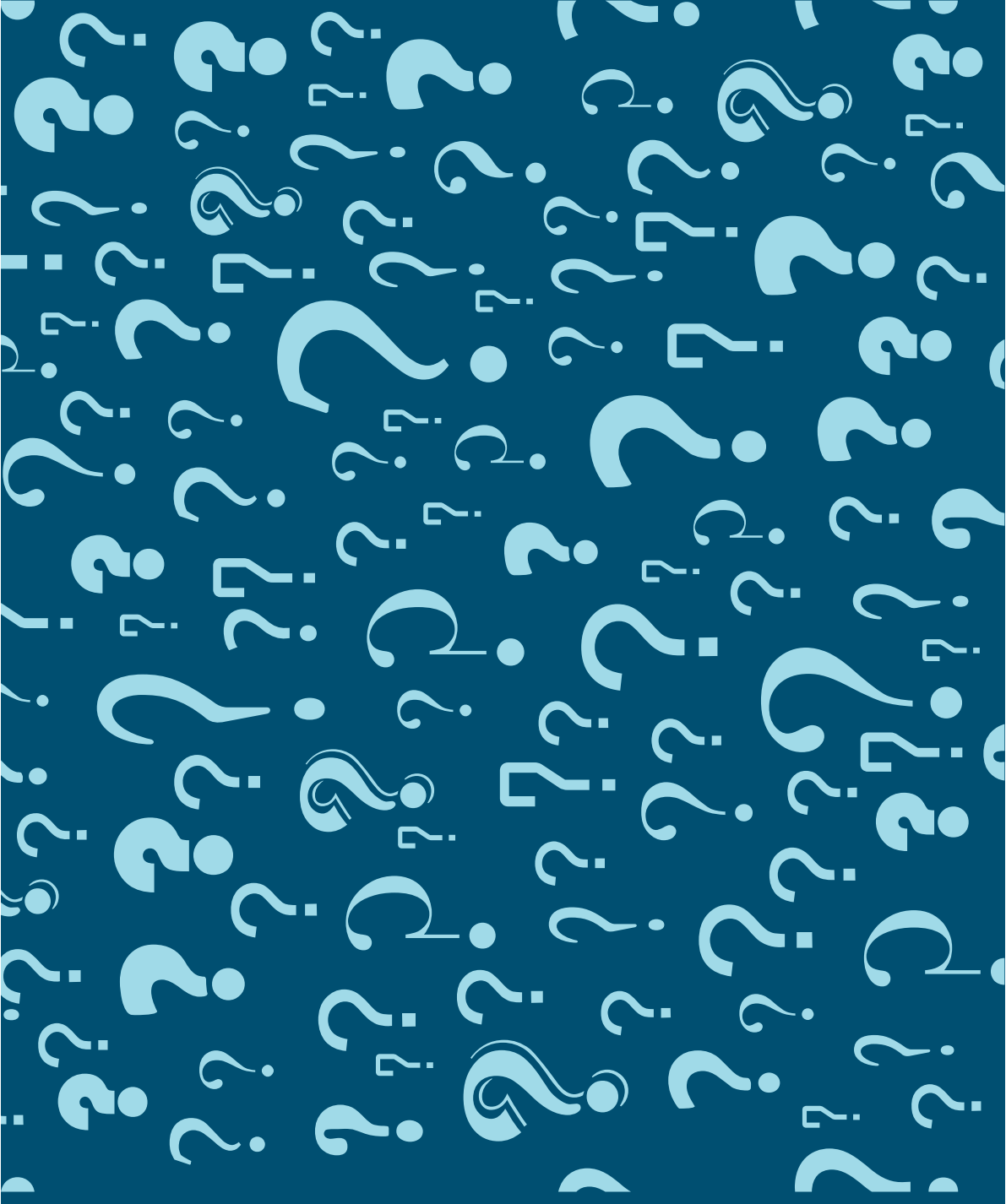


Hands-on Activities



Resources

- **Download the Data Literacy assessment and all the activities**
 - https://drive.google.com/drive/folders/1AgdtqNZJzHVqObyv7Xmf_6e7yfSofNT?usp=sharing
- **Data Basic**
 - <https://databasic.io/en/>
- **Qlik's Data Literacy Program**
 - <https://www.qlik.com/us/services/training/data-literacy-program>
- **Participatory Data Activities**
 - http://www.pointk.org/resources/files/Dabbling_in_the_Data_Guide.pdf
- **Crash Course Data Literacy Videos**
 - https://www.youtube.com/watch?v=OH8awA3GBPg&list=PLNrrxHpJhC8m_ifiOWl1hquDmdgvcviOt



Q & A

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