

Measuring to Reflect Our Values

Harold Moore
haroldmmoore@yahoo.com

Hi, I'm Harold



LEAGUE OF
CONSERVATION
VOTERS



SIERRA
CLUB

Today we'll cover

- Data practices in the social change space
- What we say we value v what we actually measure and why
- Why it's important that we reconsider
- Case Study: Adverse Childhood Experiences
- Intersectional Data
- Vanity metrics and creating more reflective metrics
- Break

Today we'll cover

- What happens when we measure for the wrong things
- Examples of measuring what you value
- What we can do to measure what we value and display that
- Breakout: Stage a data intervention

Norms

- Today's discussion is framed around people at the margins
- A lot of my examples will be electoral based
- Everyone's an expert here (especially in this room). Chime in!
- Each one teach one
- Let's source issues and resolutions

Let's talk about how data becomes inaccessible



Campaigning has changed

391

City of Chicago, Northern District of Illinois.

DATE OF FAFERS.	COURT.	By Ad of Co- gen.	Dated Year.	DATE OF APPLICATION TO BE REGISTERED.	WHY DISQUALIFIED.	RESTORED.		VOTE CHAL- LANGED.	VOTED.	NUMBER OF BALLOT.	REMARKS.
						By Commission	By Court				
Oct 22-1884	Superior			yes Oct-9-1888						yes 322	
Oct 31-1884	Superior			yes Oct-9-1888						yes 306	
Oct 20-1888	Superior			yes Oct-9-1888						yes 200	
				yes Oct-9-1888						yes 306	
				yes Oct-9-1888						yes 312	
				yes Oct-9-1888						yes 68	
Nov-1-1884	Superior			yes Oct-9-1888							

Likely swing voters in my precinct

Brevard -- BRE-101-0 -- Seminole Ct NE -- Even

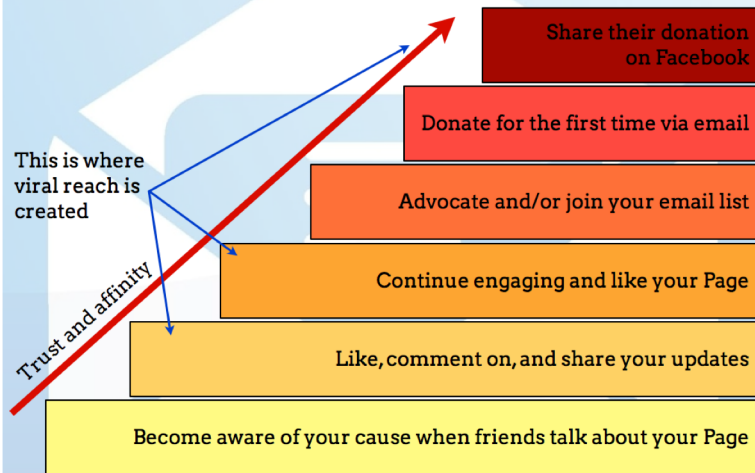
694806(Democrat) Burr, Annette, I 1160 Seminole Ct NE Palm Bay 32907	Phone: 321-953-8371 Email: _____ Sex: F Age: 66	<input type="checkbox"/> B2 <input type="checkbox"/> CB <input type="checkbox"/> CH <input type="checkbox"/> DS <input type="checkbox"/> HV	<input type="checkbox"/> NA <input type="checkbox"/> NC <input type="checkbox"/> NH <input type="checkbox"/> RF <input type="checkbox"/> SP	<input type="checkbox"/> VC Supp 15% Y N U State & I Y N U Deficit Y 2 U Too Many Y N U Support 0 Y N U
450928(Republican) Green, Charles, Morton 1140 Seminole Ct NE Palm Bay 32907	Phone: _____ Email: _____ Sex: M Age: 76	<input type="checkbox"/> B2 <input type="checkbox"/> CB <input type="checkbox"/> CH <input type="checkbox"/> DS <input type="checkbox"/> HV	<input type="checkbox"/> NA <input type="checkbox"/> NC <input type="checkbox"/> NH <input type="checkbox"/> RF <input type="checkbox"/> SP	<input type="checkbox"/> VC Supp 15% Y N U State & I Y N U Deficit Y 2 U Too Many Y N U Support 0 Y N U
453847(Democrat) Thibedeau, Patricia, Novak 1130 Seminole Ct NE Palm Bay 32907	Phone: 321-327-7186 Email: _____ Sex: F Age: 74	<input type="checkbox"/> B2 <input type="checkbox"/> CB <input type="checkbox"/> CH <input type="checkbox"/> DS <input type="checkbox"/> HV	<input type="checkbox"/> NA <input type="checkbox"/> NC <input type="checkbox"/> NH <input type="checkbox"/> RF <input type="checkbox"/> SP	<input type="checkbox"/> VC Supp 15% Y N U State & I Y N U Deficit Y 2 U Too Many Y N U Support 0 Y N U
453849(Democrat) Thibedeau, Norman, Charles 1130 Seminole Ct NE Palm Bay 32907	Phone: 321-953-2586 Email: _____ Sex: M Age: 78	<input type="checkbox"/> B2 <input type="checkbox"/> CB <input type="checkbox"/> CH <input type="checkbox"/> DS <input type="checkbox"/> HV	<input type="checkbox"/> NA <input type="checkbox"/> NC <input type="checkbox"/> NH <input type="checkbox"/> RF <input type="checkbox"/> SP	<input type="checkbox"/> VC Supp 15% Y N U State & I Y N U Deficit Y 2 U Too Many Y N U Support 0 Y N U
541831(Democrat) Gramigna, Shirley, F 1120 Seminole Ct NE Palm Bay 32907	Phone: 321-952-6779 Email: _____ Sex: F Age: 78	<input type="checkbox"/> B2 <input type="checkbox"/> CB <input type="checkbox"/> CH <input type="checkbox"/> DS <input type="checkbox"/> HV	<input type="checkbox"/> NA <input type="checkbox"/> NC <input type="checkbox"/> NH <input type="checkbox"/> RF <input type="checkbox"/> SP	<input type="checkbox"/> VC Supp 15% Y N U State & I Y N U Deficit Y 2 U Too Many Y N U Support 0 Y N U
541833(Republican) Gramigna, Mario, 1120 Seminole Ct NE Palm Bay 32907	Phone: 321-952-6779 Email: _____ Sex: M Age: 78	<input type="checkbox"/> B2 <input type="checkbox"/> CB <input type="checkbox"/> CH <input type="checkbox"/> DS <input type="checkbox"/> HV	<input type="checkbox"/> NA <input type="checkbox"/> NC <input type="checkbox"/> NH <input type="checkbox"/> RF <input type="checkbox"/> SP	<input type="checkbox"/> VC Supp 15% Y N U State & I Y N U Deficit Y 2 U Too Many Y N U Support 0 Y N U
711205(Republican) Burns, Robert, Marcel Guy 1110 Seminole Ct NE Palm Bay 32907	Phone: 321-373-4771 Email: _____ Sex: M Age: 63	<input type="checkbox"/> B2 <input type="checkbox"/> CB <input type="checkbox"/> CH <input type="checkbox"/> DS <input type="checkbox"/> HV	<input type="checkbox"/> NA <input type="checkbox"/> NC <input type="checkbox"/> NH <input type="checkbox"/> RF <input type="checkbox"/> SP	<input type="checkbox"/> VC Supp 15% Y N U State & I Y N U Deficit Y 2 U Too Many Y N U Support 0 Y N U

From One Ladder of Engagement



To Many

The Facebook Ladder of Engagement



twitter

Ladder of Engagement

Degree	Action	Motivation
Very Low	Reads the tweet	Habit of reading Twitter
Low	Re-Tweets without modifying the message	Has some passing interest in the Cause, feels they are doing something, may or may not know the original Twitter user
Medium	Re-Tweets or @replies with a question about Tweet or clicks through link	Trusts the Twitter user or Cause, has a personal or emotional connection to Cause, may have taken some action in the past or influenced by peer group
High	Makes a donation or takes some action	Has relationship with Twitter user or Cause online or offline, personal experience, reciprocity, or has taken action in the past.
Very High	Makes a donation or takes action and actively encourages others to do so	Has a strong relationship w/Twitter user or Cause online/offline, personal experience, and was asked by the Cause.

Beth Kanter: @kanter

Ladder of Engagement NONPROFITS

- ✓ Promote mobile & scheduled donations Via webinars/social media emails/letter/blog
- ✓ Promote their page via social media Via live webinars and archived training on our blog
- ✓ Promote their page via email
- ✓ Put the "donate now" button or "donate anywhere" widget on their website, email signature, blog
- ✓ Customize a thank you message
- ✓ Add photos and videos
- ✓ Update their summary page
- ✓ Claim admin access Via hosted trainings with community partners
- ✓ Verify their nonprofit

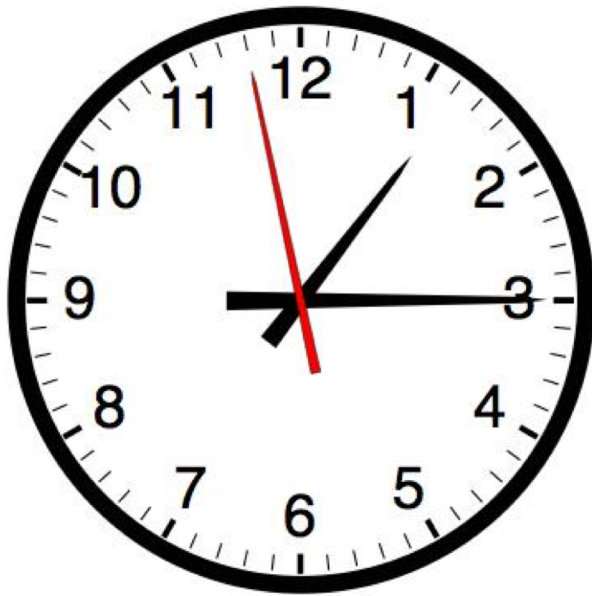
ntc NONPROFIT TECHNOLOGY CONFERENCE 2015

How Many Rungs: Social Change & the Engagement Ladder | NTC Rungs

Campaigning has changed



But we're still solving for the same qs



The rise of the data guru



When we rush to big splashy numbers

- We risk the erasure of people and organizations who're already doing great work
- We risk making data the purview of certain types of people (college educated, mostly white men, crotchety people who like dark rooms)
- We push people and experiences at the margins further into the margins
- We don't win our issues

What we *say* we value

Equality

Diversity

Women's
Rights

Access

#BlackLives

Transparency

Innovation

Leadership

What we say we value

JEMEZ PRINCIPLES

Be inclusive

Emphasis on bottom-up organizing

Let people speak for themselves

Work together in solidarity and mutuality

Build just relationships among ourselves

Commitment to self-transformation

What we *actually* measure

Clicks

Money

Votes

People

Speed

- How is it shared?

- Annual Reports
- Press
- Internally

- Who do we measure for?

- Donors
- Press
- Leadership

Where's the disconnect? Why?

- External Pressures
 - Because my boss said so
 - Because funding is tied to this metric
 - Because people respond to bigger numbers/simpler data
 - Inertia

Why is it important that we reconsider?

- Because
 - We've lost a ton of legislative seats over the past 10 years
 - Because of things we say we value may not be getting measured
 - Because we will have a browner, queerer, weirder world in the very near future

Case Study: Adverse Childhood Experiences

Whose humanity are we missing when we fail to account for culture, context or properly measure impact of structural inequities?

- Our Values
- Ourselves

Case: Story of ACE

Health disparities & Hidden Crises

Whose humanity are we missing when we fail to account for culture, context or properly measure impact of structural inequities?



The **#ChildrenCanThrive** campaign seeks to transform our response to the public health crisis of Adverse Childhood Experiences (ACEs) and their long term effects.

JOIN US

PEDIATRICIANS

Click [here](#) to find out how you can screen for ACEs.

PARENTS

Click [here](#) to find out what you can do to help your children—and all children

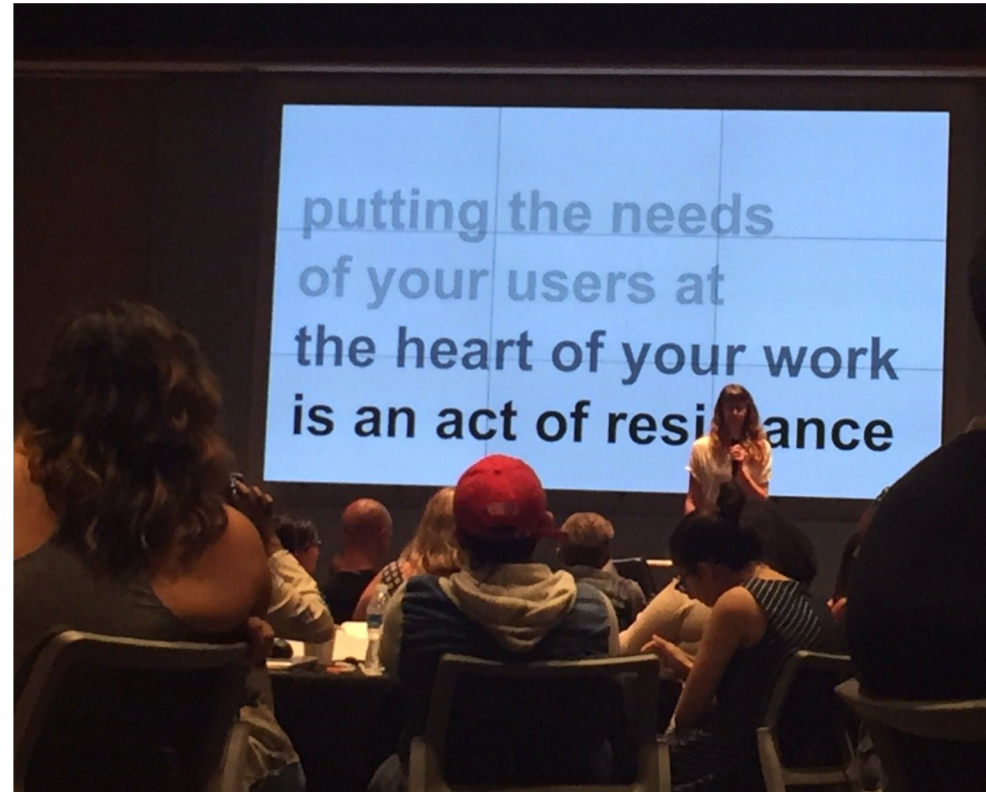
WHAT ARE ACEs?

ACEs, or Adverse Childhood Experiences, are traumatic experiences that can have a profound effect on a child's developing brain and body with lasting impacts on a person's health throughout their lifespan. There are ten recognized ACEs which fall into three types—abuse, neglect, and household dysfunction.

What is missing?

Our values, ourselves, our complete communities.

- Context + Culture + Stories
- Solutions are missed (at best)
- Actively reinforce harm to the communities we seek to serve (at worst)
- Data is supposed to give insight - there is no reason to limit our insights because we are uncomfortable with asking for more clarity or with what we may not be aware of.



Measuring to reflect your values

- Who do you measure for?
- De-center external validators (funders, media, etc.)
- Re-center your community and your mission

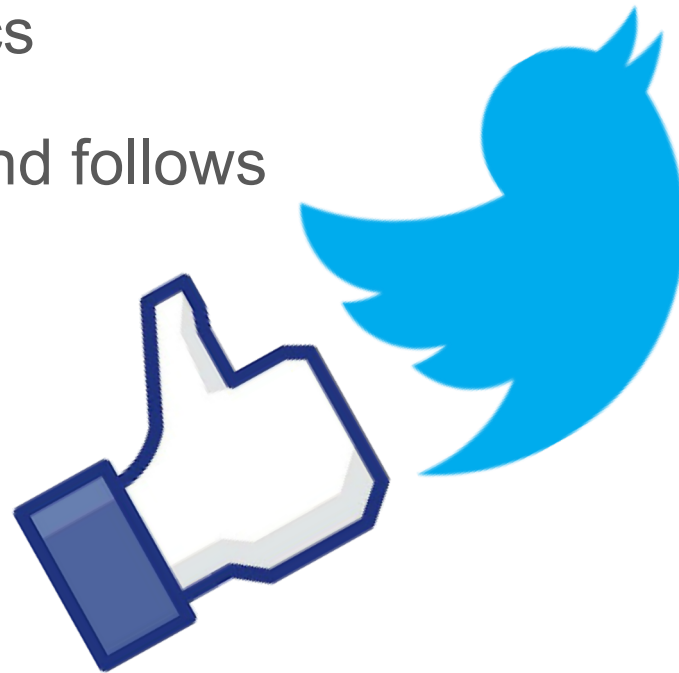
Guiding Question:

Who are we here to serve and how does their humanity show up in what we measure?

Example: Vanity Metrics

We obsess over “vanity metrics” and warp our actions, internally and externally, in support of them.

- Common Vanity Metrics
 - Social media likes and follows
 - List size
 - Petition Signatures
 - Open rate
 - Website traffic

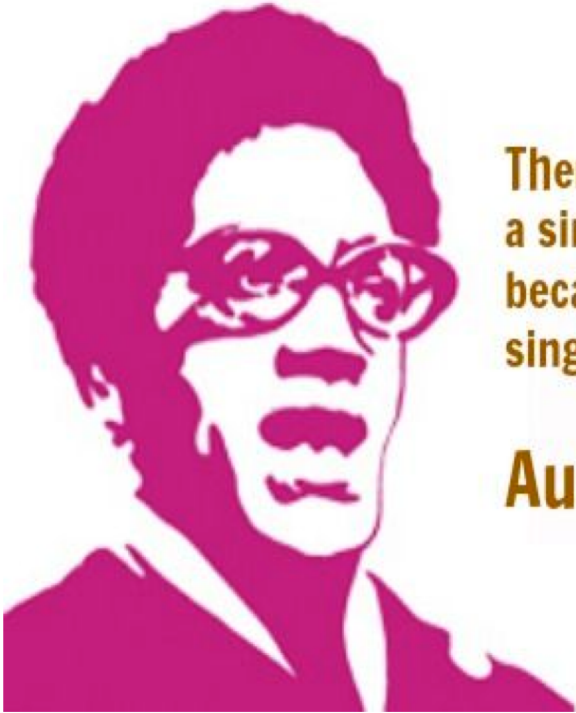


How do we decolonize these?

Enact an **internal data intervention**. Re-center mission goals & the community to measure success of your actions:

- Overall list engagement
 - Actions taken, shares, etc,... vs. Size of List
 - Frequency of action
- Make up of list
 - Role (what % of your list is external to your community?)
 - Demographic (language, age, gender, etc,...)
- Sensory Evaluation (how are people responding emotionally?)
- Engagement over time (are you creating more leaders and more opportunities to lead?)

Example: Principles of Intersectional Data



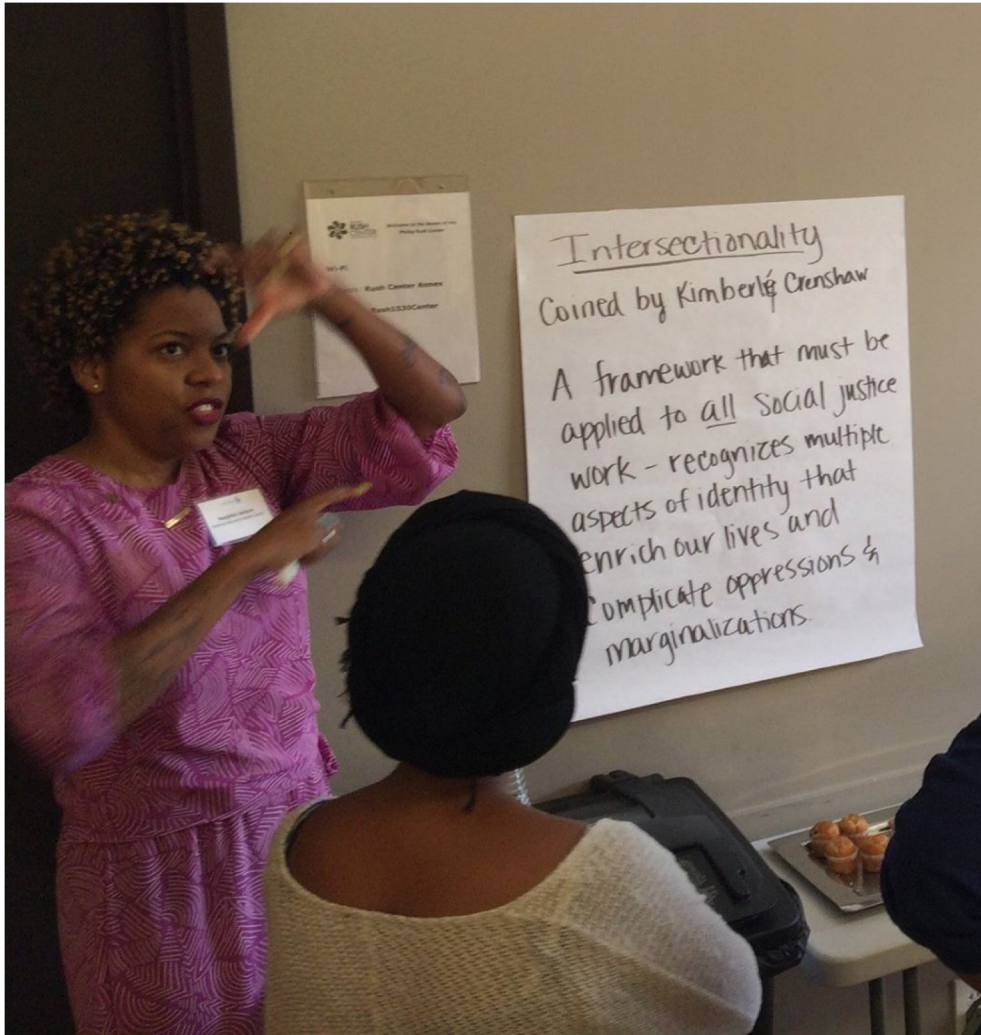
There is no such thing as a single-issue struggle because we do not live single-issue lives.

Audre Lorde

- We cannot separate out the complexities of our identities, nor should we;
- Data that does not reflect the realities of our identities erase those identities. It is also fundamentally inaccurate data, and when it is used for any purpose, those effects are exponentially multiplied.

Source: Intersectional Data Manifesto

Decolonizing for Intersectional Data



- Existing concepts of multivariate data are insufficient because they don't articulate the power relations that shape how we live, know, and are known;
- Intersectional data also applies to the collection of data, preservation, use, and re-use, and the ethics deployed in these processes

Source: Intersectional Data Manifesto

Innovate: Make Your Own Metrics



Opportunity: Realign our Metrics and Values

Consider who you're measuring for - **de-center external funders**, media, prestige economy - and **re-center your community**.

What does that look like?

- Know there is no “perfect metric”
 - Your mission should define your metrics.
 - Vital to get sequencing right:
 - Your organization's mission.
 - What it will take to achieve that mission.
 - Metrics for measuring progress.
 - Identify and track “leading indicators”. **Regularly assess your metrics, and don't be afraid to change them.**

Take 15 mins to craft a set of metrics for your campaign:

Guiding Question:

Who are we here to serve and how does their humanity show up in what we measure?

- Specify:
 - What is the metric?
 - How you would track it over time?
 - For whom are you measuring?
 - What goals does this metric support?
 - To what strategic success does this metric speak?

Take 15 minutes to plan a data intervention:

Thinking about the metrics you just came up with:

- What kind of infrastructure would you need in your organization to make that happen?
- What would it allow you to do if you were tracking these things?
- What are 1-2 barriers might you run into?
- How might you overcome these barriers?