

# Framing your Data Story for Decision-Making and Advocacy

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We ask you to join us in creating a culture that reflects...

**Access and Inclusion**

and

**Civility and Respect**

...this week and in all aspects of our organization.

# Session Agenda

- What is a data story?
- Why is a data story important?
- Considerations and steps for building your data story.
- Data story examples
- Actions you can take

# What is a data story?

- Data meets story telling
  - Often paired with compelling visualization
  - Clear connections between the data and what matters to the audience

**A data story is effective when the audience/reader can see him/her/their selves in the story.**

# Why is a data story important?

- Can provide a multi-viewpoint perspective
- Can align lived experience with data at practice, system, and policy levels
- Facilitates the use of data for program and/or system improvements when it provides context, conditions, considerations, etc.

**A data story can be a powerful message for policy and program changes**

# Considerations for building your data story

- Who and/or what do you want to influence?
- What types of data resonate most with each audience?
- What types of data do you have access to?
- What are your gaps in data and is there a method for filling the gaps?
- Are there natural linkages between data?

# About linkages

- Linkages by using multiple perspectives for a more robust description
- Linkages by using multiple levels to describe alignment or connections (policy, systems, programs/ admin, faculty, students)
- If-then logic linkages

# Data story examples

1. College program for students with intellectual/developmental disabilities
2. Supporting military veterans with service-connected disabilities





## Suggestions and actions

- When presented with data, ask about the rest of the story.
- When on a team tasked with gathering data, know how the data contributes to the story before you start. If there isn't a story, lead the team to outline the story---because changes to data collection may be needed.
- Be an advocate for identifying important data needed to tell an authentic story and building collection into the system.

# Contact information

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# Session Evaluation

- Your feedback helps shape future programming.
- Thank you for attending!