

Data Project Reflection Guide

The following questions are for reflection and do not all need to be answered. The questions help guide the data deliverable discussion during the project kickoff meeting.

1. Purpose	2. Audience
<ul style="list-style-type: none"> • What is the main goal of the deliverable? • How will you know the deliverable is successful? • How will this deliverable add value to the field you work within? 	<ul style="list-style-type: none"> • Who is the primary audience? • Who is the secondary audience? • How do you anticipate the audience will use the deliverable?
3. Key Questions	4. Data Collection
<ul style="list-style-type: none"> • What questions need to be answered? • What is the story you want to tell? • What metrics need to be used and analyzed? • What do you need to know? 	<ul style="list-style-type: none"> • What data are you already collecting? • Of the data you collect, what do you want to highlight? • What data (internal and external) are you already monitoring? • What other data do you want to collect, and why? • Where does your data live (database, Excel, etc.)?
5. Features and Utilization	6. Decision-Making
<ul style="list-style-type: none"> • Do you know of any deliverables you want to use for inspiration? Why do you like these deliverables? What features do you appreciate? • How do you want to drill down on and disaggregate your data? (county, race/ethnicity, economic status, etc.) • How often do you want the deliverable to be updated? (Monthly, quarterly, yearly, etc.) • What software do you have or want to use to create the deliverable? 	<ul style="list-style-type: none"> • What is your organization's decision-making process? • Who needs to be included in the conversation? When? • Are the decision-makers and reviewers internal or external? • Who has the final approval?
7. Dissemination	
<ul style="list-style-type: none"> • How will the deliverable be shared? Will it be posted on your website? • How will the deliverable be used internally and externally? • Do you want the deliverable to be printer-friendly? 	



DATA STORYTELLING WORKSHEET

What is a data story at your organization that you want to tell?

Step 1. Define the Target Audience (Hero)

Internal Audience vs. External Audience

- ✓ Who is going to get this information?
- ✓ What do they want/need to know?
- ✓ What is the end goal?
- ✓ How do we get this information to them?

Who is the hero of the story?

Step 2. What is the challenge or problem?

Step 3. Define the solution.

Step 4. Define the communication vehicle

Step 5: Define the call to action (CTA)

Step 6: Define the transformational success...

What is at stake?

What is the happy ending?

