**Survey Methodology: What does your technology and data world look like?**

*By Piton Foundation Staff*

In preparation for the launch two new technology projects – a data commons and a community storytelling tool – The Piton Foundation and The Denver Foundation are conducting a survey of non-profits, academics, researchers, and journalists to baseline their data literacy levels and storytelling capacities. The survey includes questions on technology use and familiarity with finding, accessing, understanding and communicating with data. To date, we have nearly 300 local respondents. The results present a rich picture of the strengths and weaknesses within the community we can use to develop a set of information and communication strategies.

The full set of survey questions is below. To view or take the survey through September 15, 2012, go to <https://qtrial.qualtrics.com/SE/?SID=SV_1zucOlUyYl7IGAR>

Introduction

What does your technology and data world look like? The Piton Foundation and The Denver Foundation are working on two major projects: Data Engine brings together publicly available data for easy community access, while Floodlight integrates data and storytelling. Both will launch in the fall. To best develop and position these tools for the Colorado social sector, the foundations ask for your help with this short survey.

Individual responses and contact information will be kept confidential and reported in aggregate only.

To express our appreciation, respondents that complete the online survey by September 15th will be entered into a random drawing to win one of five $50 Amazon gift cards. Thank you for your participation!

Contact Information

*[Optional, but required for prize drawing]*

Name of Respondent:
Position:
Organization:
Address:
Office Phone:
Email:

Would you like to be updated about the Piton and Denver Foundation projects as they develop?

*[radio button]*

Yes
No thanks

What has been your organization's experience in accessing external data sources (information collected and analyzed by others) to make decisions about programs, priorities, etc.

*[radio button]*

Pick the level that best describes the experience:

 Very Difficult

 Difficult

 Easy

 Very Easy

What are your go-to sources of public data?

*[Paragraph text box]*

How important is it to your organization to use data to understand the community context in which you are working?

*[radio button]*

Pick the level that best describes the priority of using data to understand community context:

Not at all important
Not important
Important
Very important

How skilled is your organization in collecting community data?

*[radio button]*

Pick the level that best describes the priority of using data to understand community context:

Not skilled at all
Not skilled
Skilled
Very skilled

How important is storytelling to your organization?

*[radio button]*

Pick the level that best describes the importance:

Not at all important
Not important
Important
Very important

How skilled is your organization at storytelling?

*[radio button]*

Pick the level that best describes the skill level:

Not skilled at all
Not skilled
Skilled
Very skilled

What is the key challenge your organization is facing currently in terms of local data and storytelling?

*[Paragraph text box]*

Type of organization you work for (check the area that best describes your structure)

*[check boxes]*

Individual, not affiliated with a group or cause

Grassroots group or cause (not incorporated)

Nonprofit organization (program or service-related group recognized by the IRS as tax-exempt)

Foundation, donor advised fund or other institutional funder

Government

Educational institution (K-16+)

Academic research program

Private consulting firm

Media outlet or freelance journalist

Other

Focus of the organization you work for. (Check the one area that best describes your mission)

*[check boxes]*

Arts/Culture

Early child development

Economic/Financial

Education - Secondary

Education - Post-secondary

Environmental/Land use

Health/Mental health

Housing

Immigration

Justice/Safety

Political/Policy

Transportation

Other (please describe)

Check each type of computer equipment or device that you use:

*[check boxes]*

                        Personal use    |    Work use

Desktop computer

Laptop computer

Regular mobile phone

Smartphone

iPad or tablet device

Kindle, Nook or other e-Reader

Other (please describe)

None

Check the social media sites that you use on a fairly regular basis (at least once a week)

*[check boxes]*

                        Personal use       |     Work use

Facebook

Twitter

Google +

LinkedIn

Pinterest

Meetup

YouTube or Vimeo

Flickr

Instagram

SoundCloud

Yelp

FourSquare

Other (please describe)

None

Have you looked at any of the following to support your work?

*[check boxes]*

Map

Chart/graph

Infographic

Timeline

Interactive visualization

Poll/Survey

None

Have you ever created any of the following to support your work?

*[check boxes]*

Map

Chart/graph

Infographic

Timeline

Interactive visualization

Poll/Survey

None

What type of software have you used to create data visualizations at work? (Check all that apply)

*[check boxes]*

Simple Map: Google Maps, etc.

Complex Map: QGIS, ArcView, etc.

Spreadsheet/Chart/Graph: Excel, etc.

Graphic Design: Illustrator, InkScape, etc.

Interactive visualization: Fusion Tables, Many Eyes, Tableau, etc.

Poll/Survey: SurveyMonkey, Google Form, etc.

Statistics: SPSS, etc.

Other (please describe)

Hard copy, paper-based only

None

What types of presentation software have you used at work? (Check all that apply)

*[check boxes]*

Text/image slideshow: PowerPoint, Keynote, etc.

Audio slideshow: SoundSlides, SlideShare, etc.

Social media slideshow: Storify, etc.

Interactive slideshow: Prezi, Vuvox, etc.

Interactive screenshare: Join.Me,, etc.

Animation: SecondLife, Xtranormal, GoAnimate, etc.

Interactive video: Flixmaster, etc.

None

What types of communications does your organization produce?

*[check boxes]*

In-person presentation/speeches

Print newsletter

Brochure

Flyer/poster

Direct mail

Annual report

Statistical report

Infographic

Text messages

Photo slideshow

Video

Cable access programming

Podcast

Email newsletter

Website

Blog

Social media

Other (please describe)

None

Who in your organization is the primary staff person/volunteer responsible for communications and/or community outreach?

*[radio button]*

Executive director

Paid staff member

Volunteer

Board of Directors

Shared role among staff or volunteers, whoever has the time

Contract worker/consultant

There is no staff or volunteer who is responsible

What type of information does your organization use? (Check all that apply)

*[check boxes]*

We collect this data | We use external sources

Census/Demographics

Program data

Neighborhood indicators

City/County

State

National

Global

Qualitative data

Interviews/testimonials

Personal stories

Photos

Videos

Other (please describe)

How does your organization manage that data? (Check all that apply)

*[check boxes]*

On paper

Spreadsheet: Excel, Google Docs, etc.

Database Management System: Microsoft Access, Filemaker, etc.

Online service: ETO Social Solutions, Salesforce, Sugar CRM, etc.

Advanced database: Mongo DB, MySQL, Postgres, etc.

API: JSON, REST, etc.

Do not store data

Who is the primary staff member responsible for collecting community-based data at your organization?

*Help: Community-based data can be demographic information, neighborhood indicators, etc. It is not program, service or organizational performance statistics.*

*[check boxes]*

Executive Director

Program Director/Staff

Communications Director/Staff

IT Director/Staff

Quality Assurance Director/Staff

Data Manager/Staff

Other (please describe)

 No one collects community-based data

Confirmation: Thank you for responding to our survey. Your organization has been entered to win a $50 Amazon gift card.