Are You Serving Who You Think You Are?

The importance of collecting and using demographic data.

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Who is in the room?

➢ Circuit Court staff

➢ District Court staff

➢ Nonprofit program staff

➢ Did I miss anyone?

Session Overview

o What are you already collecting?

o Why collecting demographic data is important.

o What demographic data can tell you about your program.

o Analyzing demographic data to improve program performance.

DATA

Financial Performance

Surveys

Demographics

Data can tell you a lot about your program and how well it's functioning.

By regularly monitoring data, you can:

o Identify programmatic concerns and/or problems and develop solutions to overcome them;

o Identify areas that need more funding or new program approaches;

o **Ensure that the needs of the communities we serve are being met.**

What are you already collecting?

With those at your table:

o Share your name, position, and the type of program you work for.

o Review and discuss the questions.

Small Group Discussion

Debrief

What kind of things were people talking about in your group?

Who collects at least some demographic data in their program?

What types of data are you collecting?

How many of you use the data you collect when writing grant applications?

How many of you use the data you collect to evaluate and improve your program?

Why is it important to know who we are serving?

Is it important to know who you are serving when the clients/parties come to you?

Courts

Family Services

Mediation

How Do You Know?

Who is already walking through your door/receiving your services?

Who is **NOT** walking through your door/receiving your services?

Alphabet County Services

With those at your table:

o Read the sample program description and demographic data.

o Discuss what the data tell you about the program.

Small Group Discussion 2

Alphabet County Services

Who are they serving?

Who are they <u>not</u> serving?

Alphabet County Services

Part 2: Review the new demographic table.

o This time the table includes their participant data **and** their provider data.

o Discuss what the data tell you about the program.

Small Group Discussion 2

Alphabet County Services

Who are their providers?

Who are <u>not</u> their providers?

Why might the demographics of providers matter?

Alphabet County Services

Part 3: Review the new demographic table.

- This time the table provides a comparison to the general population of the County.

- Discuss what the data tell you about the program.
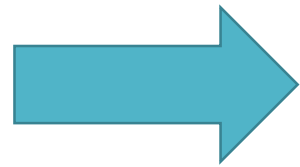
Alphabet County Services

Who are they serving?

Who are they <u>not</u> serving?

How do you use this information to improve your program?

Analyzing your own demographic data

What does my program already collect?

➡️ What does it tell you?

What demographic data should my program be collecting?

Things to consider:

- Who do you want demographic data from and why?

- How and when will you collect the data?

- Voluntary vs. Mandatory data collection?

Outside Demographics

Do you always need to compare your demographic data to outside data?

YES and NO

Internal vs. Comparison Data

INTERNAL DATA ONLY

Looking at your participant data will help you:

- Confirm that you are reaching your target audience

- Tailor your resources

- Plan ahead

- See trends in who your participants are.

OUTSIDE COMPARISON DATA

Comparing your internal data to outside sources will:

- Provide a reality check for your data

- Show you how well you are serving your population

- Highlight who is not using your services.

Where do I find outside demographic data?

American Factfinder: https://factfinder.census.gov

Maryland State Data Center: https://planning.maryland.gov/msdc

Maryland Uniform Crime Report: https://mdsp.maryland.gov

Grant funders LOVE to see critical analysis of demographic data.

THANK YOU

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