She’s the DJ, I’m the Rapper

The Art of Storytelling through Data Utilization

Meghan Ecker-Lyster, PhD
Director: Evaluation & Research
The University of Kansas

Tonya Waller, Ed.D candidate
Director: GEAR UP Topeka
The University of Kansas
*Quiz Time #1:

What rap duo inspired the title ("She’s the DJ, I’m the Rapper") and theme of our presentation??
Answer: DJ Jazzy Jeff and the Fresh Prince (1988)
*Quiz Time #2:*

What is The Fresh Prince’s real name?
Answer: Will Smith
Now that you know the inspiration behind today’s talk . . .
THE FRESH PRINCE

I'M THE RAPPER

D.J. JEFF

SHE'S THE DJ

PEGGY NAG
Tonya Waller, Ed.D Candidate

* Director, GEAR UP Topeka
* Topeka, Kansas
* Been with GEAR UP since 2003
* Partnership Grant
* 573 students
* Highland Park High School Classes of 2020 & 2021

Fun Facts:
- Old School Hip Hop Aficionado
- Dance Mom
- 2 chapters and a defense away from my Doctorate
Meghan Ecker-Lyster, PhD

Director of CEOP Research & Evaluation
* Utilization-Focused Evaluations
* Grant Writing
* Survey Design & Development
* Strategic Planning

Serve College-Access Programs
* 8 GEAR UP grants

Fun Facts:
- I have 2 corgis, Millie & Harlow
- Run half marathons
- Trained as a clinical & school psychologist
- Teach a graduate course in Systems & Evaluation
What does any of this have to do with data & programming?
Tonya “The Fresh Princess” Waller
Part I: Defining Roles

* DJ
* Rapper or MC
* Collaboration
- Disc Jockey (Webster’s Dictionary)

- A person who introduces and plays recorded popular music on the radio, or at a club or party (Oxford Dictionary)
The Hip-Hop DJ

“Like the Jedi in Star Wars fighting against evil, enduring strenuous training, accepting a life-long commitment to obtaining the knowledge of the universe and being heard but never seen, the hip-hop DJ has very much the same destiny. The hip-hop DJ has to endure the process of obtaining a vast knowledge of music and rhythm (the force), be able to synchronize the grooves and beats, and continually search for new sounds to maintain his status in the culture. Much as the Jedi is rumored to be the ultimate warrior of the universe, the hip-hop DJ has become just that, a rumor. Nevertheless, the DJ will always play a major role in hip-hop culture despite its ever-changing nature.”

- Grandmixer D.ST, Hip Hop History 101
DJ = Scientist

- DJ manipulates the music = Scientist manipulates the data

- Studies mixes, beats, samples and breaks (data) in the studio (lab) to craft something new (blueprint)
Rapper or MC

- Master of Ceremonies

- A person who performs rap music (Webster’s Dictionary)
Rapper/MC

An MC uses rhyming verses, pre-written or ad lib (“freestyled”), to introduce the DJ with whom they work, to keep the crowd entertained or to glorify themselves. As hip-hop progressed, the title MC acquired backronyms such as ‘mike chanter’, ‘microphone controller,’ ‘microphone checker,’ ‘music commentator,’ and one who ‘moves the crowd’. Some use this word interchangeably with the term rapper or emcee, while for others the term denotes a conception and demonstration of the role indicative of skill and of connection to the wider culture.

-History of Hip Hop

*Quiz Time #3: Name these three rap artists/groups
Answer:

Eminem

Salt N Pepa

Biggie Smalls aka Notorious B.I.G.
Rapper = Storyteller

- MC/Rapper moves the crowd (stakeholders).

- Uses the blueprint discovered by the DJ to craft a rap (plan of action) in order to entertain (inform) the audience.

- The rapper, while in the spotlight, cannot exist without the DJ.

- Symbiotic relationship
Relationships are Key

Just like an MC would never show up to a performance without his/her DJ, GEAR UP Topeka doesn’t make moves without first consulting our Evaluation Team to make sure our programming makes sense.

The relationship between the Evaluation Team and the Program is invaluable. There must be **trust** and **transparency** in order for the relationship to work.
Meghan “DJ Meggy Meg” Ecker-Lyster
Building a culture of data utilization for your program

* Collecting, using, and reporting data
* Obtaining quality data
* Engaging program staff in the utilization of data
What is a Culture of Data?

Belief that good data is an integral part of successfully managing a program

“Willingness to ask questions - and to look for real answers - gets to the heart of how data can stimulate change”

Ruth Johnson, 2002
Why does a Culture of Data Matter?

- To provide a basis for accountability, including documentation for the APR

- To improve the effectiveness of services and operations through feedback and lessons learned

Accountability

Learning
**How do we Build our Culture of Data?**

Start small, don’t overwhelm staff with a “data dump”
* Begin with core issues

Listen to what the data tell you about the big picture
* Don’t get lost in the details

Work to create trust by laying data on the table without fear of blame by staff

* **BE PATIENT**
Continuous Improvement Plan

Planning → Acting → Reflecting → Learning → Planning

More Abstract → More Action → More Concreta → More Reflection → More Abstract
Data Rules & Security

FERPA Rules of the Road

- **No One**
  - Can sell student education record data.

- **Employers**
  - Can't be given a student's personally identifiable information, unless applicants or their parents (if applicants are under age 18) give consent.

- **Authorized Third Parties**
  - Can't use personally identifiable information from educational records to market to kids and families.

- **School Officials & Authorized Third Parties**
  - Must have a legitimate educational need for student data before they can view them.

- **Authorized Third Parties**
  - Can use data only for the original purpose for which the data were shared, and each third party is under the direct control of either the school district or the state education agency.

- **Recipients**
  - Must maintain strict data use and security requirements where applicable. This includes using data only for the purposes for which they were disclosed and destroying the data when no longer needed for the specified use.

- **Parents**
  - Can access their child's education data if the child is younger than 18 and not enrolled in postsecondary education.

- **Student's Teacher**
  - Can access the student's data to meet educational needs.

- **Another School**
  - Can receive data if the student seeks or intends to enroll in that school, including a postsecondary institution.

- **Scholarship & Financial Aid Providers**
  - Can receive data when the student has applied for or received financial aid from that entity.

- **Health & Safety**
  - Student data can be shared for reasons of health and safety in certain emergencies.

www.dataqualitycampaign.org
Let’s Get Started

Specific
Measureable
Actionable
Realistic
Timely
Types of Data to Collect...

**Existing Data**
* Attendance records
* Course enrollment data
* Behavioral data
* Academic data (grades, credits, test score, etc.)
* Benchmark assessments
* Postsecondary data

**New Data**
* Interviews & Focus Groups
* Behavioral Rating Scales
* Satisfaction Surveys
* Tests
* Observations
* Self-Report Data
Data Accuracy

The results that your data produce are only as good as the data you enter into your data management system

* Data quality checks
* Enter data in a timely manner
* Use student IDs whenever possible
Data Timelines

* Provide explicit deadlines
* Utilize a shared calendar for staff, as well as other stakeholders
* Provide results to stakeholders in a timely fashion
Data Utility

Don’t be a program that is “data rich” and “information poor”

Think about what data matters for your program:

* Student demographics

* Academic data

* College enrollment

* Program activity data / process data
Types of Evaluations

Formative Evaluation (The Opening Act)
* Data is collected & reported throughout the duration of the program year
* Provides staff feedback about what is working in “real time”
* Modifications to programming can be made based on this information
* Identifies areas of improvement before the program ends

Summative Evaluation (The Headliner)
* Data is collected & reported at the conclusion of the program (or grant) year
* Purpose is to assess the overall impact and success of the program
Example Evaluation Questions

Students
1) Is this student on track to graduate from high school with adequate preparation for college?
   **Data:** test scores, GPA, courses
2) Has this student successfully applied to college?
   **Data:** FASFA, application, essay, fee
3) Will this student successfully progress to his/her sophomore year of college?
   **Data:** course completion, grades, FASFA, enrollment

Programs
1) In which academic subjects do students need additional tutoring?
   **Data:** quiz and home assignment grades
2) Where are students succeeding or falling short of graduation high school with necessary college preparation?
   **Data:** GPA, test scores, courses
3) Which workshops should be changed or added to better prepare students for college?
   **Data:** service data, student feedback
Data Collection Plan

Data Collection Design
* When/where will data collection occur?

Responsibility
* Who does what in the evaluation process?

Data Analysis
* How will the data you are collecting be analyzed?
* What will you report back to stakeholders?

Audience
* Who is interested (e.g., who is a stakeholder) in the program and program outcomes?
Your Data is Your Story

* Go beyond your program’s required APR reports to showcase your program’s impact

* Establish scheduled meetings with stakeholders to report findings

* Frame your reports around your programs:

INTENTS  ➔  PROCESS  ➔  OUTCOME
A Culture of Quality Data

Components
- Timeliness
- Security
- Utility
- Accuracy

Infrastructure
- Technology
- Timelines & Calendars
- Data Entry Environment
- Training & Professional Development

Roles
- Data Steward
- Office Staff
- Program Staff
- Technology Support Staff

Importance
- More Effective Decision-Making
- Meeting APR Requirements
- Program Funding
- Learning

Adapted from the Oregon Data Project
Checklist for Achieving a Culture of Data

1. Be Realistic
2. Be Rigorous and Systematic
3. Consider the Holistic Experience of Students
4. Make Decisions Objectively
5. Track Implementation
6. Inform Multiple Stakeholders
Table Talk:

* What does your current evaluation plan and data management/organization system look like?
* Does this plan and system work for you and your team?
* What, if anything, about your evaluation plan and/or data organization system are lacking?
So GEAR UP Topeka wants to sell their new FIRE mixtape....
Part III: The Art of Storytelling aka “The Game Plan”

*Quiz Time #4: What artist released an album called “The Art of Storytelling” in 1999?
*Answer: Slick Rick
How do I get my mixtape (programming) lots of air play (recognition)?

A&R

* Artists and Repertoire (A&R) is the division of a record label or music publishing company that is responsible for talent scouting and overseeing the artistic development of recording artists and songwriters.
Table Talk:
* What A&R strategies does your program use?
* Are these strategies working for you? Why or why not?
GEAR UP A&R Strategy #1: Press

GEAR UP-Dates
Quarterly reports to all stakeholders to keep them updated on what we are doing in the schools:

* List of all trips & proposed activities
* Number of student participants per activity
* Specific information, 1-pager
GEAR UP A&R Strategy #2: Reviews

Stakeholder Interviews

* Lets stakeholders know we value their opinion
* Stakeholders tell us what they like and offer suggestions for improved partnership
* Stakeholders feel like an important part of the partnership
* We don't operate in a vacuum
GEAR UP A&R Strategy #3: Billboards

Data Info-graphics

* 1-page summary
* Survey information and/or intervention-based data
* Outlines all the hot topics or talking points
* Uses hard numbers to sell our program

Highland Park Gear Up 2017 Fall Survey Results
88% of 10th grade students reported that they understand all the different benefits of attending college (e.g., loans, scholarships, etc.).

80% of 10th grade students reported that they feel safe when they are at school.

80% of 9th grade students reported that they feel safe when they are at school.

Most students do not have concerns about their safety at school, but those who are worried about fighting and bullying.

EDUCATIONAL EXPECTATIONS
96% of students reported that they plan to graduate high school.
70% of students reported that they plan to go to college.

45% of students who intend to go to college want to attend a 4-year public or private university.
46% of students who intend to go to college reported that they are still unsure about what type of college they want to attend.

COLLEGE INTERESTS
80% of 10th grade students reported that they might be interested in visiting Hispanic-Serving Institutions.

Top 5 Schools HPC Gear Up 9th grade students are interested in visiting:

1. University of Kansas
2. Wichita State University
3. Washburn University
4. Washburn University, Institute of Technology
5. Emporia State University

Top 5 Schools HPC Gear Up 10th grade students are interested in visiting:

1. Washington University
2. Washburn University
3. Institute of Technology
4. Coffeyville Community College
5. Baker University
6. Ottawa University
GEAR UP A&R Strategy #4: Publicity

Social Media

* Our Social Media Platforms have been recognized by NCCEP as highly effective and engaging
* My team has been invited to present at the GEAR UP National Conference on our Social Media strategies - Come Check it Out!

Follow Us Online:
https://twitter.com/GEARUPTopeka
https://www.facebook.com/KUGEARUPTopeka/
https://www.instagram.com/gearuptopeka/
Snap Chat handle is @GEARUPTopeka
Social Media Strategy #1: Street Team

* Every emerging artist/group needs a quality street team to market their product.
  * Young people who are familiar with the street buzz and know how to effectively market the product.
Action Item

Table Talk:
* Who is on your Street Team?
* What types of activities would you like for your street team to promote?
* How will you execute your plan?
A hype man, in hip hop music and rapping, is a back up rapper who supports the primary rappers with exclamations and interjections, and who attempts to increase the audience’s excitement with call-and-response chants.

Quiz Time #5: Who is considered the most famous hype man in Hip Hop?
Answer: Flavor Flav
GEAR UP Topeka Hype Man: Dalton “D-Money” Allen
Dalton Allen: My room is so damn whack compared to yours.

Tonya Sanchez Waller: I love that you added the word “whack” to your parlance. That makes me smile!

Kent Wade: You deserve it

Verneta White: Sooooooooooooooooooooooooooooooooooooooooooooooooooooooooooooooooooooooooooo

Stephani Schmidt Howarter: Enjoy it! You deserve it!

Joyce ChinShue-Carter: So very well deserved Miss Tonya! 💃🏼❤️

Korri Hall-Thompson: How were we in the same hotel and our rooms looked so different

Tonya Sanchez Waller replied: 🤗
Table Talk

* Does your program have a Hype Man or Woman?
* Who promotes your program to the public and/or stakeholders?
How to meet STUDENTS where they are and know it works!

* Primary platform - *Snapchat*
  * Snapchat has no official data. Use posts’ views, screenshots, and messages from students as your data.
  * Important note: At Highland Park, Facebook is number 2. These platforms may not be the most influential for every program.

* Primary purpose - Have students see themselves as part of the college process
  * Snapchat campus tours from student perspective
    * Example: 56 students saw this KU campus tour all the way through
  * Snapchat reflection on campus tours
    * Example: 80% of students on a campus visit submit one thing they learned

* Secondary purpose - College knowledge
  * Trivia of college questions
    * Example: During GEAR UP week, we had 66 unique students participating over 5 days and 158 answers submitted over 5 days

* Tertiary purpose - Increase students’ positive/empowering social media content
  * Tagging them in posts (Instagram/Facebook)
    * Example: Students at volunteer event
      * Reposted by 3 students - first time students ever reposted us
      * On average, tagging students increases our post likes by 40%
Engage the overlooked audience - program stakeholders and partners!

* Primary Platform - Twitter
  * Data to look at - reach and engagement (retweets, quote tweets, likes, links clicked, photos clicked)

* Primary Purposes - Share our GEAR UP story on a national level, engage with peer professionals, promote our expertise, and recognize key partnerships
  * Tag key partners in posts to increase reach
  * Utilize influential hashtags and tag key partners
  * Share others’ content but add your own purpose

Examples

**Quote Tweet**
**Marcus Strother mentioned us in a tweet**
Reached 724 people
Engaged by 46 people
Retweeted by 2 people
A quote tweet by Marcus was retweeted by 4 people
22 clicked to our profile

**Retweet**
**Ranjit Sidhu’s opening remarks at Capacity Building**
Reached 1,278
Engaged by 41 people
Retweeted by 8 people
6 clicked the hashtags to see what others are saying
3 clicked our profile
Social Media Example #1: “Scots of HP” Campaign
(Patterned after “Humans of New York”)

#LifeDataMatters:
The concept that students MUST be seen as more than data points. Their stories matter!

Marcus Strother
Coordinator of Youth Development
Sacramento City USD
marcus-strother@scusd.edu

- Reached 1,424 people
- Engagement by 328 people
- Shared by 5 people

"Getting into a college is something I've always wanted to do. I love learning and I want to do things that will make me happy.

It will be a big accomplishment because nobody in my family has a four-year degree let alone a medical degree."

- Isabella Carter
  Class of 2021

Scots of HP
By GEAR UP Topeka
Social Media Example #2: Student Accolades

Class of 2020

GEAR UP
Student of the Month
November

Victoria Reela

Class of 2021

Ciarra McWilliams

November
Social Media Example #3: Special Events

GEAR UP Topeka added 14 new photos.
Published by Laura Kingston [?] · Yesterday at 2:36pm · 😊

We’ve been hard at work over the past several days learning from incredible professionals.

Last Friday, we brought Marcus Strother to work with Highland Park High School and Eisenhower Middle School teachers. It was a wonderful day with activities about engaging, enlightening, and empowering our students.

Monday-Wednesday GEAR UP staff joined our colleagues from across the country at NCCEP’s Capacity Building Workshop.

When I first went to college, I was confused about why it didn’t feel like it was for me. Realizing that I was a first-generation college student gave me the ability to figure out what was going on and develop strategies to help myself succeed. I would have never realized why the obstacles and barriers I was facing were there without support. Find the people in high school and at your college that know how to and want to support you - they are there and they will fight for you.

-D Dalton Allen

National Celebrate First-generation College Student Day

As a first-generation college student, I was nervous and unsure as to whether I would be able to handle college, but through perseverance and persistence, I was able to graduate from college and make my family proud. It will often be a difficult road, but if you work hard, use your resources and are not afraid to ask for help, you can do it!

-Tonya Waller
Social Media Example #4: Videos

‘GEAR UP Matters to Highland Park’

https://www.facebook.com/KUGEARUPTopeka/videos/813979045448159
Table Talk

* How does your program utilize social media to tell your GEAR UP story?
* What can you do to improve your program’s social media profile?
Helpful Hints to Sell that Mixtape

Let your data guide your programming
  * Examples:
    * Math deficiencies led to math intervention focus
      * Tutoring
      * Algebra Night

Share your data in manageable, user-friendly platforms
  * Use Social Media Regularly
    * Find a young person to run your social platforms
    * Tag EVERYONE (NCCEP, Dept of Ed, Congress-persons, universities, school districts, etc.)
    * Post regularly
    * Encourage students, parents, teachers, etc to follow your social media platforms

Tell your GEAR UP story to anyone who will listen, and eventually people will start telling your story for you!
Aggressively market your product, and your mixtape will go Double Platinum!!
Resources

Data Quality Campaign
* http://www.dataqualitycampaign.org/

W.K. Kellogg Foundation
* http://www.exinfm.com/training/pdfiles/logicModel.pdf

Lumina Foundation
* http://www.luminafoundation.org/publications/Results_and_Refl ections-Making_the_numbers_add_up.pdf

Evaluation Toolkit
* http://toolkit.pellinstitute.org/