



# Community Data Program

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Canadian Council on Social Development  
Community Data Program Training & Capacity Building  
Strategy and Action Plan

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## Contents

1. Overview .....	2
2. The Overall Program Vision.....	2
3. The CDP Training & Capacity Building Strategy.....	2
4. Five-Year Priority Actions.....	3
5. Training & Capacity Building Action Plan for 2017-2018 .....	5
6. Program Area Indicators & Targets .....	10

## 1. Overview

Training & Capacity Building is a foundational element of the CCSD's Community Data Program (CDP). The overall strategy guiding this component has been conceived as part of the CDP's current five-year vision and strategic plan. The CDP Strategic Plan presents a vision, lays out associated strategic goals and intended outcomes, and suggests targets.

The CDP vision and strategic plan is operationalized through five program areas and their respective workplans. This document lays out a strategy and detailed action plan for Program Area 3: Training & Capacity Building.

## 2. The Overall Program Vision

The services and resources delivered as part of the CDP's Training & Capacity Building have been designed to support the CDP's vision and strategic goals. The program-level vision and goals are as follows:

**Program Vision:** *Enabling communities to measure and track community well-being*

The vision of the Community Data Program is to enable communities to measure and track community well-being through access to, and the effective use of, community data.

In an ideal world, all communities would:

- Have access to comprehensive, affordable and readily accessible community data products;
- Participate actively in vibrant and supportive networks of peers and practitioners within communities and across the country;
- Have the capacity to use and report on quality of life at the community level in ways and formats that meet the needs and aspirations of residents, community sector organizations, local business and decision-makers.

## 3. The CDP Training & Capacity Building Strategy

The CDP seeks to achieve its overall vision by means of several strategic goals. Among these is the desire "to be an effective capacity builder, its actions resulting in positive uptake and improvements among members in their ability to generate, use and present community data".

This strategic outcome is supported by Program Area 3: Training & Capacity Building. The objective of PA3 Training & Capacity Building is to make available to members a suite of web-based training and capacity building resources modeled on best-in-class websites and related tools, leveraging the knowledge and skills of network members.

These products and resources must meet the diverse needs and skills of CDP's members, a group characterized by varying levels of data capacity. The following table describes the CDP membership in terms of three distinct groups and the types of supports that the program currently provides to support and enhance their participation in the program.

Table 1. CDP Target Audiences and Associated Capacity Building Services

Audience	Illustrative examples of capacity building resources
<p>1. <b>High capacity</b> top 10-15% of CDP users. “Power users” with access to sophisticated in-house data analysis &amp; visualization tools</p>	<ul style="list-style-type: none"> <li>• Easy to use online catalogue</li> <li>• Regular newsletter updates on new acquisitions</li> <li>• Webinars with advanced level content</li> </ul>
<p>2. <b>Medium capacity</b> 20-25% of CDP users. Require some help with data access, with limited access to in-house data analysis and visualization tools and limited capacity to use these</p>	<ul style="list-style-type: none"> <li>• Easy to use online catalogue &amp; newsletter updates</li> <li>• Online “how-to” tutorials</li> <li>• Webinars with intermediate level content</li> <li>• Email/phone support to find data and extract simple tables</li> </ul>
<p>3. <b>Modest capacity</b> 50%+ of CDP users. Require significant assistance with access to data and data visualization. Users have a mandate to deliver evidence-based work, within a non-profit or municipal organization, but lack the tools or budget to do so.</p>	<ul style="list-style-type: none"> <li>• Email/phone support to find data and extract simple tables</li> <li>• Access to downloadable pre-packaged indicator tables based on most popular topics/downloads</li> <li>• Access to no cost data visualization tools and tutorials</li> <li>• Webinars with beginner level content</li> </ul>

This strategy sets out priority actions to continue to development and enrich the capacity building activities of the CDP. Products and services developed within the framework of the Training & Capacity Building Program Area will be designed to enable all CDP members to transform data products available from the CDP catalogue into evidence-based story-telling, reporting, planning and evaluation.

#### 4. Five-Year Priority Actions

Training and capacity building begin when a consortium is established, using the program orientation webinar, continues through its start-up and development phase, and is sustained over each 5-year program cycle. The CDP team will focus on implementing the following priority actions over a five-year period, integrating these into annual program workplans on a prioritized basis.

##### Design web-based training & capacity building resources that reflect best practices

- Redesign the communitydata.ca website modeled on best-in-class sites as a resource for bringing evidence into social development through access to data, tools and news.
- Continuously update resources section of CDP website and related pages based on new content and develop new tools and resources to support evolving member needs.
- Update annual capacity building action plans based on member feedback

##### Continue to deliver the DIY Infographic Templates

- Monitor and evaluate the uptake of the DIY Templates, based on using data access map and determine how best to proceed.
- Prepare and revise metadata as required, based on user requirements.

### Expand the Data Access Map

- Monitor use of the Data Access Map and introduce changes based on feedback.
- Plan to expand the number of tables available from the Data Access map.
- Explore online payment for data downloads for non-members.

### Expand the reliance on training videos/slide presentations built into the website

- Maintain the orientation presentation, video and webinar format for prospective consortia, new consortia and for new members of existing consortia.
- Bring back the “product profiles” in video form and introduce new “how-to” video tutorials created by members of the CDP team or CDP members. These can be integrated into the catalogue entry for specific products that are more challenging.
- Develop an easily digestible orientation video structure. E.g. Rationale – Program – Working with Data – Catalogue/Search
- Integrate into the website a clearer framework to guide website visitors to available orientation resources distributed across the website

### Maintain and expand the webinar series

- Continue to rely on the maximum of 100 logins per webinar. This is an optimal number where the audience is engaged in discussion.
- Deliver a minimum of 6 webinars per year to members only, with content balanced across the four webinar themes.
- Engage the CDP membership in co-delivering their local work to a Canadian audience.
- Monitor and evaluate the uptake/views of recordings. Recordings should not be posted if they are not being taken up, as they take up a lot of disk space.
- Redesign the webinars webpage.

### Explore new opportunities for achieving impact through use of community data

- Aim to provide resources covering the spectrum of member needs, ranging from basic data analysis to sophisticated evaluation.
- Continue to expand and deepen the resources designed to enhance data literacy. In addition to a webinar series, consider a more systemic array of supports. Where delivery of these by the CDP is not feasible, consider partnerships with trusted sources making available webinars, short courses, and software tools.
- Continue to rely on an annual survey of members to leverage the knowledge of members about creating resources with far-reaching impact.
- Explore options for expanding use of community data, particularly in the areas of tracking community trends, policy development and planning, program evaluation, and community engagement. To this end, CCSD will engage with CDP leads already taking the lead in using CDP data as inputs to evaluative tools.

### Explore a Young Professional Data Analyst Internship Program

- Identify funding to support a team of young professional interns to offer data analysis capacity to CDP member organizations.

## 5. Training & Capacity Building Action Plan for 2017-2018

These five-year priorities have been translated into specific workplan items to be delivered during the current program year ending March 31, 2018. Each action identified within the action plan is tied to one of seven workplan items falling within Training & Capacity Building Program Area annual workplan. The PA3 Workplan items are summarized in the following table.

Table 2. PA3 Annual Workplan Items

PA3.1	Respond to day-to-day user inquiries
PA3.2	Prepare training and capacity building strategy
PA3.3	Design and deliver program orientation
PA3.4	Coordinate delivery of webinar series
PA3.5	Develop and deliver other training & capacity building tools
PA3.6	Update / revise website and related CDP program materials
PA3.7	Training and Capacity Building Working Group

The following table presents a comprehensive set of deliverables and associated tasks to be undertaken in 2017-2018 as part of the CDP's commitment to training and building capacity among its members. This table will be updated on an ongoing basis and used to monitor progress.

Table 3. 2017-2018 Training & Capacity Building Action Plan

Primary Deliverable and associated tasks	CDP Workplan Item	Milestone dates	Format	Role	Status
<b>1. Update training &amp; capacity building strategy and action plan</b>					
1.1 Update Training & Capacity Building Strategy and Action Plan within the framework of the strategic plan	PA3.2 Prepare training and capacity building strategy	5 years for strategy  March 31/18 for action plan	Document	MF, KS	
<b>2. Technical support: 72-hour response time and FAQs related to day-to-day user inquiries</b>					
2.1 Answer emails sent to <a href="mailto:@communitydata.ca">@communitydata.ca</a> and respond within 72 hours	PA3.1 Respond to day-to-day user inquiries	Daily	website	MD, JL	
2.2 Compile most commonly asked questions and prepare an FAQ/troubleshooting	PA3.2 Prepare training and capacity building strategy PA5.4 Communitydata.ca web	Ongoing	document, website	MD, JL Contractor	

Primary Deliverable and associated tasks	CDP Workplan Item	Milestone dates	Format	Role	Status
document to be posted on the website	infrastructure development/upgrading				
2.3 Redesign the website FAQ section and greatly expand the content, and integrate a search tool to retrieve information	PA4.6 Update / Enhance program website and its networking functions PA5.4 Communitydata.ca web infrastructure development/upgrading	31 Dec 2017	website	Contractor	
2.4 Integrate evaluation into use of CDP products/workshops, etc.	PA3.1 Respond to day-to-day user inquiries	Bi-annual reporting (Sep/Mar)	document	MD, JL	
2.5 Provide example forms on website – such as data request forms, membership agreement forms, etc.	PA3.2 Prepare training and capacity building strategy	Ongoing	document, website	JL	
3. Program orientation: The program relies on a core set of orientation materials updated regularly, made available from the website, and included in formalized outreach events. The core materials are the Orientation Video; CDP Presentation; CDP Primer; and a FAQ section.					
3.1 Deliver orientations to potential and new members	PA3.3 Design & deliver program orientation	Upon request	website	JL	
3.2 Upload new and updated orientation videos, presentations and documents throughout the year.	PA3.6 Update / revise website and related resource materials	As required	website	JL	
3.3 Create and upload short (30-90 second) and more task-specific orientation videos, relying on a standardized and easily digestible video structure	PA3.6 Update / revise website and related resource materials	Target of 4 videos by March 31/18	website	MC, JL	
3.4 Provide orientation metrics – number of attendees and	PA3.3 Design & deliver program orientation	For each orientation	document	JL	

Primary Deliverable and associated tasks	CDP Workplan Item	Milestone dates	Format	Role	Status
number of orientation product downloads					
4. Webinar series: Target a minimum of 6 webinar events per year					
4.1 Improve webinar delivery tools: Prepare a CDP Webinar 101 guide for meeting hosts; maintain a webinar events calendar	PA3.4 Coordinate delivery of webinar series	31 Jul 2017	Website	JL	
4.2 Redesign website structure and metadata to improve access to webinar resources	PA5.4 Communitydata.ca web infrastructure development/upgrading	31 Dec 2017	Website	Contractor	
4.3 Coordinate Statistics Canada follow-up webinars, on Census and on Taxfiler	PA3.4 Coordinate delivery of webinar series	Fall/17 and Winter/18	website	MC, JL	
4.4 Coordinate data parties; one tied to census and one to Taxfiler	PA3.4 Coordinate delivery of webinar series	Fall/17 and Winter/18	website	MC, JL	
4.5 Coordinate webinars on other topics of interest	PA3.4 Coordinate delivery of webinar series	Fall/17 and Winter/18	website	MC, JL	
4.6 For each webinar, create and manage webforms and registration, email webinar information to registrants, serve as technical host, generate webinar metrics (# of attendees, # of registrants)	PA3.4 Coordinate delivery of webinar series	For each webinar	website	JL	
4.7 Include webinar events in the calendar of events to be developed as part of the project website.	PA5.4 Communitydata.ca web infrastructure development/upgrading	31 Dec 2017	Website	Contractor	

Primary Deliverable and associated tasks	CDP Workplan Item	Milestone dates	Format	Role	Status
5. DIY Infographics – 12 new infographics					
5.1 Design 12 additional infographics	PA3.5 Develop & deliver other training & capacity building tools	Ongoing	document	KS Contractor	
5.2 Integrate new infographics with metadata to project website	PA3.5 Develop & deliver other training & capacity building tools	Ongoing	website	JL	
6. Community Data Access Map: The goal is to launch the map to include all existing DIY Infographic tables and metadata, and update the map with new DIY Infographic content as they are produced.					
6.1 Complete Data Access Map design	PA3.5 Develop & deliver other training & capacity building tools	31 Dec 2017	website	Contractor JL	
6.2 Redesign the Excel output and add custom geographies to the map	PA3.5 Develop & deliver other training & capacity building tools	31 Dec 2017	website	Contractor JL	
6.3 Prepare spreadsheets and metadata for all existing DIY infographics and integrate these into the Data Access Map	PA3.5 Develop & deliver other training & capacity building tools	31 Dec 2017	website	Contractor JL	
6.4 Maintain map content: add new consortium boundaries; integrate new DIY Infographic tables and metadata	PA3.5 Develop & deliver other training & capacity building tools	Bi-annual	Website	Contractor JL	
6.5 Quality control check the current and future DIY data tables on the data access map	PA3.5 Develop & deliver other training & capacity building tools	Ongoing	Excel	MD, JL, DPAWG	
7. Library of resources authored by CCSD, CDP members, and organizations external to the CDP					
7.1 Compile resources from leads to be included in their consortium page (e.g. Northern Policy's Data	PA4.4 Create stories, generate data results, share best practices	Ongoing	website	JL	



Primary Deliverable and associated tasks	CDP Workplan Item	Milestone dates	Format	Role	Status
101 Workshops, EMSI, uWaterloo Platform, Magnet, etc)					
7.2 Compile Community Profiles based on interviews with leads and members	PA4.4 Create stories, generate data results, share best practices	Average of 4 per trimester	website	JL	
7.3 Develop a plan for identifying external best practices, tools, and events of interest to CDP membership, to be included in the CDP website.	PA4.5 Update / Enhance program website and its networking functions	30 Sep 2017	document	JL	
7.4 Redesign website structure & metadata to improve capacity to catalogue/retrieve resources.	PA5.4 Communitydata.ca web infrastructure development/upgrading	31 March 2017	website	Contractor	
8. Envision licenses: An existing multi-year agreement with Environics Analytics commits CCSD to purchase 5 licenses per year until March 31, 2018. Consistent with demand, the CDP plans to reduce to 3 the number of licenses to acquire for the 2018-2019 program year					
8.1 Provide login details to users and monitor usage, clean accounts when bookings end	PA3.5 Develop & deliver other training & capacity building tools	Ongoing upon request	website	JL	
8.2 Envision use metrics – report on # and length of use, etc.	PA3.5 Develop & deliver other training & capacity building tools	Bi-annual	document	JL	
8.3 use calendar of events to manage Envision. Envision users currently schedule log-ins with a CDP team member.	PA5.4 Communitydata.ca web infrastructure development/upgrading	31 Dec 2017	Website	Contractor	
9. Training & Capacity Building Working Group Meetings & Reports					
9.1 Coordinate meetings with the TCBWG, three times per year.	PA3.7 Training & Capacity Building Working Group	trimesterly	website	MC	

Primary Deliverable and associated tasks	CDP Workplan Item	Milestone dates	Format	Role	Status
9.2 Prepare meeting reports and post to the website	PA3.7 Training & Capacity Building Working Group	For each meeting	document, website	JL	
<b>10. Evaluation: Usage Metrics and User survey</b>					
10.1 Introduce a dashboard for lead user on the website	PA5.4 Communitydata.ca web infrastructure development/upgrading	31 Dec 2017 (beta version)	website	Contractor	
10.2 Prepare data analytics report based on metrics in the Annual Report	PA3.6 Update / revise website and related resource materials	Bi-annual	document	JL	
10.3 Prepare website usage analytics report	PA3.6 Update / revise website and related resource materials	Bi-annual	document	JL	
10.4 Repeat user survey and prepare report	PA4.4 Create stories, generate data results, share best practices	Dec 2017- Jan 2018	document	JL	

**Legend:**

- KS: Katherine Scott
- MF: Michel Frojmovic
- MD: Michael Ditor
- MC: Mary Clarke
- JL: Julie Lam
- DPAWG : Data Purchase & Access Working Group
- TCBWG: Training & Capacity Building Working Group
- Contractor: Third party contractor to be engaged by CCSD for a discrete project

**6. Program Area Indicators & Targets**

Embedded within the CDP strategic plan is a commitment to monitor and report on progress. Each Program Area is equipped with a set of performance indicators and associated five-year targets. Tables 4 and 5 identify a number of indicators to be tracked for the five-year period in relation to PA3 Training & Capacity Building. These will be reviewed and modified over time as required.

**Table 4. Training & Capacity Building Indicators and Targets**

Indicator	Description	Baseline (1Apr17)	Target (31Mar22)	Data Source
Contact with users	Response time to user requests	Within 48 hours	Within 24 hours	Program data

Webinar reach	# of registrants per year	750	2,000	Program data
Webinar reach	# of unique participants per year	500	1,000	Program data
DIY infographic usage	# of DIY infographic downloads per months	70	50	Website analytics
Data Access Map usage	# of Data Access Map visits per month	4	50	Website analytics

### Tracking usage of Communitydata.ca resources through analysis of “Events”

Events are user interactions with website-based content that can be tracked independently from general interaction with a web page or measuring a screen load. Examples of actions that can be tracked as “events” include: Downloads, video plays and hyperlinks to external websites.

Table 5. Top 25 Website Resources and Tools, by usage (Data for the month of May 2017)

#	Event Label	Unique Events
	Total events	<b>1,895</b> % of Total: 100.00%
1.	<a href="http://ccsd.ca/">http://ccsd.ca/</a>	<b>46(2.43%)</b>
2.	<a href="/sites/default/files/2017_ccsd_cdp_annual_meeting_agenda_DRAFT3.pdf">/sites/default/files/2017_ccsd_cdp_annual_meeting_agenda_DRAFT3.pdf</a>	<b>45(2.37%)</b>
3.	<a href="http://doodle.com/poll/t64wnek8i7eryuyt#table">http://doodle.com/poll/t64wnek8i7eryuyt#table</a>	<b>42(2.22%)</b>
4.	<a href="/sites/default/files/CCSD-CDP_VillageOf100-fillable.pdf">/sites/default/files/CCSD-CDP_VillageOf100-fillable.pdf</a>	<b>41(2.16%)</b>
5.	<a href="/sites/default/files/CDP%20Data%20Index%20Sept%202016.xlsx#overlay-context=dataandcatalogueresources">/sites/default/files/CDP%20Data%20Index%20Sept%202016.xlsx#overlay-context=dataandcatalogueresources</a>	<b>38(2.01%)</b>
6.	<a href="/sites/default/files/ccsd-cdp_schedule-b_2017-2018_DRAFT%20without%20Annexes.pdf">/sites/default/files/ccsd-cdp_schedule-b_2017-2018_DRAFT%20without%20Annexes.pdf</a>	<b>37(1.95%)</b>
7.	<a href="/sites/default/files/CDP-Draft-Vision-and-Strategic-Plan_2017-2022-For-Discussion.pdf">/sites/default/files/CDP-Draft-Vision-and-Strategic-Plan_2017-2022-For-Discussion.pdf</a>	<b>34(1.79%)</b>
8.	<a href="http://www.beyond2020.com/media/downloads/SC/ProBrowser.exe">http://www.beyond2020.com/media/downloads/SC/ProBrowser.exe</a>	<b>33(1.74%)</b>
9.	<a href="http://www.beyond2020.com/index.php/product-demo/19-flash-demonstration-of-beyond-20-20-professional-browser">http://www.beyond2020.com/index.php/product-demo/19-flash-demonstration-of-beyond-20-20-professional-browser</a>	<b>31(1.64%)</b>
10.	<a href="mailto:information@communitydata.ca?subject=I%27d%20like%20to%20join%20an%20existing%20Consortium">information@communitydata.ca?subject=I%27d%20like%20to%20join%20an%20existing%20Consortium</a>	<b>31(1.64%)</b>
11.	<a href="/sites/default/files/2017_ccsd_cdp_annual_meeting_agenda_DRAFT2.pdf">/sites/default/files/2017_ccsd_cdp_annual_meeting_agenda_DRAFT2.pdf</a>	<b>29(1.53%)</b>
12.	<a href="/sites/default/files/CDP-Annual-Report_2016-2017.pdf">/sites/default/files/CDP-Annual-Report_2016-2017.pdf</a>	<b>29(1.53%)</b>
13.	<a href="http://communitydata.ca/catalogue2">http://communitydata.ca/catalogue2</a>	<b>27(1.42%)</b>
14.	<a href="http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E">http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E</a>	<b>26(1.37%)</b>
15.	<a href="/sites/default/files/CCSD-CDP_Regional-Profile-fillable.pdf">/sites/default/files/CCSD-CDP_Regional-Profile-fillable.pdf</a>	<b>20(1.06%)</b>
16.	<a href="/sites/default/files/ccsd-cdp_schedule-b_2016-2017.pdf">/sites/default/files/ccsd-cdp_schedule-b_2016-2017.pdf</a>	<b>20(1.06%)</b>

#	Event Label	Unique Events
17	<a href="#">/sites/default/files/CCSD-CDP_Housing-fillable.pdf</a>	<b>18(0.95%)</b>
18	<a href="http://ccsd.ca/index.php/enable/community-analytics">http://ccsd.ca/index.php/enable/community-analytics</a>	<b>18(0.95%)</b>
19	<a href="http://mailchi.mp/communitydata/6wawlgmnid">http://mailchi.mp/communitydata/6wawlgmnid</a>	<b>18(0.95%)</b>
20	<a href="https://cdp.adobeconnect.com/cdp2017annualmeeting">https://cdp.adobeconnect.com/cdp2017annualmeeting</a>	<b>17(0.90%)</b>
21	<a href="#">/sites/default/files/CCSD-CDP_Health-fillable.pdf</a>	<b>15(0.79%)</b>
22	<a href="#">/sites/default/files/CCSD-CDP_Income-fillable.pdf</a>	<b>15(0.79%)</b>
23	<a href="#">/sites/default/files/CCSD-CDP_Poverty1-fillable.pdf</a>	<b>15(0.79%)</b>
24	<a href="#">/sites/default/files/CDP%20Program%20Basics%202013-10.pdf</a>	<b>15(0.79%)</b>
25	<a href="#">/sites/default/files/CCSD-CDP_Education-fillable.pdf</a>	<b>14(0.74%)</b>