

AERO 2019 Fall Conference

Group Activity Summary

Knowledge Mobilization: Communicating data to stakeholders and decisions makers with Dr. April Au

Instructions: Please have a discussion at your table about the successes, challenges, and solutions you have experienced in your knowledge mobilization work. Please prepare to share with the audience.

Successes	Challenges	Solutions to Challenges
<ul style="list-style-type: none"> • We focus less on EQAO • Qualitative data is used for school improvement • Started to consult with our communities • Consecutiveness of board foci and community consultations 	<ul style="list-style-type: none"> • Thinking about what we can do versus what we should do • Risk of drilling down with identity based data. • More data doesn't solve the problems we have • Thinking about data literacy and the end user 	<ul style="list-style-type: none"> • Building data literacy • Building conscious and constant iterative relationships (keeping the right people at the table)
<ul style="list-style-type: none"> • Word of mouth • Endorsement of sharing back 	<ul style="list-style-type: none"> • Prioritization of time spent • Fear of math and feeling incompetent 	<ul style="list-style-type: none"> • Appreciations and use of their work • Sharing successes of others • Understanding the value of putting cost efficiencies and key indicator changes.
<ul style="list-style-type: none"> • Tell a story successfully (personal context and relevance are key) • Using infographics to communicate what the data shows 	<ul style="list-style-type: none"> • How to move away from a single story/anecdotes and see the larger picture • Misinterpretation • Over-simplification 	<ul style="list-style-type: none"> • Reminders/prompt to look at the big picture • Question that instigate critical thinking
<ul style="list-style-type: none"> • Using Infographics and summary tables with schools 	<ul style="list-style-type: none"> • Knowing the audience and catering to preferences • Being aware of data misinterpretations & quality • Staff capacity to produce individual summaries 	<ul style="list-style-type: none"> • Testing smaller audiences • Giving feedback before release • Getting the money needed to build capacity • Training and "lunch n learns"

Successes	Challenges	Solutions to Challenges
<ul style="list-style-type: none"> Planned responses Sharing the process 	<ul style="list-style-type: none"> Tools to support collaboration 	<ul style="list-style-type: none"> Providing infographic tools as an incentive Using Knoster
<ul style="list-style-type: none"> Breaking down data, face to face with stakeholders Research portal/platform-where stakeholders can find data for their specific interests/purposes-this is individualized and responds to their needs. Show people how to use the portal/platform. 	<ul style="list-style-type: none"> Attention spans/distractions Using external companies Controlling the messaging 	<ul style="list-style-type: none"> Limit devices Be interactive and engaging In-house design and analytics
<ul style="list-style-type: none"> Power BI dashboards 	<ul style="list-style-type: none"> People insisting on paper copies Data integrity Not reading the full report 	<ul style="list-style-type: none"> Export to Excel Be faithful to the research plan, process, and ethics Charge for printing to encourage shift from paper to electronic More presentation reports to ease reading of results.
<ul style="list-style-type: none"> Use infographics Use citizen dashboard Interactive ward profiles with various indicators of interest Heat swipe maps 	<ul style="list-style-type: none"> Technology resources Misinterpretation of data Training staff to produce high quality products 	<ul style="list-style-type: none"> Investment in technology on the part of senior management Partner with organizations that have the technology to co-produce products Partner with communications to product products
<ul style="list-style-type: none"> Asking questions to get program staff to reflect differently Uncover their assumptions Ask people to review questions and comment on value/link to their work 	<ul style="list-style-type: none"> Level of detail to share that is thought-provoking but not overwhelming 	<ul style="list-style-type: none"> Collaborate with stakeholders

Successes	Challenges	Solutions to Challenges
<ul style="list-style-type: none"> • Bring interactivity to knowledge mobilization to allow for drill-down • Data sharing across multiple organizations 	<ul style="list-style-type: none"> • Never going to meet everyone's needs exactly • Time and capacity to engage • Many data points 	<ul style="list-style-type: none"> • Training, webinars
<ul style="list-style-type: none"> • Pouvoir présenter les données dans un format convivial (be able to present data in a user-friendly format). • Accès facile / visuel (easy access / visual) 	<ul style="list-style-type: none"> • Question initiale / la priorité; creuser à l'élève (Initial question / priority; analysis at the student level) • Technologies / pépins techniques (technology / technical glitches) • Intégrité des données (data integrity) 	<ul style="list-style-type: none"> • Séances de travail avec équipe de réussite (sessions with student success team) • Session d'apprentissage virtuelle (virtual learning sessions) • Outils analytiques et utilisation (analytical tools & use) • Cycle d'amélioration continu (continuous school improvement cycle) • Développement des outils (toolbox development) • Équipe : aide décisionnel pour prise de décision (data team: to help with data based decisions)