5 Ways to Avoid Becoming Big Brother in Your Community Organization

Introduction

Just because your community organization collects data, it doesn't mean you have to follow the Big Brother trends that are so much a part of the corporate data collection scene. Whether your organization collects a lot or a little information from community members, here are 5 ways to keep your data practices authentic to community and social change at the core of your organizational mission.

1 | Train staff to understand the ways that organizational values show-up in data practices.

2 | Include staff in analyzing data such as with meaning making meetings, bringing a standard of humility to working with data rather than an elitist "researchers only" tendency.

3 | Include community members and/or clients in analyzing data such as with meaning making meetings, bringing a standard of humility to working with data rather than an elitist "researchers only" tendency.

4 | Make sure that the staff involved with data entry are clearly valued, not treated as cogs in a wheel by establishing a weekly data entry day with reprieve from other tasks and a basket of snacks.

5 | Don't use punishment or reward responses to data-related tasks; let intrinsic commitment to your organization's values drive data activities.