

**Data 101: How to Use Data to Your Advantage**  
**January – March 2024**

**SESSION ONE**

Session Title	<b>INTRODUCTION TO DATA 101</b>
Lead Presenter	<b>Mike Stolte</b> is President of the Centre for Innovative & Entrepreneurial Leadership and originator & co-creator of the Business Vitality Initiative (BVI), the Community Vitality Initiative (CVI), the Communities Matrix, Tourism 360, and other tools for assessing and strengthening communities. He has spent years working in community, economic & business / entrepreneurial development and is a former economist with the Government of Canada.
Community Presenter	<b>Leanne Hammond</b> is the Executive Director of the North Okanagan Community Foundation. With a background as a sociologist, a love of data, and data informed decision making comes naturally. Leanne has been involved in the production of “Vital Signs” reports, in the Okanagan since 2007. She is interested harnessing the power of both qualitative and quantitative research methods to highlight challenges in our communities and move us towards vital, inclusive, and positive community experiences for all.
Date	24 January 2024 9:00 – 10:30am PT / 10:00-11:30am MT
Session Aim	Welcome to the series and start to discuss the importance of data, issues facing smaller communities and where to start the journey.
Session Objectives	<ol style="list-style-type: none"> <li>1. Understand the importance of data in community decision making</li> <li>2. The challenges facing rural smaller communities with regards to accessing data</li> <li>3. Determine what data you need</li> <li>4. Understand how data might not always tell the entire story</li> </ol>

**SESSION TWO**

Session Title	<b>WHAT IS DATA AND HOW TO USE IT</b>
Lead Presenter	<b>Jayme Jones</b> is a researcher at Selkirk Innovates (formally the Columbia Basin Rural Development Institute at Selkirk College). She has a passion for sustainability and collaborating to co-create resilient communities. Jayme leads the State of the Basin initiative. This initiative researches social, economic, environmental, and cultural well-being indicators to support evidence-based decision-making in the Columbia Basin-Boundary Region.
Community Presenter	<b>Caroline Tremblay</b> is the CED Coordinator with Golden Community Economic Development based in Golden, BC. She is passionate about serving her community and being involved in guiding its development and promoting sustainability and

	vitality for all residents. She recognizes the need for quality data to inform decision-making, for example with rental housing, Living Wage as well as local economic sector profiles.
Date	7 February 2024 9:00 – 10:30am PT / 10:00-11:30am MT
Session aim	Understand how to effectively use the data that exists and how to avoid pitfalls in its analysis and interpretation
Session objectives	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

**SESSION THREE**

Session Title	<b>FILLING THE GAPS – SOURCING AND COLLECTING DATA</b>
Lead Presenter	<b>Sarah-Patricia Breen</b> is Selkirk College’s BC Regional Innovation Chair (RIC) in Rural Economic Development. Sarah-Patricia's goal is to inform and support our rural region to thrive under conditions of rapid change. Her research interests include economic development, infrastructure, natural resource management, resilience, governance, and policy - all with a specific focus on rural.
Community Presenter	<b>Lindsay Harris</b> is a community developer and researcher living in Kamloops, BC. She has a background in agriculture and food systems, affordable housing, community economic development, rural and small city resilience and grassroots community decision making. She is a co-owner of Tapestry Collective Co-op and the food policy implementation lead for the Kamloops Food Policy Council. Lindsay is the co-founder and president of the Propolis Cooperative Housing Society, which aims to build affordable, sustainable housing in the Kamloops region.
Date	21 February 2024 1:00 – 2:30pm PT / 2:00 – 3:30pm MT
Session aim	Understand the common mistakes in data collection and interpretation and how to avoid them
Session objectives	1. Understand the challenge of collecting data yourself
	2. Understand the need for replicable, consistent data collection
	3. Think about what data you need to access for your community

**SESSION FOUR**

Session title	<b>CREATING A DECISION-BASED CULTURE</b>
Lead Presenter	<b>Eva Weston</b> is a Business Development Officer with the Central Okanagan Economic Development Commission. Eva is a strong advocate for community collaboration and talent attraction by utilizing data for informed decision making, while also actively promoting the region as an attractive place to live, work, and play. She enhances the region's dynamic economy by fostering relationships and

	facilitating connections between newcomers, businesses, and entrepreneurs, utilizing community resources and networks.
Date	6 March 2024 9:00 – 10:30am PT / 10:00-11:30am MT
Session aim	Understand the benefits of a decision-based mindset to drive change and foster sustainable growth through data utilization
Session objectives	1. Utilize data-driven decision-making for economic development
	2. Develop robust performance measures to drive progress, engagement, and utilize resources
	3. Cultivate a decision-based culture for economic development

**SESSION FIVE**

Session title	<b>TELLING YOUR STORY WITH DATA</b>
Lead Presenter	<b>Mike Stolte</b> is President of the Centre for Innovative & Entrepreneurial Leadership (CIEL - <a href="http://www.theCIEL.com">www.theCIEL.com</a> ) and originator & co-creator of the Business Vitality Initiative (BVI), the Community Vitality Initiative (CVI), the Communities Matrix, Tourism 360, and other tools for assessing and strengthening communities. He has spent years working in community, economic & business / entrepreneurial development and is a former economist with the Government of Canada.
Case Study Presenter	<b>Sasha Bogdanovic</b> , Chief Technology Officer at CityViz, helps unlock economic growth with the CityViz data portal, a cornerstone for data-driven investment attraction and policymaking for communities across Canada. His accolades include top performer in Johns Hopkins University's Data Science Specialization and winner of the BC Housing Market Data Visualization Challenge by BC Stats and Innovate BC.
Date	20 March 2024 1:00 – 2:30pm PT / 2:00 – 3:30pm MT
Session aim	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 your community
Session 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. Determining the best way to convey the story