



CENTRALITY RESEARCH

Building Bridges: Collecting Culturally Relevant Data

Presented by

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Research Institute for Public Libraries
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Why collect data?

Evaluation is...

A variety of tools to help you identify progress or obstacles in moving towards your goals (desired outcomes).

What is your level of comfort with data collection?

What words or what language do you use to describe cultural competency, relevancy, or responsiveness?



Voting Activity

Working with a cultural lens is...

Incorporating awareness, understanding, and responsiveness to the beliefs, values, customs, and institutions of a community.

Key Elements of Community Relevant Evaluation



**Relationship
Based**



Collaborative



**Rooted in
Community
Values**



Organic



Reciprocal



**Narrative
Based**

Considerations

Language is central.

Transferring knowledge is key.

Examining our own
worldviews is crucial.

Commit to a fluid and
reflective process.

Stay grounded in relationship.



Why Community Centered Evaluation





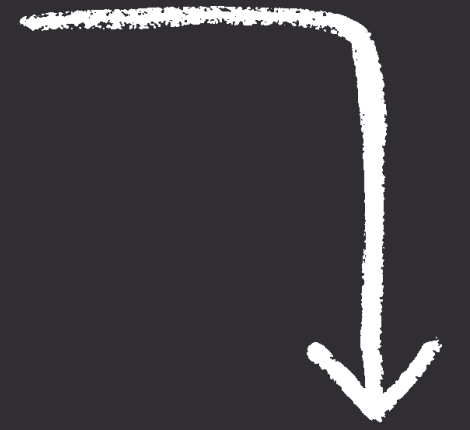
OUR WHY





Outcome

Assess the effectiveness
of a program –
observable, intended
changes for the
participant.



Culturally Relevant Evaluation

- Improve Outcomes
- Work towards Relevancy
- Work towards greater Access
- Can promote Sustainable Decisions
- Drive Improvement
- Deepen Relationships
- Transfers knowledge





OUR WHO



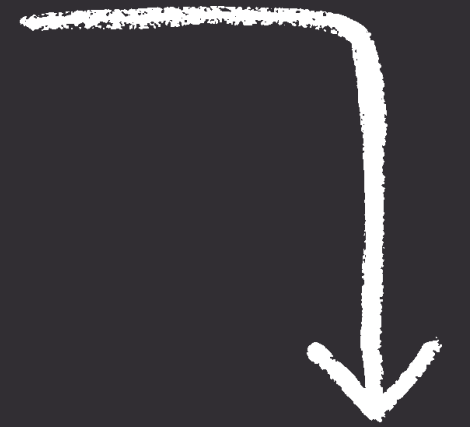


Focus Audience

The intended audience.

Secondary Audiences

Related and tangential audiences.





OUR HOW



Culturally relevant evaluation can allow key stakeholders (participants, program staff, board members, sponsors, community members) the ability for involvement of design and implementation of evaluation.

Adapted from Native Pathways, Dr. Shelly Valdez

**Rose
Bud
Thorn
Roots**



Rose

The strengths, gifts, and accomplishments of a program or initiative that have impacted the individual or the collective.



Bud

New emerging ideas or perspectives that are developing around and as a result of the work.



Thorn

Challenges or difficulties that have been presented through the process.



Roots

The shared connections, values, goals and aspirations. The places that are shared and valued.



Rose

What is your vision for success for your program or initiative?

What questions might you ask to understand what success would look like from a community-based perspective?



Bud

What are some areas that you would like to nurture or grow to help achieve the goals of your project or initiative?



Thorn

What might be some of the potential challenges that you need to be mindful of as you continue on your program pathway?



Roots

How do your organization's and community's values allow you to center the community?



ENGAGEMENT STRATEGIES

Quick & Easy

Gather a lot of information in passing from a lot of people. It is intuitive, has high participation, visual, and can have a low threshold for engagement. It is not “in-depth,” cannot guarantee diverse responses (but you can balance this with the location/execution), and there is little to no chance for follow up.

Best for:

Events

Entryways



ENGAGEMENT STRATEGIES

Can I have 5-10 minutes of your time?

Allows for a lot of people to engage and to ask a slightly more nuanced question.

Does not (generally) allow for follow-up questions or clarifying questions which can disqualify some responses.



Best for:

Tabled events with activities

Program integration

"Spot" questions



ENGAGEMENT STRATEGIES

Let's sit down together.... (20/30 mins)

Provides deeper information and a cohesive "story" to build from.

While (generally) fewer people can or will participate, by thinking strategically about who to involve it can be very informative.

Takes more bandwidth (either fewer participants and/or more individuals engaged in the process.)

Best for:

Partnership Meetings

Hosted events

Appreciative Interviews



ENGAGEMENT STRATEGIES

Let's Work Together

Bringing community together to think collaboratively about what "could be." Engages selected stakeholders deeply and creates ownership in not only the process but the final outcome.

Takes a lot of time and takes resources. Can be beneficial to engage a consultant to manage.

Best for:

Strategy work

Listening Tours

Design Thinking/Appreciative Inquiry



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Guiding Principles

Honor community practices and norms.

Take time to build relationships and trust.

Embed with community core values.

Support the emergent process.

Nurture creativity and generate new ideas.

Use multiple ways of engaging beyond the written word.

Center the individual or the group's point of view.



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