

OUTCOMES WORKGROUP

meeting notes

MARCH 13, 2014

THIS SESSION

YWCA Boston
Crittenton Women's
Union

ANNOUNCEMENTS

CWU's Disrupting the Poverty Cycle will be held on March 10, 2014

JOB LISTINGS

None

2014 Session Schedule

March 13th
June 12th
September 18th
December 11th

a discussion about... Outcomes to Infographics



YWCA Boston's mission is to increase social, racial, and gender equity by working to increase access to better health, make neighborhoods safer for everyone, and close the educational achievement gap.

MIDORI MORIKAWA

Program Performance &
Evaluation Manager

LAURA RAVINDER

Annual Fund Manager

Infographics are an increasingly popular tool to visually represent data and information. Using infographics to disseminate outcomes data can be a useful alternative for non-profit organizations. YWCA Boston distributed an infographic to its donors in January 2014. This infographic was created through a collaboration between the YW's Research Department and their Development department. Midori Morikawa (Research) and Laura Ravinder (Development) discussed their work bringing this project to life.

Midori's role as Program Performance and Evaluation Manager is to oversee data collection and analysis of YW Boston's many programs. Data is collected from the programs to measure outcomes around the knowledge, attitude, and behavior of participants. This data is analyzed to transform outcomes data into quick statistics (e.g. "53% of youth are more likely to report a crime"), and also to provide detailed statistics for internal reporting. Midori worked with the Development team to select the most compelling statistics to include in the infographic. This required not only highlighting program success (outcomes with the highest achievement rates), but also including a wide range of topic areas. The teams had to balance the "left side" (appealing to donor's brains) and the "right side" (telling a story that tugs on the

heartstrings). An example of this selection process was around the heart attack statistic, "50% of women have a better understanding of signs and symptoms of a heart attack." Heart disease awareness among women was considered a "hot topic" in 2013, so this statistic was chosen over a statistic about knowing the signs of a stroke even though the stroke metric had a higher percentage.

The color scheme and many of the graphics in the infographic were modeled after the [YW Boston Community Report](#). The image itself was designed in Photoshop, and distributed via email and printed postcard.



Q&A with YWCA Boston

When do you decide to report a percentage vs. a number?

Percentage acceptable range set by the strategic planning process, collaborative process to tell the story and showcase achievements. Depends on who your audience is – grants show progress throughout the years and pair number with a narrative

How do you determine data sample size and overlaps between programs? How to keep things simple?

Meant to reach out to a general audience, meant to be a thank you. Detailed reports are available with the deeper dive of information.

Who is the audience for the postcard?

Donors and program partners. When developing infographics its intent is to draw people in to look into the organization more.

What is the division of responsibility? Who has ownership of the process and materials?

Since the team is smaller, Midori's role is to supply data and provide recommendation. Laura's role is to pick and choose which communicates best for each audience. Play to each other's strengths.

Review of Available Infographic Design Platforms

☆ Piktochart	http://piktochart.com/	-7 themes are free -Pro account \$39.99/year for nonprofits -Has an E-book as a how-to guide -Upload own images
☆ Venngage	https://venngage.com/	-Free templates & themes -Engaging & interactive -Online viewing and sharing -Premium \$19 unlimited sharing & features
Easel.ly (private beta testing)	http://www.easel.ly/	-15 free templates -Option to create your own template (although tricky) -Different options for backgrounds, fonts, colors, etc. -
Infogr.am (in beta testing)	http://infogr.am/	-6 basic templates, but highly customizable with different color scheme and fonts -Free to post to social media sites -Premium \$9/month Pro version \$18/month -Can upload images and video
Infoactive (private beta testing)	https://infoactive.co/	-Very simple -Embed live data -Interactive

Recommended platform: Piktochart – most dynamic in terms of movement, has a nonprofit rate for \$39.99/year for pro account but can also use the basic account for free. Keyboard shortcuts same as office, drag and drop features, textbox formatting, use of icon library is approved for redistribution

Additional Free Creative Suites— InkScape – steep learning curve, but open source illustrator, GIMP – open source for photoshop



SAVE THE DATE

Next Workgroup Meeting is scheduled for:
June 12th, 9:30-11:30 AM
 CWU Boston Office
 One Washington Mall

