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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

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…

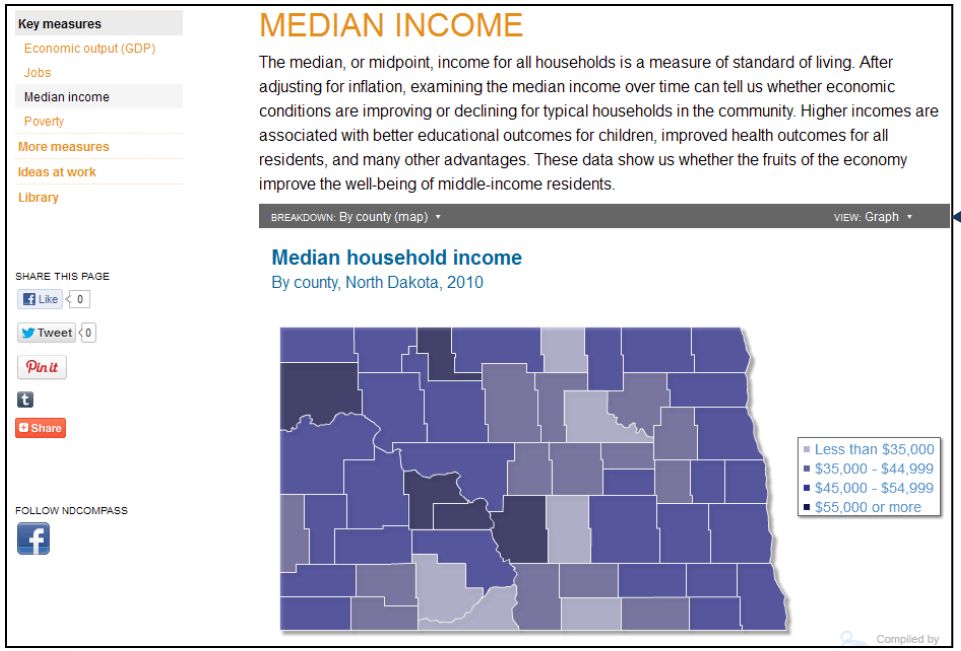
- Children & Youth
  - Population trends, Connection to adults *(others coming soon)*
- Demographics
  - Population, Age, Race, Disability
- Early Childhood
  - Low birth weight *(others coming soon)*
- Economy
  - Economic output (GDP), Jobs, Median income, Poverty
- Health
  - Diabetes, Obesity, Health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

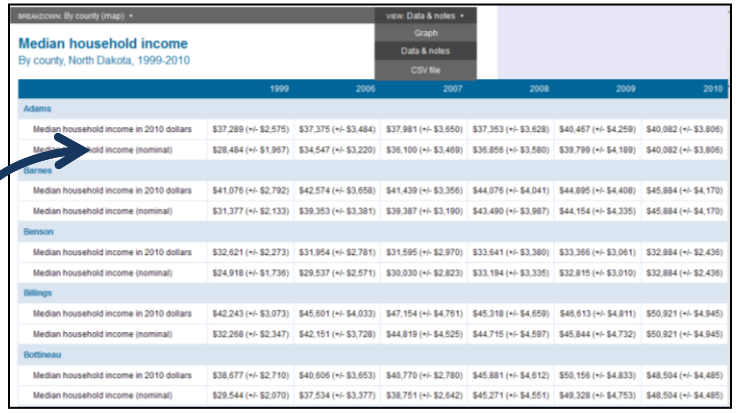
ND Compass provides data and trends for…

- 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





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

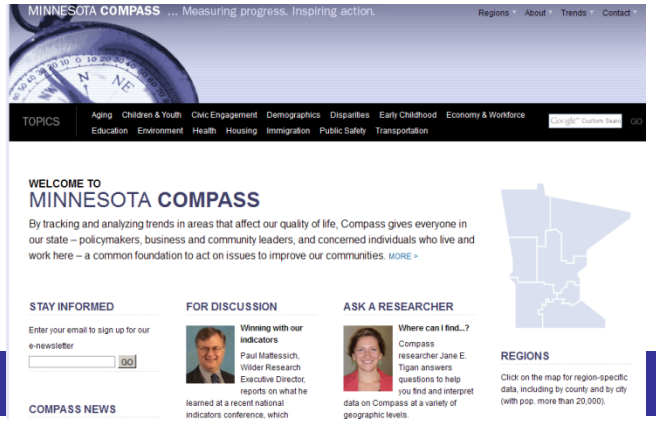
Major Trends

- *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)



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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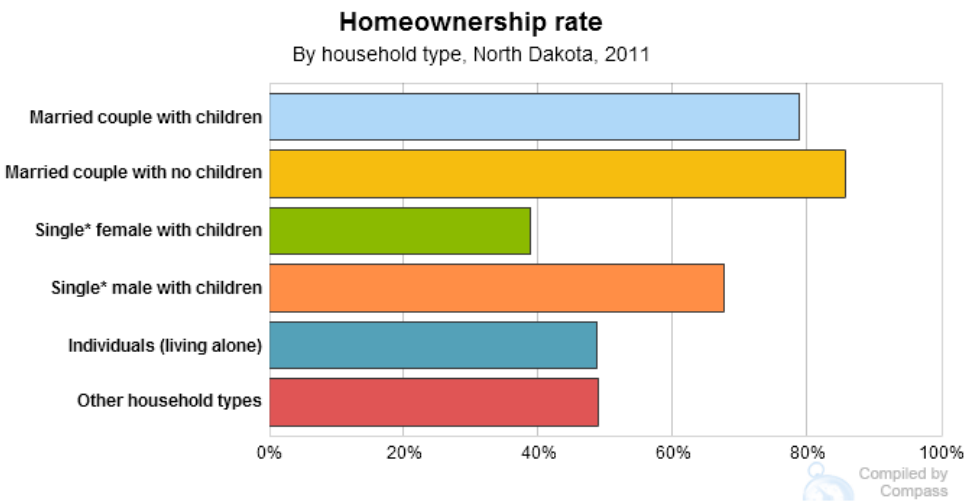
HOMEOWNERSHIP RATE

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.

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