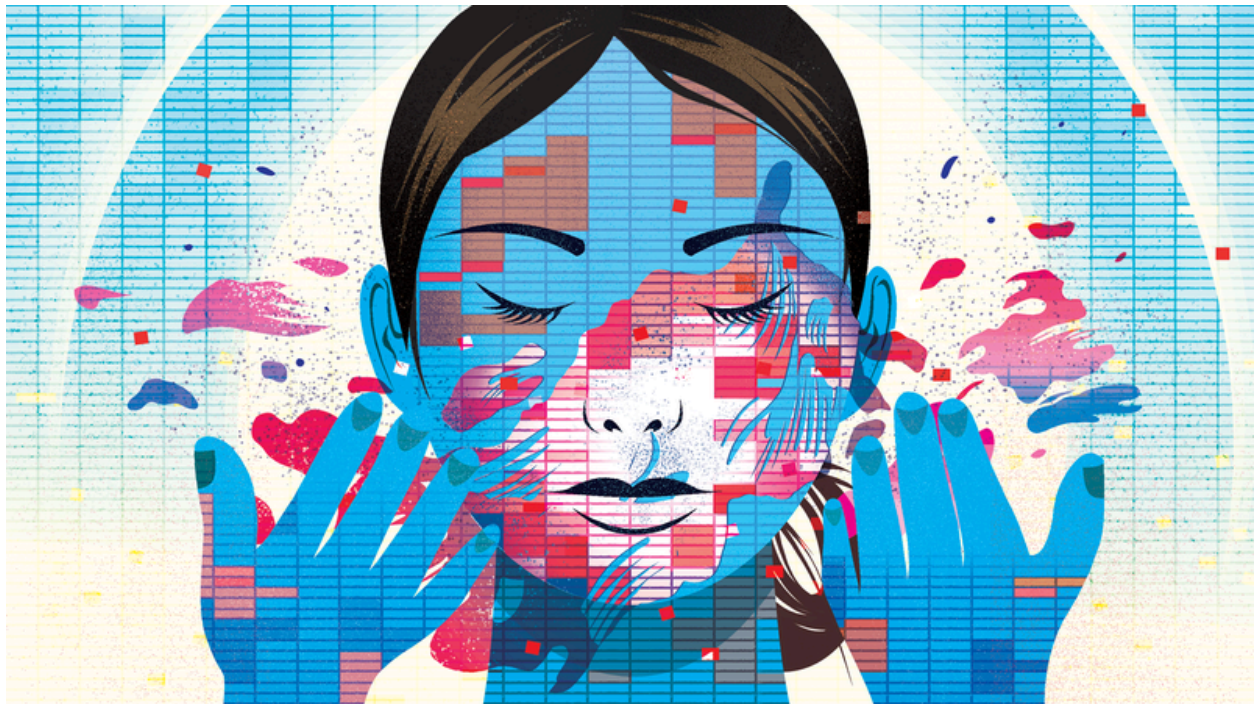


Perennial Power Design + Log

Lasting or existing for a long or apparently infinite time; enduring or continually recurring

3/9/20 - 5/20/20

Accountable: Lisa Thornton



<https://www.lauriefrick.com/>

<https://www.npr.org/sections/alltechconsidered/2018/02/25/583682718/an-artist-sees-data-so-powerful-it-can-help-us-pick-better-friends>

HMW.....

Base Building: How might we improve our engagement with our members/base to build power?

How might we support a core of organizers to translate what lives in their heads and hearts about their deep base into our database to build power?

If we listen to stories from organizers then we can inform improved data practices across all organizers.

-----past hypotheses below, leave offline-----

(If an organizer is exposed to culturally appropriate training and given the support they need then we can develop a data culture within our organizations that results in more powerful organizing.

Believe that if organizers commit x amt on the front end and y amt weekly those organizations will be more powerful. Clearer stronger narrative around who their base is, where they are at and where they need to go and utilizing data to drive your organizing makes you more powerful and it would impact the sustainability of an organizer - where the length of career of an organizer is about 3 years.

Wondering if data tracking and clear data make your job easier as an organizer?

- If 1 organizer in a federation gets on this train, others will follow.)

This worksheet is designed to help you design and track your experiment. Use it to collect and analyze your data as well as capture lessons learned and decisions made. Contact Alison <AlisonLinConsulting (at) gmail (dot) com> with questions or suggestions for improvement.

Experiment Design

Participants <i>Who is involved in the implementation of this experiment?</i>	Lisa T and 4 organizers
What is the Element/Feature you are examining?	Defining PICO CA's base and determining the data we need and want to track. Examining organizational cultural practices around data.
How will you test your hypothesis? <i>What is the action or activities that you'll undertake to complete this experiment?</i> <i>Include date benchmarks for each steps and document the</i>	4 convos , Lisa identifies: <ul style="list-style-type: none"> - 2 organizers who are being successful in it - 2 organizers who want to be more successful in it. - Then in conversation!!! Questions for Convos <ul style="list-style-type: none"> • What does data enable you to do?

people responsible.

- What have the organizers been enabled to do?
- What motivates you to do it? (tips/tricks)
- If not: What do you need? / What's getting in your way?
 - How does your organization respond to this?
- Has there been a time in the past when data has served you?
- LLT: Data has been used as a tool of oppression historically. When it doesn't match the stories we want to tell, it gets thrown out.
- It's been a very white space, how does it feel for you as a POC to hold that?
- How does race play into your experience with data entry and usage?
- What do you want to see from the data? What's the story you want to tell?
- What would be most helpful to you in the moment?
- What are the sticking points in organizing?
(Example: now that we're moving virtually, I want to email folks, but we only have 15% good emails)
 - Then this connects to "what you can/can't do"
- Have you ever done stuff with data and never done anything with it?
- What do you want to try together?
- What do goals/benchmarks look like for us?

Draw out themes

---- previous stuff----

- First action is Lisa T drafting a structure to that conversation - coming up with a POP for that convo.
 - Answering list of questions: Define what leader means, how you define base, defining agreement on practices and what tools you might need.
 - Collective agreements that could be viable for accountability with organizers at each of the organizations/federations.
 - Some way to capture the overall status of data - tools used, ways data is being captured and what's missing.
- Scheduling the meeting:
 - Creating the meeting and inviting the right people.

	- Meeting Happens
<p><i>How will you measure the outcomes of this experiment?</i></p> <p><i>What would success look like?</i></p> <p><i>What are the minimum standards of success?</i></p> <p><i>What would failure look like?</i></p> <p><i>How will you collect the data or complete the analysis?</i></p>	<p>Success:</p> <ul style="list-style-type: none"> • 2-3 clear next steps on what organizers might need to build their data culture branched within their culture. • Some ideas sprout on how organizers can support each other around data culture. (eg. one hour block where did data entry) <p>-----Past Log-----Leave offline-----</p> <p>[Minimum: collectively agreed upon definitions to all of these (base and leadership)</p> <p>Medium success: a beginning conversation about membership structure PICO CA wants to have in place.</p> <p>Maximum success: intentional shift in our culture.</p> <p>Failure: No collective assessment of current environment and therefore no agreement on where we need to go.]</p>

Data

Enter and store your data and observations from your test here.

Analysis

Debrief, Reflection, Learnings

*What were the most impactful 3-5 **lessons learned** from this test?
Be concise!*

Conversations were post poned due to urgent organizing and murder of George Floyd. Data conversations are important but not urgent, like a fractal of what organizers might feel.

Lisa is going to rethink the questions for these conversations. Will focus on less technical and more relational questions. Less tactical and more strategic approach to the conversations.

People know the right answers (sunday school) to the tactical questions but that doesn't correspond or match up to experiential knowing.

Important to acknowledge that data has been used historically and systemically to further racial oppression and is predominately used by white data strategists to make decisions that POC often have to carry out. This acknowledgement could open deeper conversation.

*Record any **decisions made** during or upon finishing this test. For example, "We will now keep meeting notes for all of our internal and external meetings."*

*What **questions** do you have as a result of your experiment?*

Did your test disprove your hypothesis?

Will you do another iteration of this experiment? (Yes/No)

May 28, 2020

White cacus group

- Usually in data, stretching muscle and working with staff to be in coordination and support of POC staff.

Murder of George Floyd

Checkins with African American staff

3 weeks of intense organizing

In past week mobilization of

Data and these convos in the **important but not urgent category**. : imagine that many organizers feel the same way.

Organizers are the owners of the data, usually lives with a white person writing a grant report. What systems would support staff of color to be successful in the work.. White folks can come up with plans and say I already solved the problem for you.

How has data helped us?

How has data harmed us?

Data tends to be a “white” place. Voter engagement work where a white person has white savor complex... hidden form of colonialism.

Navigating intersection between race and gender.

Desire to work with Communities of color and be more powerful.

What are the assumptions that I am already making

- Assumption: data will make your more powerful
- Do our staff of color feel that data will make you more powerful?
- What if they say, *we just need someone to do our data entry for us?*
 - *Working on getting some hours of data entry.....*
- White people use data to make strategy decisions. Data entry is usually POC.
- 3. *Asking how does race play into your experience with this data?*

Original motivation was for:

- *Development person (tactical)*
- *Data entry in there is important for staff transitions and continuity. (tactical)*
- *These tactical doesn't build long term organizational change.*

1. What are the sticking or stuck points in their organizing?

- *Lisa makes the data connection for them, eg. we don't have the emails we need. How this could relate to data! (data is one door for this, not only one)*

1a. Lisa shares what data do we have... reinforce power of it....

2. *What do you want to see from the data?* (now we actually have enough data to use it and more powerfully engage with it)
 - a. Each organizer can tell a story with their data. What's the story you want to tell?
 - b. What's the story we want to tell as a network?

Empathy - everyone wants a party and no one wants to do the dishes. Data entry doesn't stink up house and it could be some

3. *Asking how does race play into your experience with working with data and being asked to enter it?*
4. *What do we want to try together?*

Lisa doesn't have accountability authority.
Data entry virtual parties --- playlist.

What is Lisa's goal around data?

-

Conversations were post poned due to urgent organizing and murder of George Floyd. Data conversations are important but not urgent.

Lisa is going to rethink the questions for these conversations. Less technical more relational questions. Less tactical and more strategic.

Questions for Convo

- *Acknowledgement of data as a white space, organizers of color haven't been welcomed in.*
- What does data enable you to do?
- What have the organizers been enabled to do?
- What motivates you to do it? (tips/tricks)
- If not: What do you need? / What's getting in your way?
- Has there been a time in the past when data has served you?

April 28, 2020

Lisa + Alison

Experiment didn't get off the ground.

Convo about building data culture, base building hindered by lack of data cultures in org. (Doesn't feel unique to Faith in Action). Recognized that organizers hide bad cultural practices behind the tool they are or are not using. Blame the tool, rather than organizational practice. Is more around culture.

Can we create experiment where 2-3 organizers go through an intentional process around building out data culture? Interest is around organizing staff.

Control and access of data needs to be in hands of organizers. How do we build that culture when navigating many assumptions about what data can do. “Not my thing” “don’t have time” “I don’t see the point”. Some have leaned into it though.

Can we figure out what they’ve done that we can translate to other organizers?

Given the current environment is this still right direction?

What is bringing in the doubt?

- Originally tinkin about data fellowship or some sort of training that was a few months long with development support. Then evaluate at the end of 6 months.
-

Notes From Discovery

- Focused on building data culture in our orgs. Most of the orgs I talk to have terrible data culture. So the question is how do we overcome the barriers that many face to tracking data to make our organizations more powerful.
 - **How does data collection and data reporting and management actually make us more powerful? Org systems - hypothesis - there are 6-8 diff reasons why organizers who track and use their data are more effective and more powerful:**
 - **How might we build a culture amongst organizers that allows them to see data as a tool to strengthen their organizing?**
 - **How might we collect data on our deep base in a way that is accessible to all of our organizers and excites them to keep at this practice of data collection?**
 - **How might we support a core of organizers to translate what lives in their heads and hearts in our database?**
 - When organizers leave the info stays
 - Funders
 - If you have a broad list of ppl and can target convos based on interest
 - Which leads us to why an organizes might invest an hour a week, and why directors should seek funding for data work and having a data entry person on your staff is a good start, but what this really requires us to capture what an organizer knows in their heart and gut and how we use that data.
 - How are organizers’ currently tracking their organizing?
 - People use sign up sheets at events and track their one to one’s via google calendar.
 - Very few of the orgs are digitizing that information.
 - So we have never gotten far enough to show people what the story is that the data can tell you to strengthen your organizing?

- What's the balance between what an organizer can do and what our data entry folks can do?
 - The prob doesn't get solved from just hiring a data entry person.
 -
- What are the barriers?
 - Changing data systems
 - Our initial attempt was an out of the box version of salesforce
 - There's a lot of equity issues related to this conversation.
 - How do we create many access points to the tools we use and create so they can learn something new and feel successful.
- What this requires?
 - Small cohort of organizers up front who are in and willing.
 - Also creating some sort of development for them so that they can move into wanting it.
 - A flexible experiment that isn't stuck on one campaign.
 - Need bigger picture learning to see what worked with Angel and then figure out what's reproduceable.
 - Homies and Fam work is our deep organizing and trying to figure out how to scale it. How do you know if you have depth and scale? What's the data the measures depth? We can measure scale but dont have a sharp tool to measure depth.
 - What are the things that build a culture that result in a practice?
- First step:
 - Talk to Angel and find out what moved her to the place she's at around data.

Notes: 3/9:

Can't talk about how to grow our base because we don't have real analysis of who our base is. Cause we don't have collective agreements or good culture around data collection and tracking.

- Believe that if organizers commit x amt on the front end and y amt weekly those organizations will be more powerful. Clearer stronger narrative around who their base is, where they are at and where they need to go and utilizing data to drive your organizing makes you more powerful and it would impact the sustainability of an organizer - where the length of career of an organizer is about 3 years. Wondering if data tracking and clear data make your job easier as an organizer?
- How?
 - Developing a 6 month data and power fellowship that would be designed for organizers or operations staff with an organizing lens. Not interested in your data person but a staff member who really understands the power concepts of organizing. And through a 6 month training - those orgs receive data entry support (front end), good amount of front end bulk data upload and ongoing professional development specific to their needs. And then after that the question is how does that translate into some sort of organizational culture. Does that person then bring other along to build out that level of culture change within the organization.

- All of our members are leaders - 11 local nonprofits who comprise 600 amt of congregations or institutions and not sure what we call our leaders. Is a leader anyone who shows up to anything? Is a leaders someone who is leading? And our orgs dont' have collectively agreed upon practices for that tracking. Most we get is an email.
 - This feels like the right place to start - how do we define our model now and how do we determine what a leader is.
 - What's the model right now?
 - Organizations (federations), Congregations and leaders
 - Define what leader means, how you define base, defining agreement on practices and what tools you might need.
- Initial question:
 - Exactly what support they need. Let them drive the hypothesis of the experiment practice.