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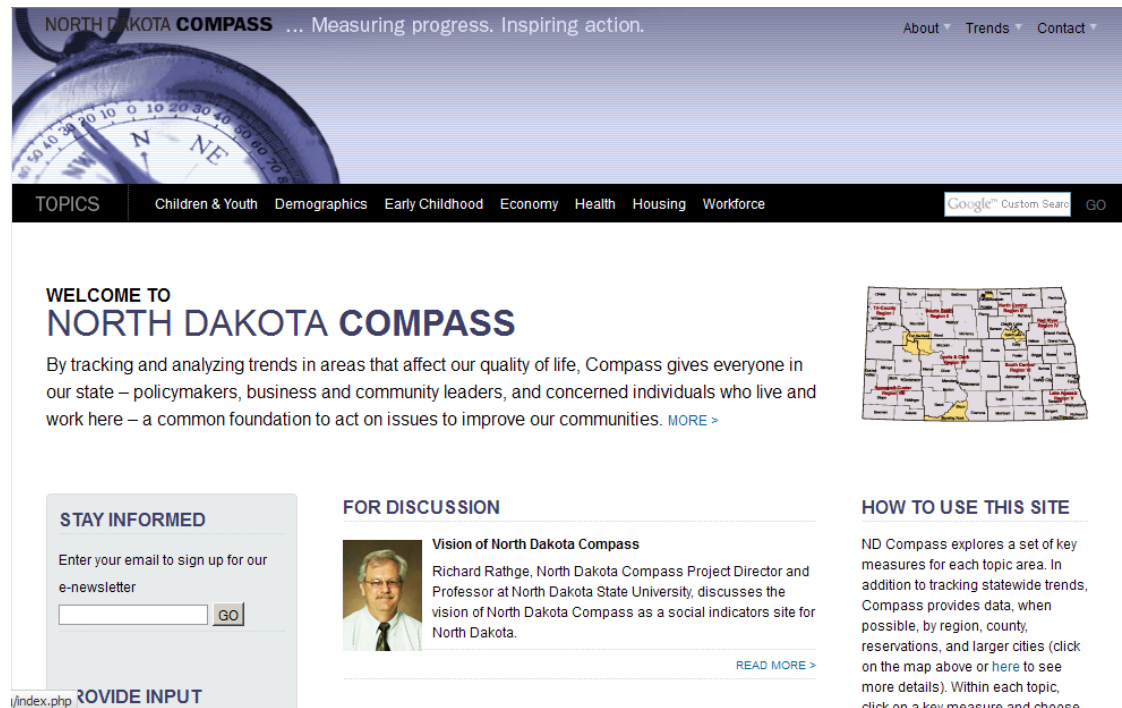
Data-Driven Decision Making: Introducing North Dakota Compass

For United Way of Cass-Clay

www.ndcompass.org

Outline of presentation

- Why data matters
- What is ND Compass?
- A demonstration
- Next steps



The screenshot shows the homepage of the North Dakota Compass website. At the top, there is a navigation bar with the text "NORTH DAKOTA COMPASS ... Measuring progress. Inspiring action." and links for "About", "Trends", and "Contact". Below this is a dark navigation menu with "TOPICS" and categories: "Children & Youth", "Demographics", "Early Childhood", "Economy", "Health", "Housing", and "Workforce". A "Google Custom Search" box is also present. The main content area features a "WELCOME TO NORTH DAKOTA COMPASS" heading, followed by a paragraph about tracking trends and a "MORE >" link. To the right is a map of North Dakota with various regions highlighted. Below the welcome message is a "STAY INFORMED" section with an email sign-up form and a "GO" button. To the right of the form is a "FOR DISCUSSION" section with a photo of Richard Rathge and a "READ MORE >" link. At the bottom right is a "HOW TO USE THIS SITE" section with instructions on how to navigate the site's data.

NORTH DAKOTA COMPASS ... Measuring progress. Inspiring action. About Trends Contact

TOPICS Children & Youth Demographics Early Childhood Economy Health Housing Workforce Google Custom Search GO

WELCOME TO
NORTH DAKOTA COMPASS

By tracking and analyzing trends in areas that affect our quality of life, Compass gives everyone in our state – policymakers, business and community leaders, and concerned individuals who live and work here – a common foundation to act on issues to improve our communities. [MORE >](#)

STAY INFORMED

Enter your email to sign up for our e-newsletter

[PROVIDE INPUT](#)

FOR DISCUSSION

Vision of North Dakota Compass

Richard Rathge, North Dakota Compass Project Director and Professor at North Dakota State University, discusses the vision of North Dakota Compass as a social indicators site for North Dakota.

[READ MORE >](#)

HOW TO USE THIS SITE

ND Compass explores a set of key measures for each topic area. In addition to tracking statewide trends, Compass provides data, when possible, by region, county, reservations, and larger cities (click on the map above or [here](#) to see more details). Within each topic, click on a key measure and choose



Why data matters

- Data helps organizations...
 - Make informed decisions
 - Where to focus efforts
 - Where to allocate resources
 - Secure funding
 - Motivate supporters to act and contribute
 - Make your case to funding organizations
 - Determine if you are having the impact you seek
 - Tweak processes along the way if necessary



Q: What is ND Compass?

A: a new one-stop social indicators website in North Dakota with tools to help you access and interpret data

- A data indicators and community improvement project
 - Compass gives everyone in our state – policymakers, business and community leaders, and concerned individuals who live and work here – a common foundation to identify, understand, and act on issues that affect our communities.
- Compass serves as a data curator (rather than a data warehouse)
 - Relevant topics, key measures, access to data
 - Then, resources to help you go further



Working to Change the Equation

From:

Inefficient decisions

To:

***Productive decisions
for strong communities***

Topic areas and key measures currently on ND Compass...

- Children & Youth
 - Population trends, Connection to adults (*others coming soon*)
- Demographics
 - Population, Age, Race, Disability
- Early Childhood
 - Low birth weight (*others coming soon*)
- Economy
 - Economic output (GDP), Jobs, Median income, Poverty
- Health
 - Diabetes, Obesity, Health care coverage, Mental health
- Housing
 - Cost-burdened households, Homeownership rate, Homeless persons
- Workforce
 - Educational attainment, Proportion of adults working (*others coming soon*)



ND Compass provides data and trends for...

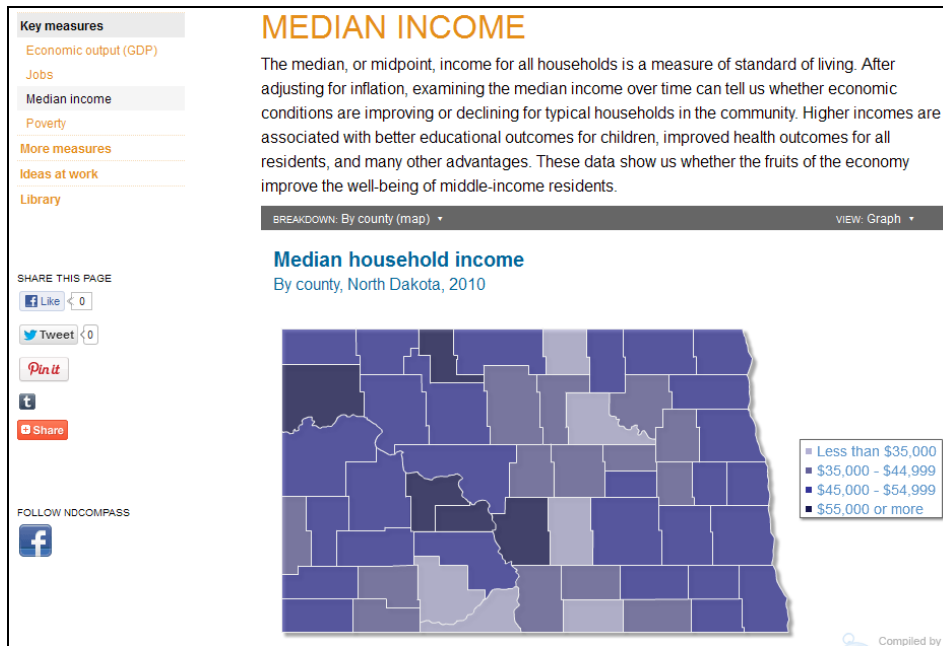


- Various geographic levels, depending on indicator
 - ND
 - National and state-to-state comparisons
 - 8 planning regions
 - 53 counties
 - 3 metropolitan areas and five micropolitan areas
 - Top 15 cities
 - 4 reservations – Fort Berthold, Spirit Lake, Standing Rock, Turtle Mountain
- Various characteristics, depending on indicator
 - Explore age, gender, race/ethnicity, poverty status



Presentation of the data

- Engaging graphs with detailed data in the accompanying “Data and notes” tables



	1999	2006	2007	2008	2009	2010
Adams						
Median household income in 2010 dollars	\$37,289 (+/- \$2,575)	\$37,375 (+/- \$3,484)	\$37,981 (+/- \$3,950)	\$37,353 (+/- \$3,628)	\$40,457 (+/- \$4,259)	\$40,082 (+/- \$3,806)
Median household income (nominal)	\$28,484 (+/- \$1,957)	\$34,547 (+/- \$3,220)	\$36,100 (+/- \$3,469)	\$36,856 (+/- \$3,580)	\$39,799 (+/- \$4,189)	\$40,082 (+/- \$3,806)
Barnes						
Median household income in 2010 dollars	\$41,076 (+/- \$2,792)	\$42,574 (+/- \$3,658)	\$41,439 (+/- \$3,356)	\$44,075 (+/- \$4,041)	\$44,895 (+/- \$4,408)	\$45,894 (+/- \$4,170)
Median household income (nominal)	\$31,377 (+/- \$2,133)	\$39,353 (+/- \$3,381)	\$39,387 (+/- \$3,190)	\$43,480 (+/- \$3,987)	\$44,154 (+/- \$4,335)	\$45,894 (+/- \$4,170)
Benson						
Median household income in 2010 dollars	\$32,621 (+/- \$2,273)	\$31,954 (+/- \$2,781)	\$31,595 (+/- \$2,970)	\$33,641 (+/- \$3,380)	\$33,366 (+/- \$3,061)	\$32,884 (+/- \$2,438)
Median household income (nominal)	\$24,918 (+/- \$1,736)	\$29,537 (+/- \$2,571)	\$30,030 (+/- \$2,823)	\$33,194 (+/- \$3,335)	\$32,815 (+/- \$3,010)	\$32,884 (+/- \$2,438)
Billings						
Median household income in 2010 dollars	\$42,243 (+/- \$3,073)	\$45,601 (+/- \$4,033)	\$47,154 (+/- \$4,761)	\$45,318 (+/- \$4,659)	\$46,613 (+/- \$4,811)	\$50,921 (+/- \$4,945)
Median household income (nominal)	\$32,268 (+/- \$2,347)	\$42,151 (+/- \$3,728)	\$44,819 (+/- \$4,525)	\$44,715 (+/- \$4,597)	\$45,844 (+/- \$4,732)	\$50,921 (+/- \$4,945)
Bottineau						
Median household income in 2010 dollars	\$38,677 (+/- \$2,710)	\$40,606 (+/- \$3,653)	\$40,770 (+/- \$2,780)	\$45,881 (+/- \$4,612)	\$50,156 (+/- \$4,833)	\$48,504 (+/- \$4,485)
Median household income (nominal)	\$29,544 (+/- \$2,070)	\$37,534 (+/- \$3,377)	\$38,751 (+/- \$2,642)	\$45,271 (+/- \$4,551)	\$49,328 (+/- \$4,753)	\$48,504 (+/- \$4,485)

ND Compass also has...

- Analysis of current trends from researchers and commentary from community leaders and stakeholders
 - Major Trends, For Discussion, Ask a Researcher
- Cultivated links to more measures and ideas at work
- An e-library of recent publications and research-tested strategies



A Dynamic Site, Always Under Development



➤ Topics under development:

- ✦ Community Building
- ✦ Aging
- ✦ Education
- ✦ Disparities
- ✦ Environment
- ✦ Public Safety
- ✦ Transportation
- ✦ Civic Engagement
- ✦ Immigration

➤ Data updates occur frequently

➤ New resources are continuously being added

➤ On-going Facebook posts reflecting timely research and data

➤ New topics are explored every month in our newsletter

Major Trends

- *Vibrant Communities*
- *Shifting Economy and Workforce*
- *Healthy People and Families*

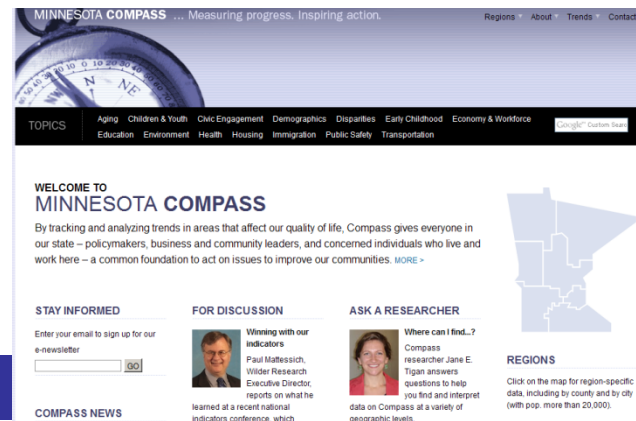
- *Current For Discussion* piece
 - ✦ By Dr. Richard Rathge, Director
 - ✦ “Vision of ND Compass”
 - ✦ In the archive: “What’s the real poverty rate?”
- *Current Ask a Researcher* Piece
 - ✦ By Karen Olson, Research Analyst
 - ✦ “Learn about the powerful data resource known as the American Community Survey (ACS)”



Minnesota Compass

www.mncompass.org

- Partnership with Wilder Research who created and operates the award-winning MN Compass site
 - Serves as the model for ND Compass
- Where possible, topics and data are available on BOTH sites (a huge benefit for communities along the Red River Valley)



The screenshot shows the homepage of the Minnesota Compass website. At the top, there is a navigation bar with the site's name and tagline, "Measuring progress. Inspiring action.", and links for "Regions", "About", "Trends", and "Contact". Below this is a "TOPICS" section with a grid of categories including Aging, Children & Youth, Civic Engagement, Demographics, Disabilities, Early Childhood, Economy & Workforce, Education, Environment, Health, Housing, Immigration, Public Safety, and Transportation. A search bar is also present. The main content area features a "WELCOME TO MINNESOTA COMPASS" heading, followed by a paragraph explaining the site's purpose: "By tracking and analyzing trends in areas that affect our quality of life, Compass gives everyone in our state – policymakers, business and community leaders, and concerned individuals who live and work here – a common foundation to act on issues to improve our communities." To the right is a map of Minnesota. Below the welcome message are three columns: "STAY INFORMED" with an email sign-up form, "FOR DISCUSSION" featuring a quote from Paul Mattessich, Wilder Research Executive Director, and "ASK A RESEARCHER" with a form and a photo of researcher Jane E. Tigan. A "COMPASS NEWS" section is partially visible at the bottom left. A "REGIONS" section at the bottom right includes a link to click on the map for region-specific data.



Other Partners

- ND Compass is supported by
 - The Bush Foundation
 - The Otto Bremer Foundation
 - The Dakota Medical Foundation/Impact Foundation
 - North Dakota State University
- Seeking ongoing, sustainable funding/support from organizations, communities, businesses





Other Partners

ND Compass seeks input to ensure the site accurately reflects our state by engaging data users, community stakeholders, and funders:

- ✦ Steering Committee
- ✦ Advisory Committee
- ✦ Topic-specific Technical Working Groups

- Assess relevancy of topics and key measures
 - ✦ Reflect quality-of-life
 - ✦ Data availability
- Suggest resources
- Help champion our site

Time for a demonstration...

HOUSING

Overview

Key measures

Cost-burdened households

Homeownership rate

Homeless persons

More measures

Ideas at work

Library

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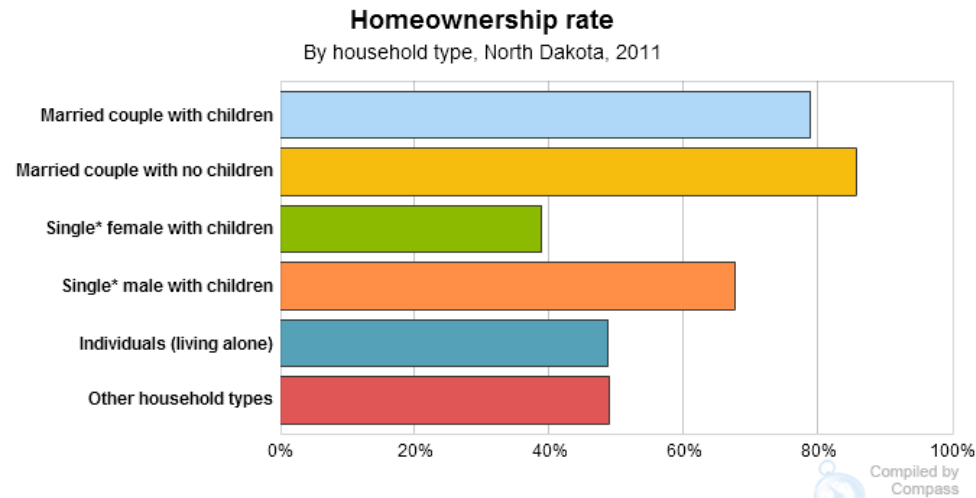
You are here: ND Compass > Housing

HOMEOWNERSHIP RATE

Homeownership is a significant asset-building strategy for individuals. Owning a home is an important source of stability for children and their families. Communities also benefit from high rates of homeownership. Residents who own their homes, in general, feel more rooted, take greater pride in the appearance of their homes, and have greater positive involvement with the community. Access to homeownership is a factor of the availability of affordable housing stock as well as income levels.

BREAKDOWN: By household type ▾

VIEW: Graph ▾



What's next for ND Compass?

- More topics
- More data
- More resources
- More presentations
- More engagement of community members
- Seeking sustainable funding
- Exploring an annual “State of the State” conference



How ND Compass can be useful to your organization

- Compass provides data and resources to help you make informed decisions, secure funding, and determine if you are having the impact you seek.
- Compass provides information that will help the community make informed decisions about how to become a better place to live, work, and raise families.



How can you get involved?

- Let us know how you've used the site
- Share ideas
 - “For Discussion” or “Ask a Researcher” topics
 - Resources (report, idea at work)
- Serve on a committee
- Become a champion
 - Tell others!
 - Link to ND Compass from your own site
 - Share in a newsletter or with a listserv



Questions?

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NORTH DAKOTA
COMPASS

Measuring progress.
Inspiring action.

- ✓ Visit the website at www.ndcompass.org
- ✓ Sign up for our monthly e-newsletter
- ✓ Connect with ND Compass on Facebook ([/NDCompass](https://www.facebook.com/NDCompass))
- ✓ Email us at ndsu.ndcompass@ndsu.edu