

‘Using Data to Your Advantage’ Webinar Series

Anyone in the Southern Interior of BC with an interest in learning how to find, analyse and present community and economic development data is welcome to attend this informative webinar series.

Good community and economic development data allows communities to:

- strengthen grant applications and access funding more easily,
- guide strategic planning and make decisions on where to put time and effort,
- support current and new businesses,
- decide which projects are the most important at any given time, and
- measure the impact of community and economic development initiatives over time.

During this five-part interactive webinar series, participants will:

- Discuss the importance of data and how it can help small communities.
- Identify what data questions communities want answers to, in order to make better decisions.
- Walk through the important questions to ask in analysing data.
- Identify sources of data for Southern Interior communities and what your community might need to collect for yourself.
- Answer how we can use data to increase success with funding applications.
- Learn how to promote and support community and economic development goals and activities.

Register for Sessions here: [Zoom Registration Link](#)

SERIES OVERVIEW

Date	Title	Speakers
Jan. 12, 2022	Introduction to Data 101	Robyn Peel, Paul Wiest & Mike Stolte
Jan. 19, 2022	Clarifying Your Ec. Dev. Questions	Eric Burton & Kate Mulligan
Jan. 26, 2022	What Data is Available and How to Use It	Jayme Jones
Feb. 2, 2022	Filling the Gaps – Sourcing the Data	Sarah Breen & Jamie Mayes
Feb. 9, 2022	Telling Your Story with the Data	Mike Stolte

NOTE: All sessions run from 9:00 – 10:30 am Pacific Time.

DETAILED SESSION DESCRIPTIONS

SESSION ONE	INTRODUCTION TO DATA 101
Speakers	Robyn Peel & Paul Wiest & Mike Stolte
Date & Time	January 12, 2022, 9:00 - 10:30 PT
Theme	Welcome, introduction to the series and start to discuss the importance of data, issues facing smaller communities and where to start the journey. Allow a safe space for smaller communities to start sharing their stories and challenges with regards to accessing and using data.
Objectives	<ol style="list-style-type: none"> 1. Understand the importance of data in community decision making 2. The challenges facing smaller rural communities in accessing data 3. Determining what data you need 4. Discover the most accessible data sources 5. How data might not always tell the entire story

SESSION TWO	CLARIFYING YOUR ECONOMIC DEVELOPMENT QUESTIONS
Speakers	Eric Burton and Kate Mulligan
Date & Time	January 19, 2022, 9:00 - 10:30 PT
Theme	Help communities look at the questions they want answered, and therefore what data they need to source
Objectives	<ol style="list-style-type: none"> 1. Communities to have more clarity about the questions they want answered 2. Understanding the difference between outcome and output measures and why it matters 3. Further develop the understanding of an evidence-based decision-making culture

SESSION THREE	WHAT DATA IS AVAILABLE AND HOW TO USE IT
Speakers	Jayme Jones
Date	January 26, 2022, 9:00 - 10:30 PT
Theme	Understand how to effectively use the data that exists and how to avoid pitfalls in its analysis and interpretation
Objectives	<ol style="list-style-type: none"> 1. Know what data is available and what questions it could answer 2. Understand the challenges and limitations of data available for small communities 3. Know what proxy measures are and how they can be used when data isn't available

For more information, contact:

Mary Beadman, Program Administrator, ETSI-BC mary@etsi-bc.ca
 Robyn Peel, CED Coordinator, CF East Kootenays ced@cfek.ca

SESSION FOUR		FILLING THE GAPS – SOURCING DATA	
Speakers	Sarah Breen and Jamie Mayes		
Date	February 2, 2022, 9:00 - 10:30 PT		
Theme	Understand the common mistakes in data collection and interpretation and how to avoid them		
Objectives	1. Understand the challenge of collecting data yourself		
	2. Understand the need for replicable, consistent data collection		
	3. Think about what data they need to access for their community		

SESSION FIVE		TELLING YOUR STORY WITH THE DATA	
Speakers	Mike Stolte		
Date	February 9, 2021 9:00 - 10:30 PT		
Theme	To put together everything that has been learned thus far and leave with a clear set of actions with regards to accessing and analysing data in their community		
Objectives	1. Get clear on what data they may want to collect (and why)		
	2. Get clear on who they are telling and how often		
	3. How to create a CIT link for themselves		
	4. Determining the best way to convey the story (graphs, numbers, anecdotes, etc.)		

For more information, contact:

Mary Beadman, Program Administrator, ETSI-BC mary@etsi-bc.ca
 Robyn Peel, CED Coordinator, CF East Kootenays ced@cfek.ca