Massachusetts Office For Victim Assistance

MOVA

Victim & Witness Assistance Board

EGRANTS: PRACTICE TO PERFECT

Visualizing Impact: Harnessing Your OMT Data for Insightful Graphs and Charts

AUGUST 26, 2024

Recording of the presentation:
FY 2025 Visualizing Impact: Harnessing Your OMT Data for Insightful Graphs and Charts (youtube.com)

WELCOME AND INTRODUCTIONS

Housekeeping

Facilitators

- Amelia Pease, Data Manager

- Amanda Miller, Digital Media Coordinator

- Hannah Hanchett (Alzaim), Data Coordinator

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AGENDA

- Data Uses & Basics

- Extracting OMT data from eGrants

- Making charts and graphs with OMT data – follow along with your own data

- Using your data – social media examples

- Open Q&A

WHAT IS DATA USED FOR?

There are many benefits of sharing data externally and internally at your organization!

- **Increased transparency:** build trust with donors, stakeholders and the community

- **Enhanced collaboration:** sharing data allows agencies to collaborate more effectively with other organizations, government agencies and partners

- **Improved decision making:** make informed decisions, identify trends, and better understand the needs of their target populations

- **Increased funding opportunities:** sharing data that showcases effectiveness and success can help when applying for funding sources.

- **Enhanced advocacy efforts:** providing concrete evidence to support your cause, influence policy and raise awareness about critical issues

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WHERE CAN I GET DATA?

- **Outcome Measurement Tool**

- **Internal program data**

- **Surveys and feedback forms**

- **Government databases (National Crime Victimization Survey, Uniform Crime Report, US Census)**

- **Academic studies and research**

- **Partner organizations**

- **Social media & web analytics**

Victim Data Elements

Injury

Sort By: **Category**

No	34,685	
Yes	26,876	

Total	61,561

⊕ DOWNLOAD
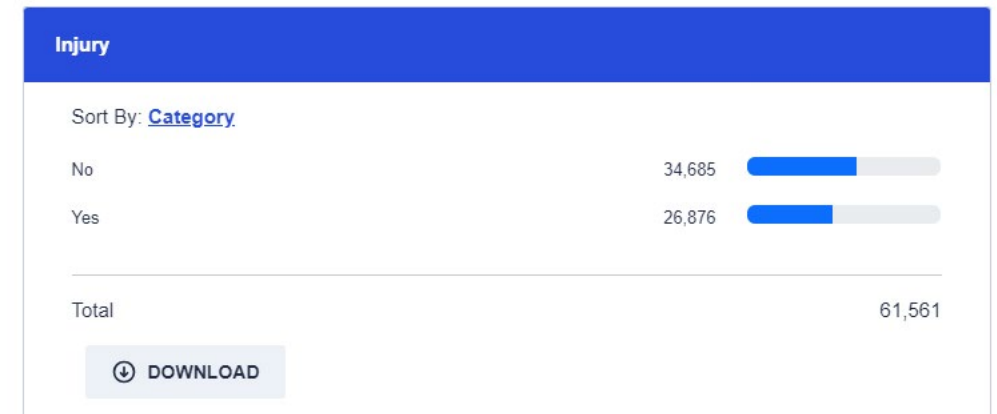
UCR data, Massachusetts crimes against persons victims for 2022

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HOW DO I VISUALIZE MY DATA?
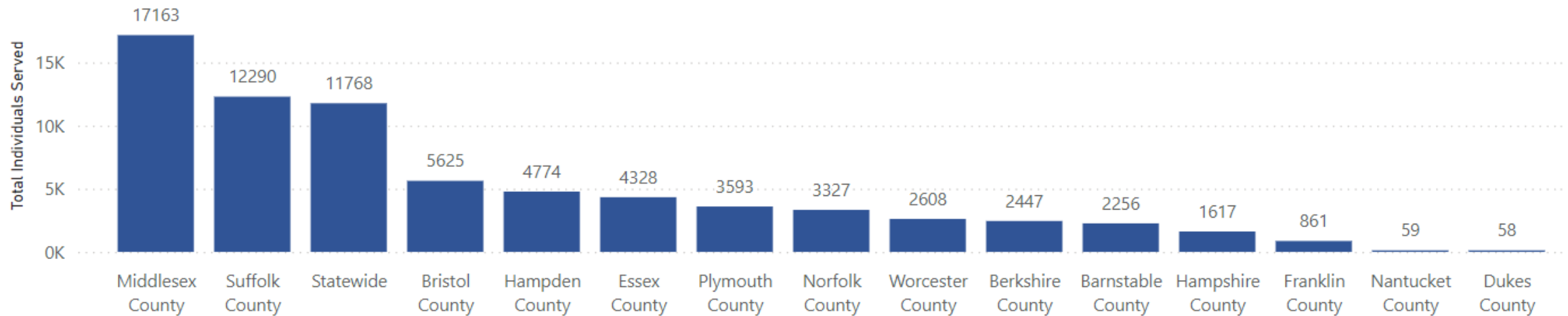
Determine your goal:

- Comparison

- Composition

- Trend

- Relationship

- Geographic Distribution

Select the best chart type:

- Bar graph
- Column chart
- Pie chart
- Stacked bar chart
- Line graph
- Area chart
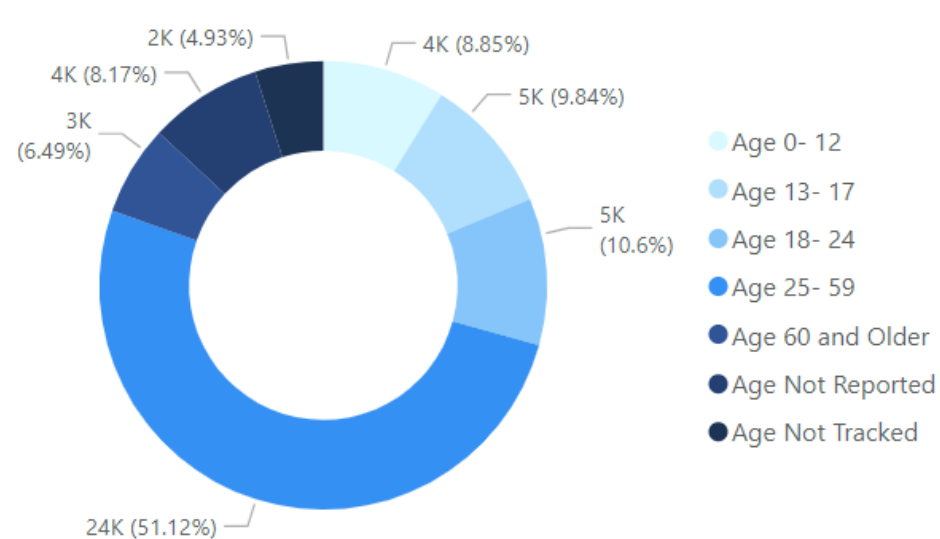- Scatter plot
- Map

HOW DO I VISUALIZE MY DATA?

Comparison: Are you comparing quantities across different categories?
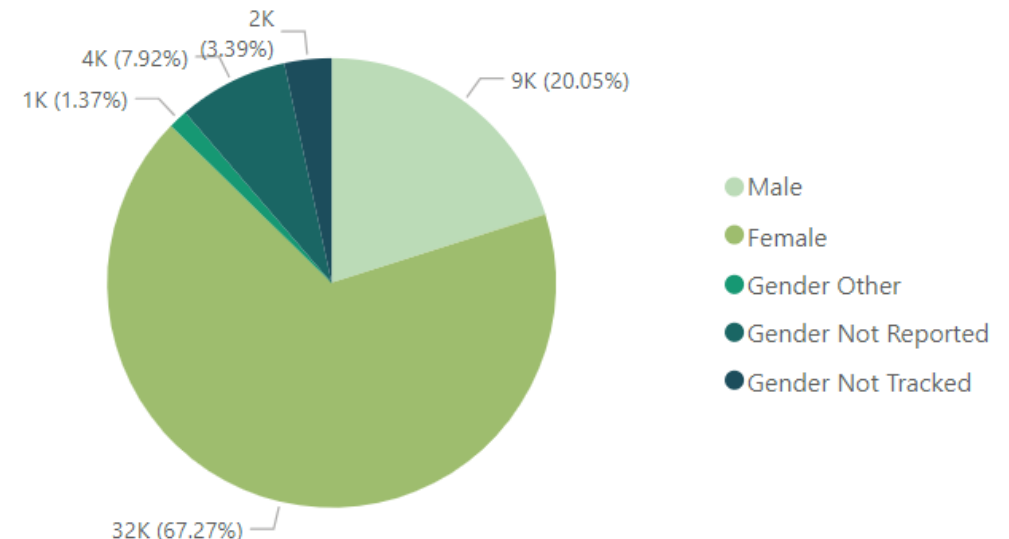Use **bar graph** or **column chart**

HOW DO I VISUALIZE MY DATA?

Composition: Are you showing parts of a whole or distribution within a single category?
Use **pie chart** or **stacked bar chart**

Age of Individuals Served

- Age 0- 12
- Age 13- 17
- Age 18- 24
- Age 25- 59
- Age 60 and Older
- Age Not Reported
- Age Not Tracked

2K (4.93%)
4K (8.85%)
4K (8.17%)
5K (9.84%)
3K (6.49%)
5K (10.6%)
24K (51.12%)

Gender of Individuals Served

- Male
- Female
- Gender Other
- Gender Not Reported
- Gender Not Tracked

2K (3.39%)
4K (7.92%)
9K (20.05%)
1K (1.37%)
32K (67.27%)

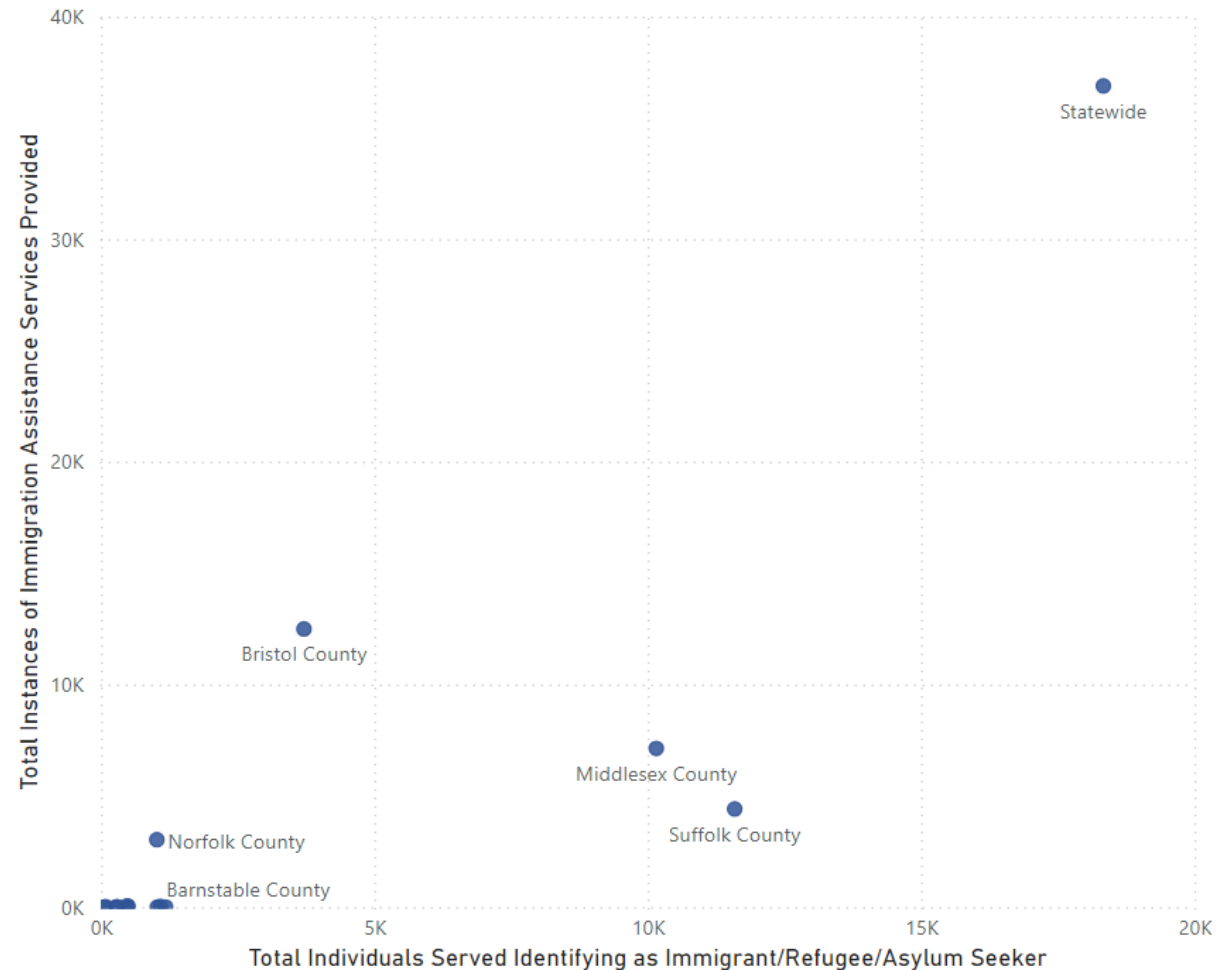# HOW DO I VISUALIZE MY DATA?

Trend: Are you tracking changes over time or trends?
Use **line graph** or **area chart**
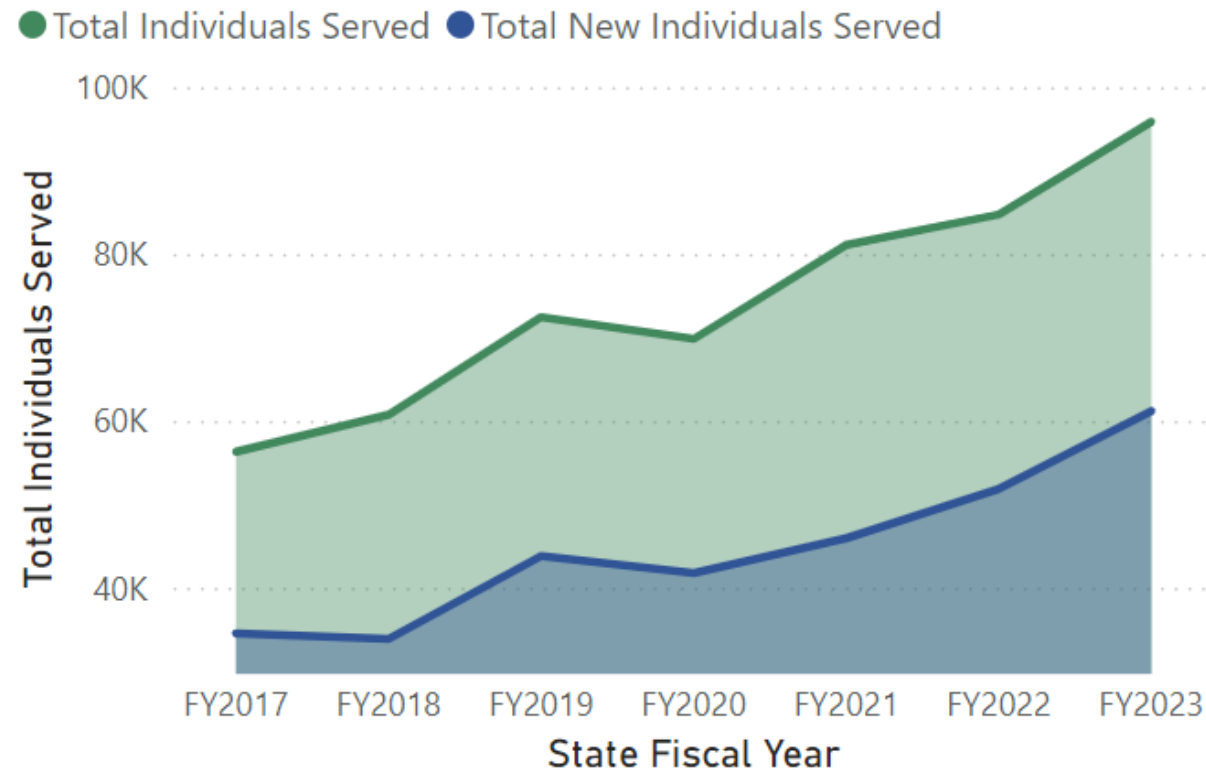
HOW DO I VISUALIZE MY DATA?

Relationship: Are you examining the relationship between two variables? Use **scatter plot** or **bubble chart**

HOW DO I VISUALIZE MY DATA?

Geographic Distribution: Are you examining variables over a geographic area?
Use **a map chart**

WORKSHOP LOGISTICS

- We encourage you to follow along with your own OMT data during this presentation

- Make sure you have access to Excel or Google Sheets to extract your data (Apple Numbers will also work but all the instructions may not be applicable)

- Log into your eGrants account to access your OMT data

EXTRACTING YOUR OMT DATA

EGRANTS WALKTHROUGH

Use "Data to be Displayed" to select what OMT data you will be exporting

VSS OMT Data Export

Subrecipients can utilize this report to export data from the Outcome Measurement Tool

Search Criteria

Document Name

Organization Name

Application Year

Reporting Period

Document Status

Data to be Diplayed

All Demographics and Services

Clear   Search

Click Export to Excel to download data

⊞ Export to Excel

Drag a column header and drop it here to group by that colun
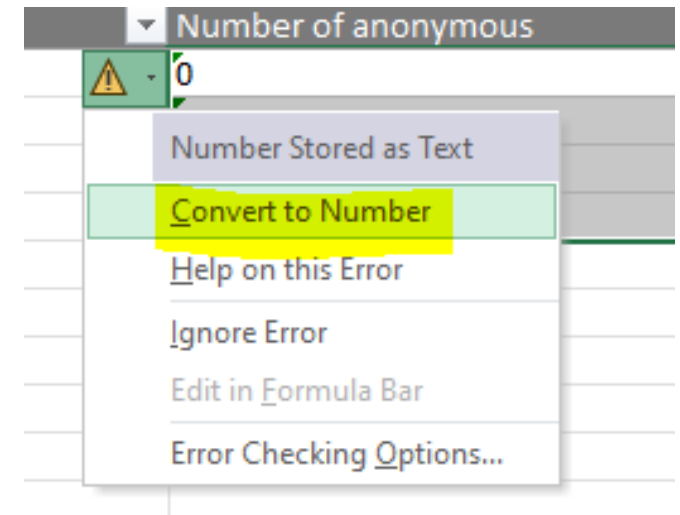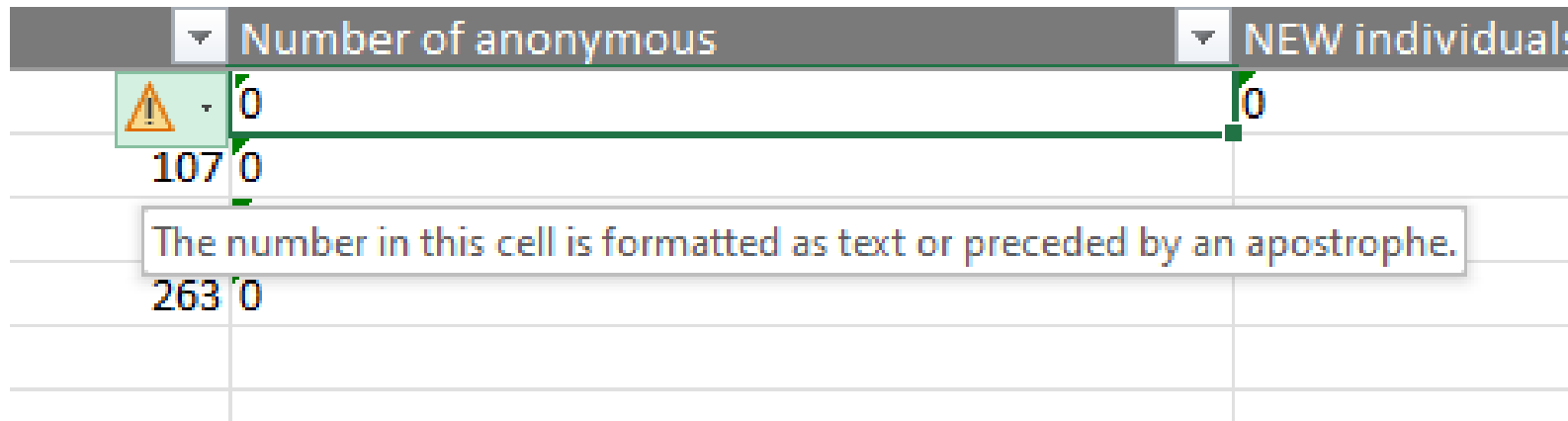
Document ↑   Statu

CLEANING OUR DATA FOR ANALYZING

- If your data has a green error message in the lefthand corner for each 0, highlight all your data and click "Convert to Number"

  - An easy way to select all your data at once is to highlight the first column, then select CTRL + SHIFT + the right arrow
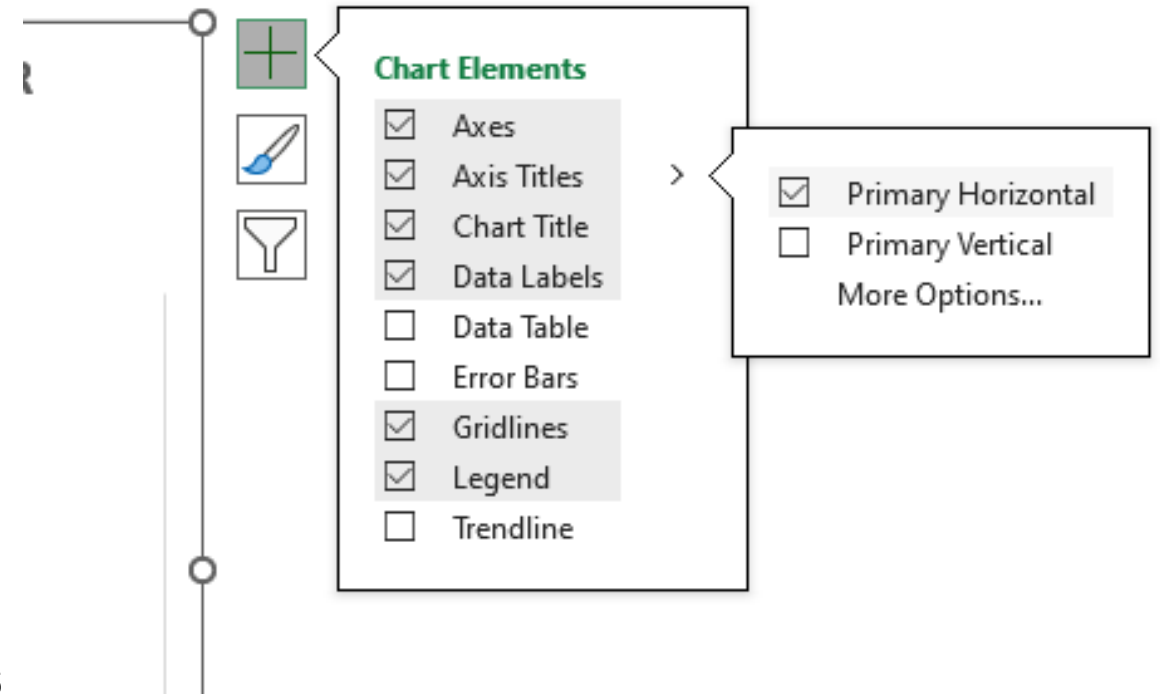
MAKING YOUR VICTIMS SERVED CHART

- Highlight the following columns:

  - Reporting Period

  - Number of Individuals

  - Number of Anonymous (you can leave out if 0)

  - NEW Individuals

- To highlight multiple columns at once, hold down the CTRL button

- Click Insert > Recommended Charts > Column

NUMBER OF VICTIMS SERVED PER QUARTER IN FY24
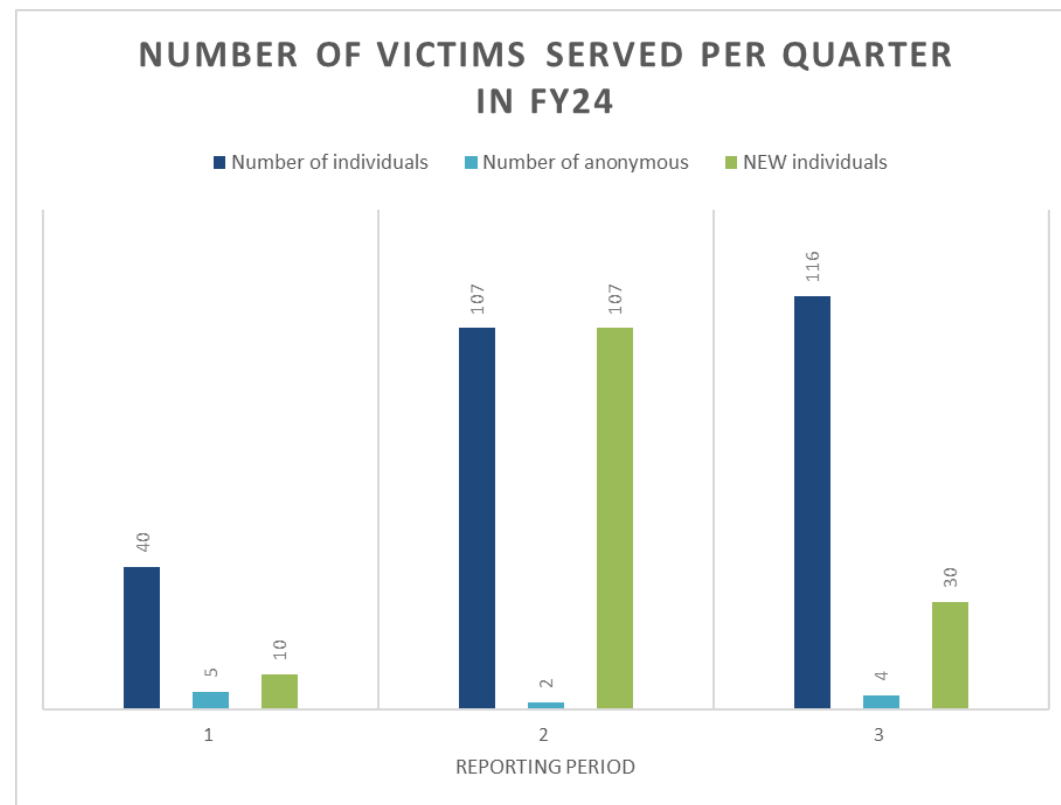
USEFUL DESIGN TOOLS

- With chart selected, click on Chart Design.

  - Here you will see some premade chart options, you can pick from premade color schemes using Change Colors or customize elements of your chart

- To add Reporting Period at the bottom of the chart, add a Horizonal Axis Title by clicking the plus button in the upper right-hand side of your chart

- Data Labels will show the number of victims in each category on the chart

Chart Elements

- ☑ Axes
- ☑ Axis Titles   >   ☑ Primary Horizontal
- ☑ Chart Title   ☐ Primary Vertical
- ☑ Data Labels   More Options...
- ☐ Data Table
- ☐ Error Bars
- ☑ Gridlines
- ☑ Legend
- ☐ Trendline

USEFUL DESIGN TOOLS

Format Data Series ⌄ ✕

Series Options ⌄

⌄ **Fill**
- ◯ No fill
- ● Solid fill
- ◯ Gradient fill
- ◯ Picture or texture fill
- ◯ Pattern fill
- ◯ Automatic
- ☐ Invert if negative

Color [highlighted]

Transparency   0%

❯ **Border**

■ To edit the colors of your bars, double click on the bar you want to change, and a menu will appear on the right side of the screen. From here click the paint bucket and scroll down to Color under Fill

Format Axis ⌄ ✕

Axis Options ⌄   Text Options

⌄ **Axis Options**

Axis Type
- ● Automatically select based on data
- ◯ Text axis
- ◯ Date axis

Vertical axis crosses
- ● Automatic
- ◯ At category number   1
- ◯ At maximum category

Axis position
- ◯ On tick marks
- ● Between tick marks
- ☐ Categories in reverse order

■ If your categories are appearing starting with reporting period 4, click the numbers on the bottom row (1 – 4) and click the graph icon. Under Axis Options, click Categories in reverse order

MAKING YOUR GENDER ANALYSIS CHART

- Highlight the following cells:
  - All gender column headers
  - All gender sums in last row of data
- To highlight multiple columns at once, hold down the CTRL button
- Click Insert > Recommended Charts > Pie
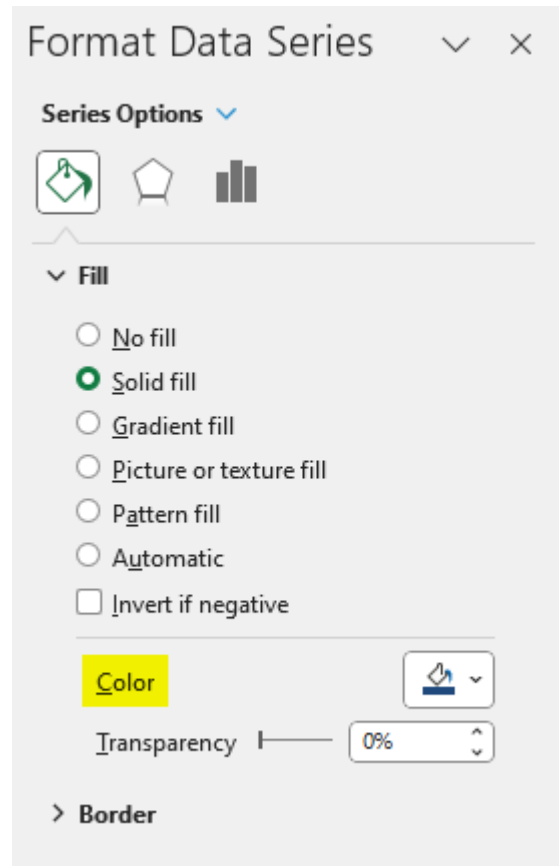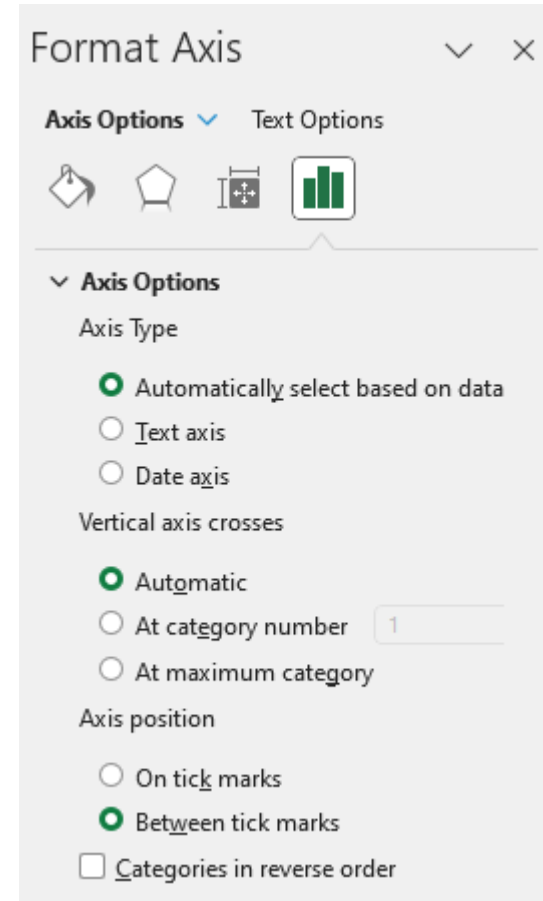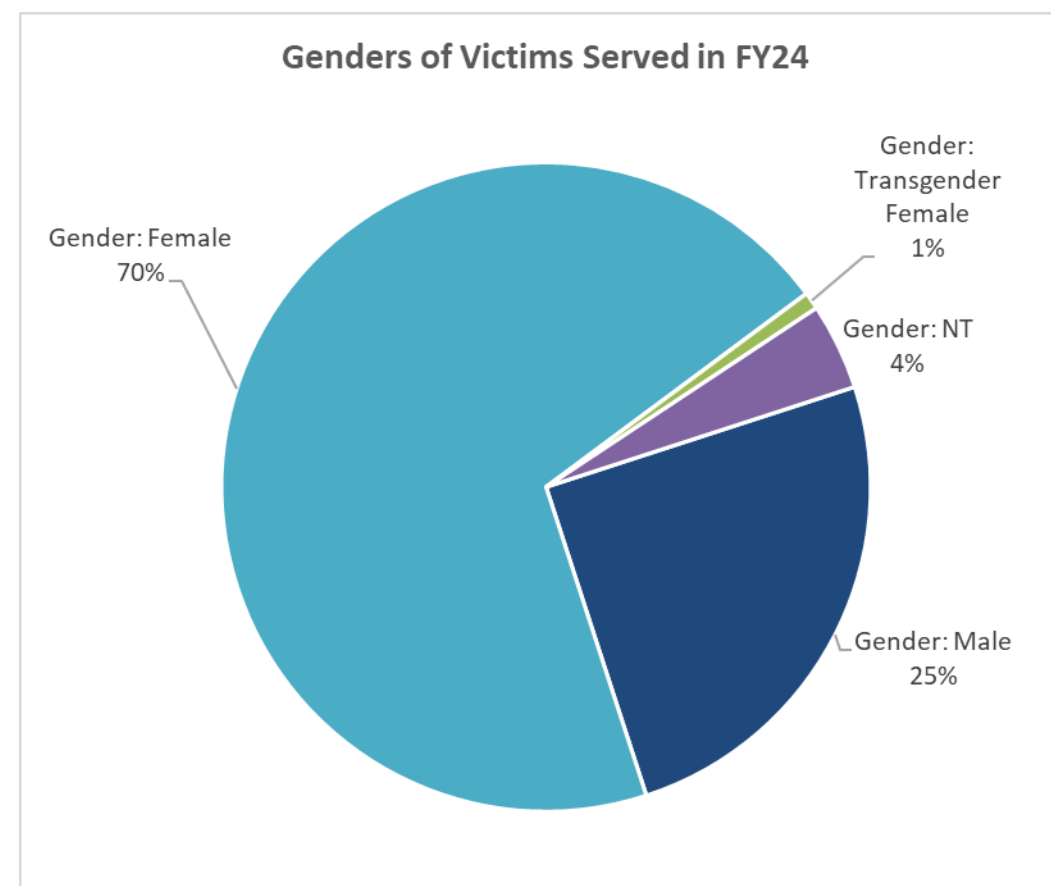- Click the filter button on the right-hand side of the chart and UNCHECK any genders that you do not have data in to condense the pie chart.

Genders of Victims Served in FY24

- Gender: Female 70%
- Gender: Transgender Female 1%
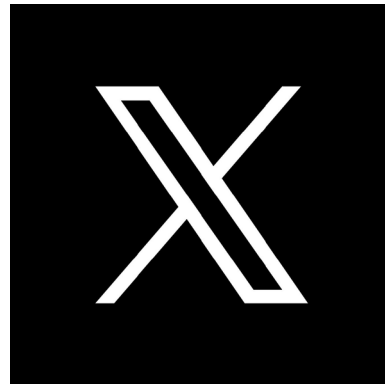- Gender: NT 4%
- Gender: Male 25%

HARNESSING YOUR DATA FOR SOCIAL MEDIA

PLATFORMS TO SHARE DATA

- Facebook, Instagram, Twitter/X, Constant Contact
(or another email distributor platform)

RECOGNIZING YOUR AUDIENCE

- Who is your targeted audience?

  - Survivors, providers, allied professionals, etc.

- Use plain language

- Minimize text in graphics

  - Utilize captions

- Engage with your audience by focusing on awareness campaigns

  - Ex: Domestic Violence Awareness Month (DVAM), Sexual Violence Awareness Month (SAAM), Survivors of Homicide Victims Awareness Month (SHVAM) etc.

CREATING SURVIVOR CENTERED GRAPHICS

- Trauma Informed
    - Adding content warnings
        - *Ex: Content Warning: Mentions of Domestic Violence*
- Data
    - How will a survivor process data?
    - Digestible information
- Resources
    - What resources does your agency (or others) provide that can be listed and accessible and culturally responsive for survivors?

Keep survivors in the forefront when creating and sharing content

CREATING YOUR GRAPHICS

- Canva
  - User- friendly

- Hootsuite
  - Helpful in scheduling posts
  - Can collect engagement analytics and download into a PDF format

EXAMPLE: DOMESTIC VIOLENCE AWARENESS MONTH

ANNUAL SAFEPLAN REPORT

Fiscal year 2022 *(FY22)*

This report on the SAFEPLAN program, Massachusetts' domestic and sexual violence civil court advocacy program administered by the Massachusetts Office for Victim Assistance (MOVA), is submitted to the Massachusetts House and Senate Committees on Ways and Means as required by the FY23 Massachusetts General Appropriations Act (0840-0101).

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FY22 Annual SAFEPLAN Report: Number of Clients Served **MOVA**

10,865

New clients served across all courts

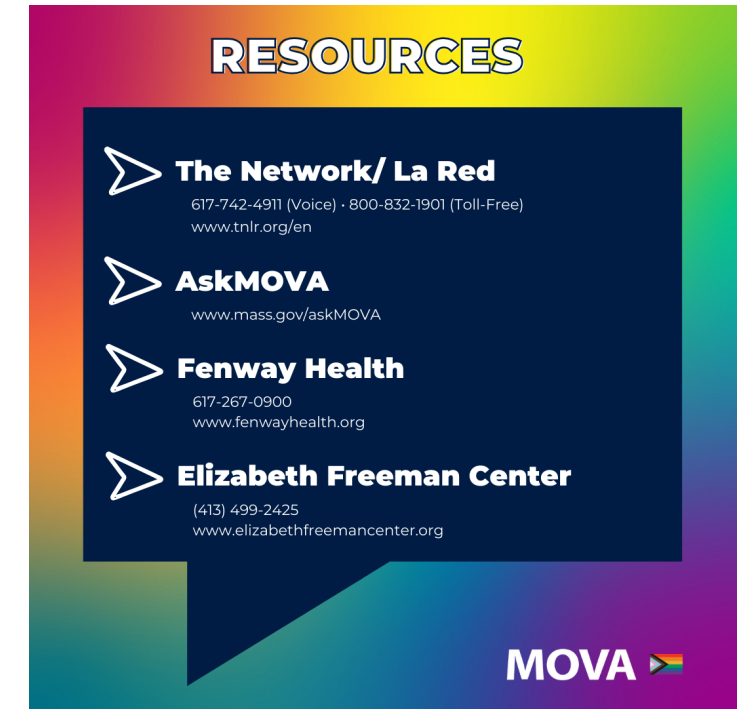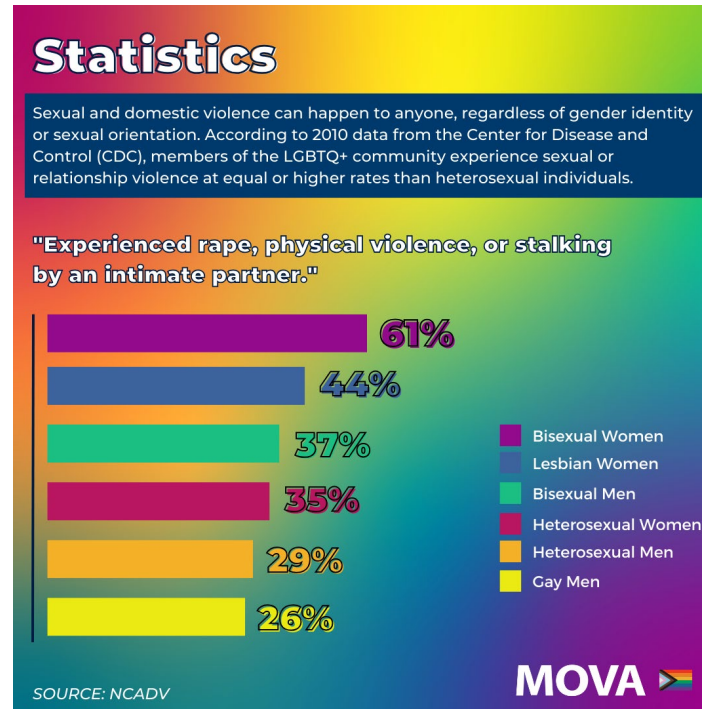IF YOU OR SOMEONE YOU KNOW IS LOOKING FOR SUPPORT, PLEASE VISIT: WWW.MASS.GOV/ASKMOVA OR CLICK THE LINK IN OUR BIO TO FIND A LOCAL RESOURCE NEAR YOU.
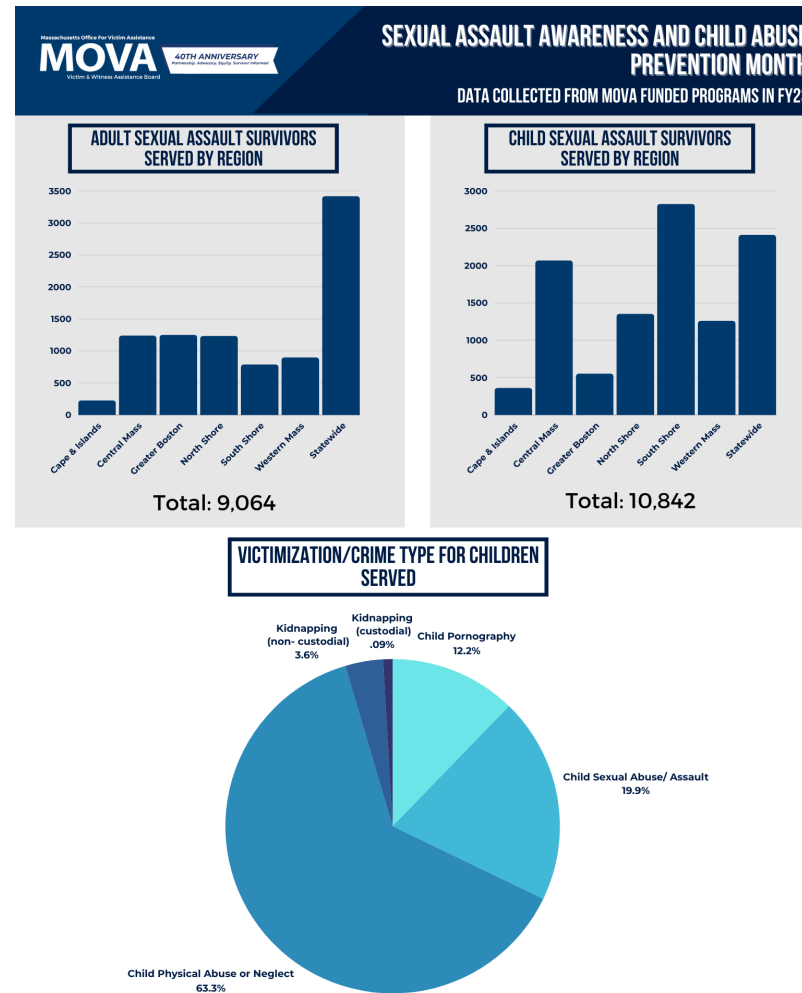
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see full Instagram post here

EXAMPLE: PRIDE MONTH

June is
PRIDE MONTH

Content Warning: Victimization Statistics in the LGBTQIA+ Community

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Statistics

Sexual and domestic violence can happen to anyone, regardless of gender identity or sexual orientation. According to 2010 data from the Center for Disease and Control (CDC), members of the LGBTQ+ community experience sexual or relationship violence at equal or higher rates than heterosexual individuals.

"Experienced rape, physical violence, or stalking by an intimate partner."

- 61%
- 44%
- 37%
- 35%
- 29%
- 26%

- ■ Bisexual Women
- ■ Lesbian Women
- ■ Bisexual Men
- ■ Heterosexual Women
- ■ Heterosexual Men
- ■ Gay Men

SOURCE: NCADV

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RESOURCES

The Network/ La Red
617-742-4911 (Voice) • 800-832-1901 (Toll-Free)
www.tnlr.org/en

AskMOVA
www.mass.gov/askMOVA

Fenway Health
617-267-0900
www.fenwayhealth.org

Elizabeth Freeman Center
(413) 499-2425
www.elizabethfreemancenter.org

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see full Instagram post here

EXAMPLE: ONE PAGER

CONTENT WARNING: MENTIONS OF SEXUAL ASSAULT AND CHILD ABUSE

see full one pager here

IN SUMMARY

1 Use user-friendly platforms like Canva and Hootsuite to create and schedule/ post your content.

2 Consider using your data to amplify awareness campaigns.

3 Always consider your audience and remain survivor centered when creating and sharing content.

FREQUENTLY ASKED QUESTIONS

Q: WHAT ROLES HAVE ACCESS TO THE OMT DATA IN EGRANTS

A:

- Agency Administrator
- Authorized Representative
- Fiscal Contact
- Programmatic Contact
- Alternative Programmatic Contact
- Application Submitter
- Data Contact

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Q: ARE ANY OF THE CONTENT- MAKING PLATFORMS FREE?

A: Canva has a free option, but limits some of the features unless you subscribe to Canva Pro. Hootsuite is only accessible is you pay for a subscriptions

Note: graphs can be created with the free version of Canva

Q: CAN I COMBINE MY OMT DATA WITH OTHER DATA WE COLLECT?

A: Yes, once exported to excel, you can combine your data with other data sources. If you have questions on how to do this, MOVA would be happy to help at a TA session.

Q: WHAT SHOULD I DO IF NEED MORE HELP ON MY DATA?

A: MOVA will be offering personalized TA sessions to help you recreate any charts we've made today or to create new charts that align with your agency's specific needs and ideas.

Sign up for a TA session here

Email the data team at MOVAStats@mass.gov

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OPEN QUESTIONS AND ANSWERS

FOLLOW US ON SOCIAL MEDIA

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WWW.MASS.GOV/ASKMOVA

WWW.MASS.GOV/GARDENOFPEACE

CONTACT US

MOVA@MASS.GOV

617-586-1340