

5 June 2025

How Do We Know It's Working? Evaluating Field-Building for Social Impact

Paul Korir (Director of Data Science at data.org)
Yu-Shan Chiu (Director of Consulting at TSIC)

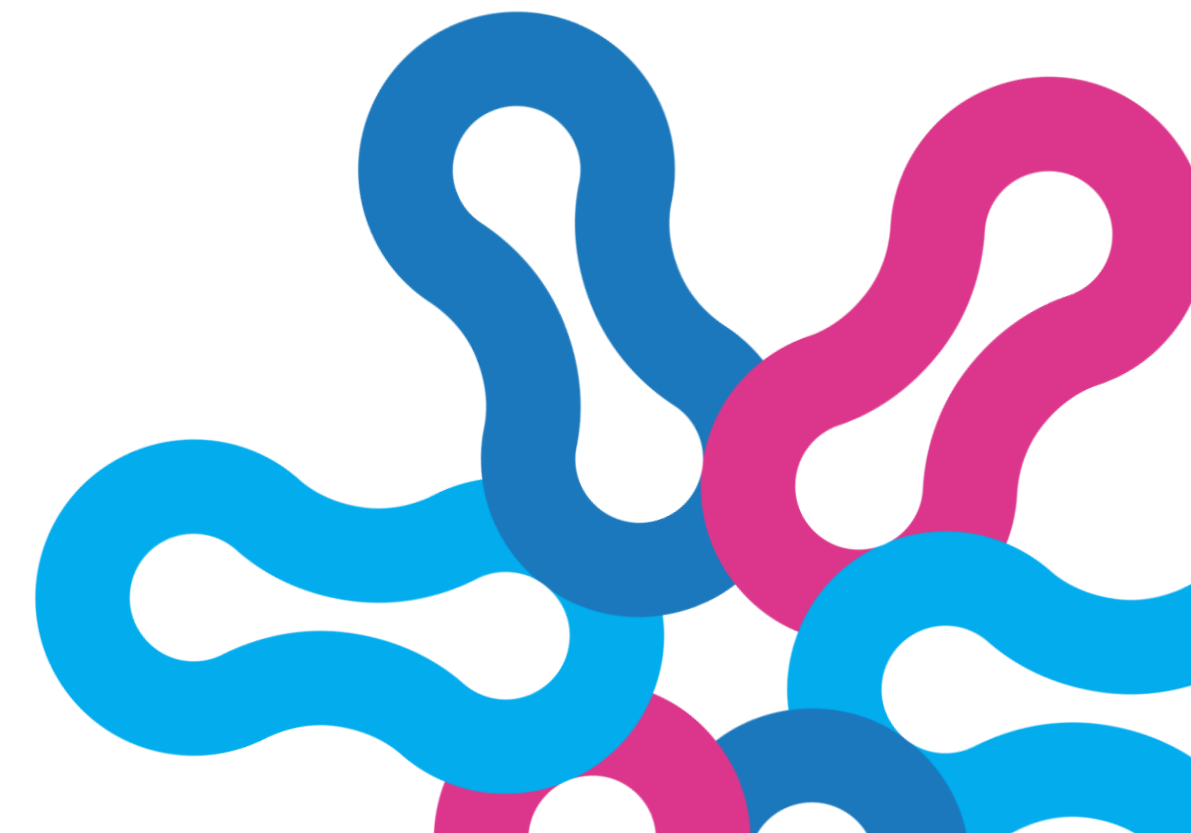
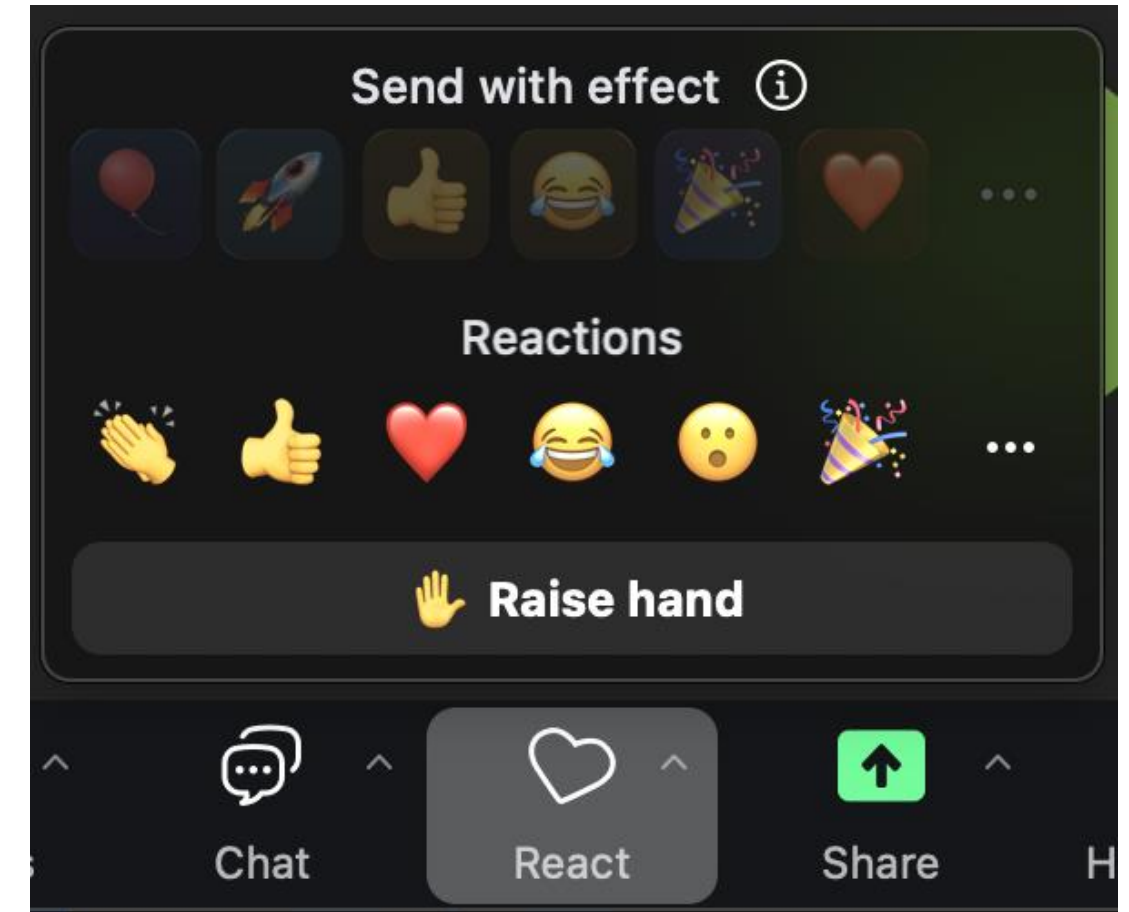
data.org



www.glocalevelweek.org

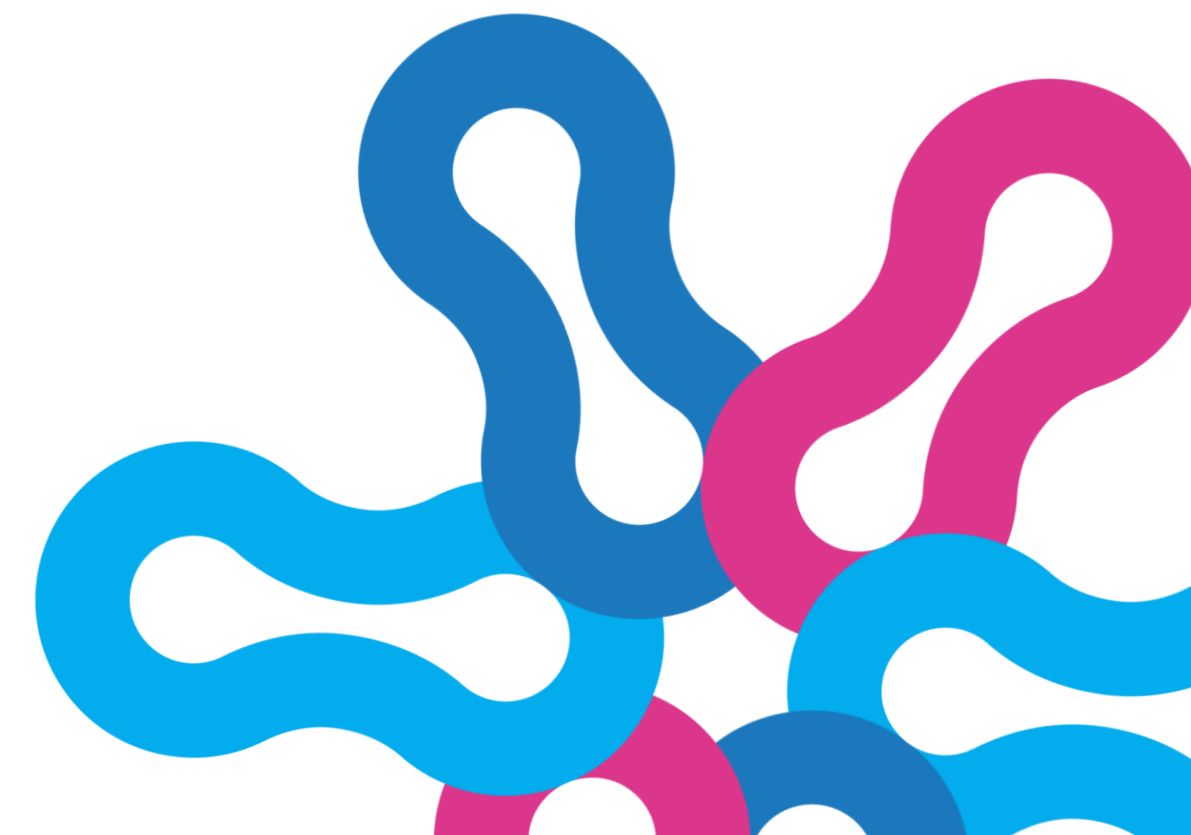
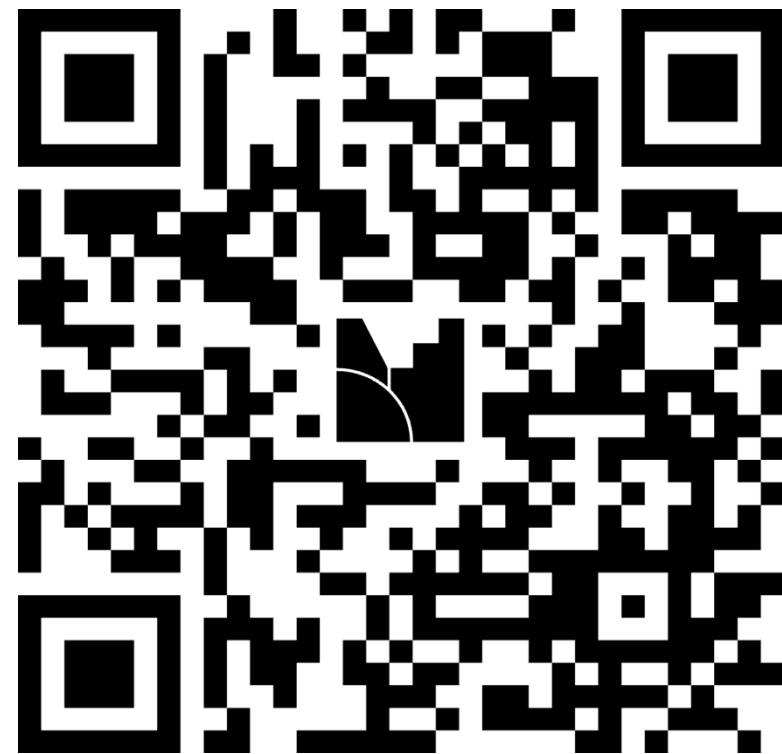
Let's show up for each other today

- 🙌 Take and give space.
- ❤️ Be present. Use reactions and chat.
- 🤪 Keep your camera on if possible.
- 🙋 Stay muted. Raise your hand to speak



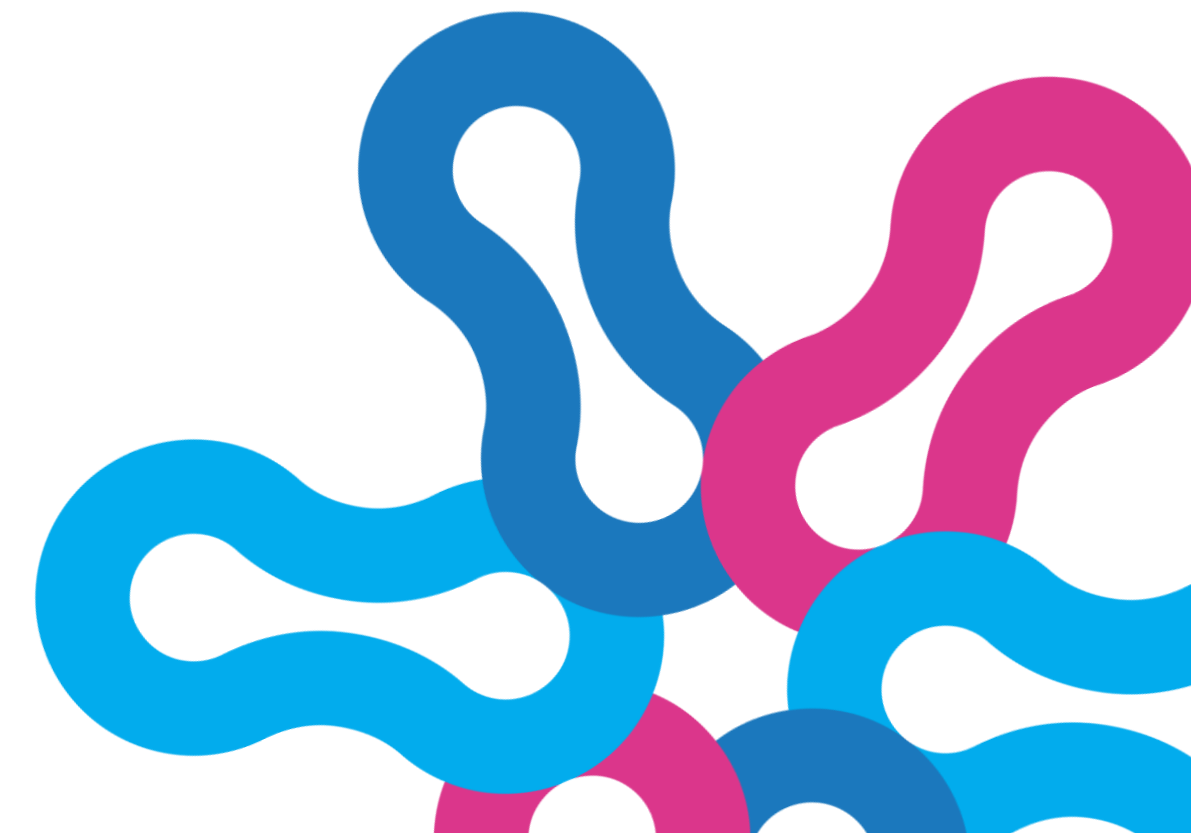
Let's get to know each other a little bit!

<https://www.menti.com/alnxob3ptvmr>



Who is data.org?

- Democratizing data, for good. We believe in a future in which people everywhere can use data to solve society's greatest challenges and improve lives around the globe.
- A platform for partnerships
 - Making the Case
 - Developing Capacity
 - Strengthening Community and Commons



What is data.org's mission?

- *Workforce Wanted* report identified an opportunity to shape and support a pool of 3.5 million data professionals focused on social impact (purpose-driven data practitioners-- PDDPs) in LMICs over the 10 subsequent years.



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The screenshot shows the data.org website with a teal header. The main content area features a news article titled "Why a Million Brains are Better than One" by Danil Mikhailov, Ph.D., dated October 27, 2022. The article is categorized as "Thought Leadership". The main image is a grid of pink, textured spheres on a light blue background. Below the image is a caption: "Photo by DS stories from Pexels." The article text discusses the social determination of technology and its impact on society, particularly in the context of COVID-19 vaccine misinformation and AI-driven platforms.

data.org Initiatives News & Reports Events Library About

< NEWS

Why a Million Brains are Better than One

Building sociotech through diverse, interdisciplinary teams of professionals

THOUGHT LEADERSHIP by Danil Mikhailov, Ph.D. OCTOBER 27, 2022

Photo by DS stories from Pexels.

All technology is socially determined. Because technology is built by humans, it automatically inherits the social and cultural assumptions of its makers—ideas of what is needed, what is important, and how things should look and work—all of it influenced by deep and often unconscious biases.

All technology is also socially determining. Certain features of technology influence how individuals behave when using it—and even when they are not. Just think of the impact social media platforms had on the spread of COVID-19 vaccine misinformation.

But clearly not all technology is equally effective at influencing society, nor is it as significantly determined by society. Compare a utility app that allows you to do something specific like buy tickets with TikTok or Facebook.

Platforms that use artificial intelligence (AI) and other data-driven

in

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What is data.org's mission?

- *Workforce Wanted* report identified an opportunity to shape and support a pool of 3.5 million data impact (pur PDDPs) in L years.

“ We need a new generation of data scientists who, in addition to their technical skills, also have social science skills that allow them to understand the social and cultural context of technologies”



Danil Mikhailov, Ph.D.
President and CEO
data.org

- *data.org is committed to train and engage one million of these by 2032.*

The screenshot shows the data.org website with a teal header. The article title is "Why a Million Brains are Better than One" with the subtitle "Building sociotech through diverse, interdisciplinary teams of professionals". The author is "Danil Mikhailov, Ph.D." and the date is "OCTOBER 27, 2022". The article content includes a quote from Danil Mikhailov, Ph.D., President and CEO of data.org, about the need for data scientists with social science skills. The article also discusses how technology is socially determined and how it influences individual behavior. The article is categorized as "THOUGHT LEADERSHIP".

data.org

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NEWS

Why a Million Brains are Better than One

Building sociotech through diverse, interdisciplinary teams of professionals

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Photo by DS stories from Pexels.

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data.org's Learning Resources

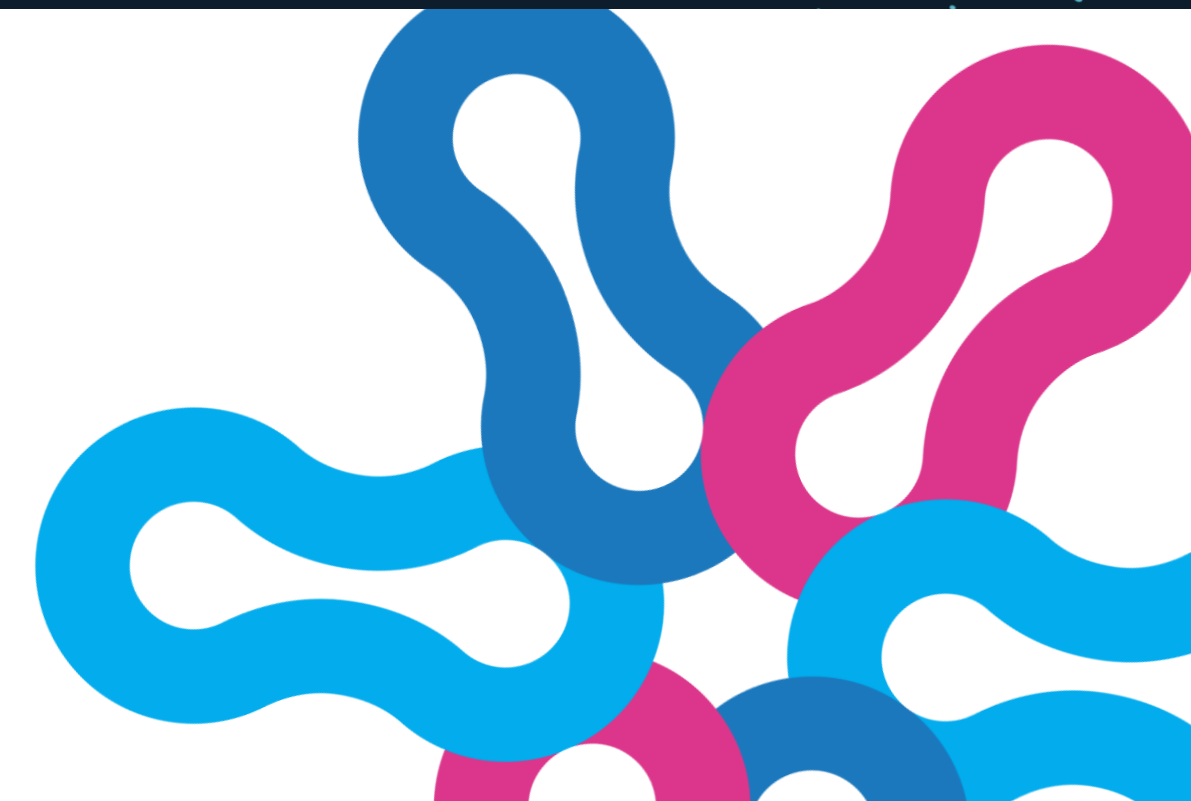
- Data Maturity Assessment (DMA)
- Resources & Playbooks
- Guides
- Expert Q&A
- Courses
- Community Groups
- Funding Opportunities
- Job Board

DATA MATURITY ASSESSMENT

Start your data journey here.

This tool offers a pulse check, helping you measure and understand where your organization stands in your data journey today and connecting you with the tools and resources you need to move forward.

Take the assessment →



data.org's Learning Resources

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www.glocalevalweek.org

The screenshot shows the 'Resources & Playbooks' page on data.org. The header includes the data.org logo, navigation links (Initiatives, News & Reports, Events, Library, About), and a search icon. The main heading is 'Resources & Playbooks' with a sub-heading: 'See data.org playbooks developed by experts in data science for social impact, or browse vetted resources aggregated from the broader community.'

Below the heading, there are filter buttons for 'Levels', 'Topics', and 'Resource Types', and a search bar labeled 'Search by keyword'. The page displays a grid of resource cards:

- Fintech Literacy Program** (Course): Participants will explore global frameworks and understand how AI and data can drive financial inclusion and safeguard privacy across sectors. Tags: BEGINNER, AI, COURSE. Provided by Asian Institute of Digital Finance, data.org.
- Avanzando en la Inteligencia Artificial (Advancing in Artificial Intelligence)** (Course): This course introduces generative AI tools, teaches how to use them for data analysis and content creation, and explores their responsible application across professional contexts. Tags: BEGINNER, AI, COURSE. Provided by Data Elevates.
- Data Storytelling : Health Focused Climate Communication** (Course): The aim of this course is to provide you with the necessary tools to communicate appropriately and effectively with relevant stakeholders about the extent of the climate-health crisis and to motivate action. Tags: BEGINNER, DATA VISUALIZATION, COURSE. Provided by Global Partnership for Sustainable Development Data (GPSDD), OpenUp and +1.
- Data Analytics for Climate and Health** (Course): (Partially visible)
- Empowering Action: Lessons** (Playbook): (Partially visible)
- Ethical AI in Practice** (Course): (Partially visible)



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data.org

BOOKMARKS REGISTER SIGN IN

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Guide Finder

Use the Guide Finder to explore proposed approaches to common data for social impact challenges.

Tell us about you! Fill in the blanks below for guides that may be helpful on your data journey.

You're working in **choose one** role in a **choose one** person organization. Update

Here are some guides recommended for you:

AI ETHICS

How to responsibly use Gen AI tools in designing development programs

4 Steps | Last Updated: October 3, 2024

This guide aims to contextualize concerns with the use of Gen AI in designing development programs and offer practical steps organizations can take to mitigate associated risks.

CULTURE

How to apply an intersectional and IDEA lens to your data practice

5 Steps | Last Updated: March 27, 2024

Despite good intentions, data is sometimes collected, analyzed, and used in ways that can replicate or even amplify existing injustices and inequalities.

SECURITY

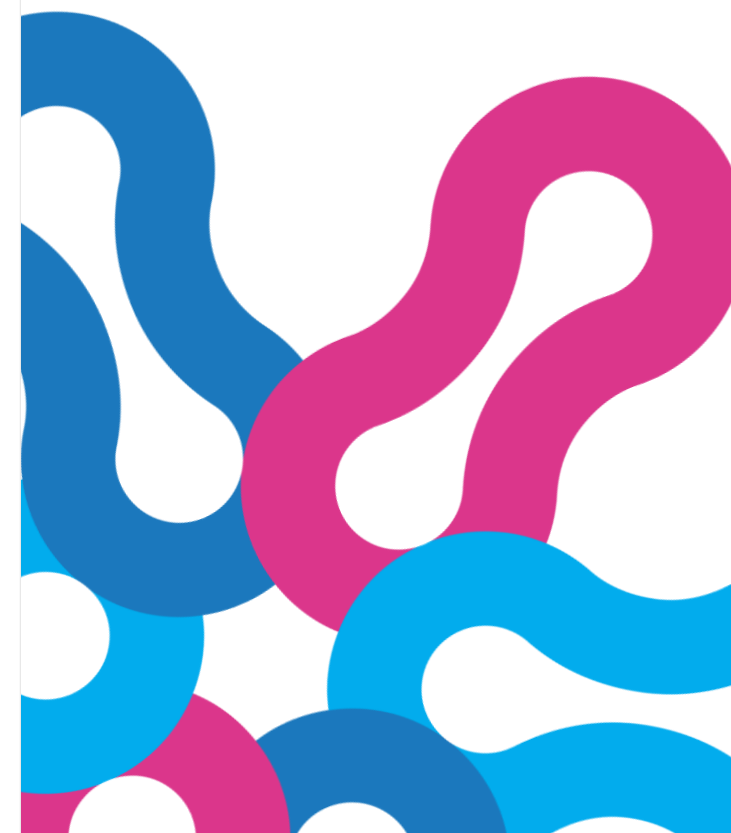
How to assess an organization's data asset risk

5 Steps | Last Updated: March 27, 2024

In this guide, you will learn how to first identify your data assets, and then assess their associated risks.

More guides:

DATA MANAGEMENT



data.org's Learning Resources

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Expert Q&A

Learn from expert perspectives on how best to leverage data and AI for impact. What would you like to ask an expert? Suggest a question below.

[Suggest a question](#)

Looking ahead to the next 12 months, what capabilities or infrastructure do you see as most critical for advancing AI in countries like Kenya and across the African continent?

JUNE 3, 2025

If I had all the money in the world, my investment priorities would be locally relevant data and compute resources. Building impactful AI in Africa starts with high-quality, ground truth data. Collecting this data—especially from communities—is costly and time-consuming, but essential for developing contextually relevant models. And once you have...

ANSWERED BY:

Leonida (Leo) Mutuku
Founder
Intelipro

How do we ensure AI isn't replacing people but helping people to be more effective?

FEBRUARY 6, 2025

The key is in how organizations leverage AI. All of us see the transformative potential of AI, but fewer consider its boundaries. While AI can be powerful, it can't replace the unique skills, judgment, and human connection that people bring to their work—it's a tool for those people to be...

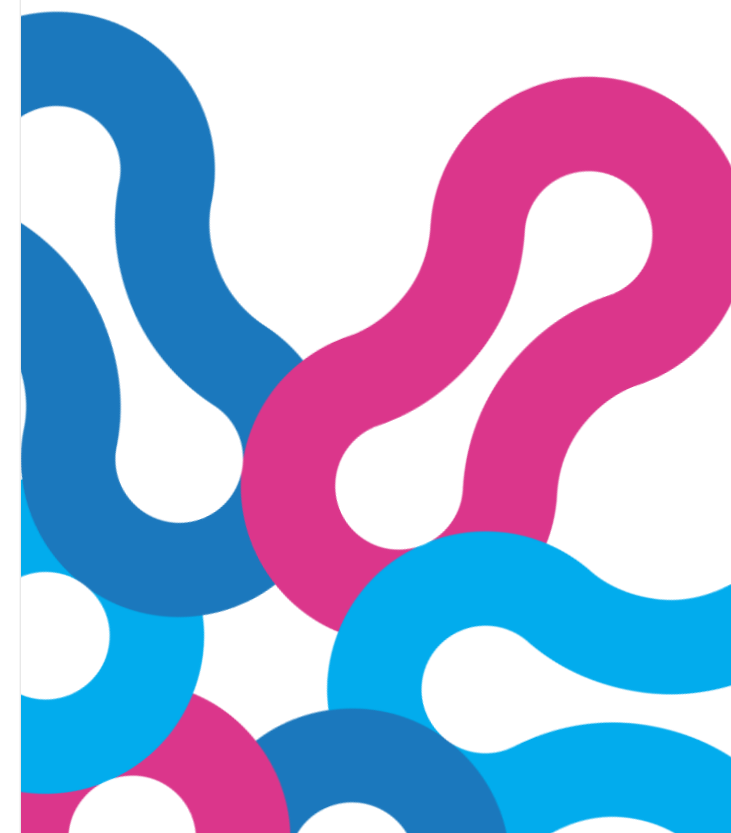
ANSWERED BY:

Iqbal Dhaliwal
Global Executive Director
The Abdul Latif Jameel Poverty Action Lab (J-PAL)

What are the top three effective measures non-profit organizations can take to secure their data with limited resources for cybersecurity infrastructure?

DECEMBER 16, 2024

As nonprofit organizations gather more data, securing it is paramount, even with limited resources. Here are three effective measures: To get free cybersecurity assistance and to ensure your data is well protected, check out the CyberPeace Builders program. For further guidance on affordable security practices, explore resources like the Global...



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The screenshot shows the data.org course interface. The top navigation bar includes the data.org logo, 'Dashboard', 'My courses', and user profile 'PK'. The course title is 'Data Storytelling: Health Focused Climate Communication'. A progress bar shows '0 / 20' points earned out of 'Points Required: 10', and '0 / 3' activities completed. The course content is organized into modules:

- WELCOME**
 - Introduction to the Course
 - Using the Moodle App
 - Pre-course Survey
- MODULE 1: Laying the Groundwork for Effective Climate-Health Communication** (Progress 0/1)
 - Introduction to Module 1
 - Importance of Health-Focused Climate Communication
 - Integrated Climate-Health Policy Frameworks
 - Conducting a Community Climate-Health Assessment
 - Stakeholder Mapping and Engagement in Climate-Health Communication
 - The Impact of Climate Change on Mental Health
 - Using Narratives to Communicate Climate Health Information
 - Resources
 - End of Module Quiz
- MODULE 2: Using Data Storytelling and Visualization to Communicate the Climate-Health Crisis** (Progress 0/2)
 - Introduction to Module 2

The interface also features a 'Course Navigator' on the left side with a similar list of items.

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data.org BOOKMARKS REGISTER SIGN IN

Initiatives ▾ News & Reports ▾ Events Library ▾ About ▾ 🔍

Community Groups

The field of data and AI for impact is being built by people coming together in community to solve pressing problems. Explore below a selection of groups actively engaged in this work.

[Suggest a community group](#)

Better.sg ↗

Via: Better.sg

Singapore's largest community of technology enthusiasts and professionals looking to make technology a driver of positive change.

Location: Singapore

Data Science Network for the Federal Public Service (DSNFPS) ↗

Via: Statistics Canada

DSNFPS facilitates data science capacity building and sharing of data science methods across the Government of Canada, allowing the public service as a whole to benefit from the use of automation and new data sources.

Location: Canada

Zindi ↗

Via: Zindi

Zindi is the first data science competition platform in Africa. Zindi hosts an entire data science ecosystem of scientists, engineers, academics, companies, NGOs, governments, and institutions focused on solving Africa's most pressing problem...

Location: Africa

Code for GovTech (C4GT) Community ↗

Via: Code for GovTech

Code for GovTech (C4GT) is a program aimed at creating India's first active open-source community of coders that can build and contribute to global Digital Public Goods. It aims to build a community of communities around Digital Public Good...

Location: India

Epiverse ↗

Via: data.org

Epiverse is a global collaborative working to develop a trustworthy data analysis ecosystem dedicated to getting ahead of the next public health crisis.

Location: Global

Team4Tech Community of Practice ↗

Via: Team4Tech

Educators, NGO leaders, and volunteers worldwide come together with the common goal of using technology to support under-resourced learners.

Location: Global

The OpenAI Forum ↗

Via: Open AI

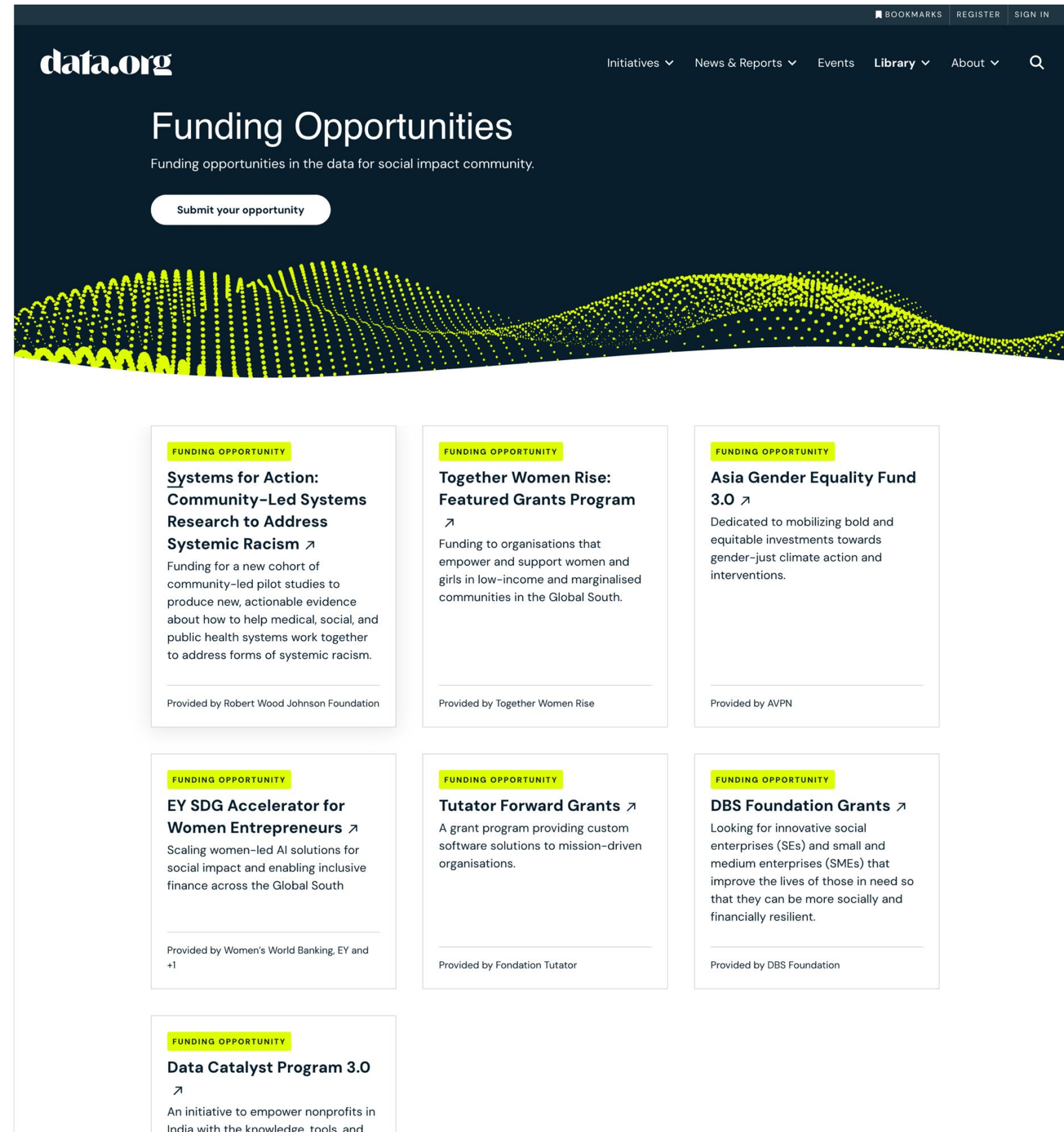
Brings together domain experts and students to discuss and collaborate on the present and future of AI.

Data Latam ↗

Data Latam is a Latin American community of professionals and academics applying data science in their daily lives. Through podcasts, webinars, courses, and extension programs learn about data science and news from the sector.

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data.org BOOKMARKS REGISTER SIGN IN

Initiatives ▾ News & Reports ▾ Events Library ▾ About ▾ Q

Funding Opportunities

Funding opportunities in the data for social impact community.

[Submit your opportunity](#)

FUNDING OPPORTUNITY

Systems for Action: Community-Led Systems Research to Address Systemic Racism ↗

Funding for a new cohort of community-led pilot studies to produce new, actionable evidence about how to help medical, social, and public health systems work together to address forms of systemic racism.

Provided by Robert Wood Johnson Foundation

FUNDING OPPORTUNITY

Together Women Rise: Featured Grants Program ↗

Funding to organisations that empower and support women and girls in low-income and marginalised communities in the Global South.

Provided by Together Women Rise

FUNDING OPPORTUNITY

Asia Gender Equality Fund 3.0 ↗

Dedicated to mobilizing bold and equitable investments towards gender-just climate action and interventions.

Provided by AVPN

FUNDING OPPORTUNITY

EY SDG Accelerator for Women Entrepreneurs ↗

Scaling women-led AI solutions for social impact and enabling inclusive finance across the Global South

Provided by Women's World Banking, EY and +1

FUNDING OPPORTUNITY

Tutator Forward Grants ↗

A grant program providing custom software solutions to mission-driven organisations.

Provided by Fondation Tutator

FUNDING OPPORTUNITY

DBS Foundation Grants ↗

Looking for innovative social enterprises (SEs) and small and medium enterprises (SMEs) that improve the lives of those in need so that they can be more socially and financially resilient.

Provided by DBS Foundation

FUNDING OPPORTUNITY

Data Catalyst Program 3.0 ↗

An initiative to empower nonprofits in India with the knowledge, tools, and

data.org's Learning Resources

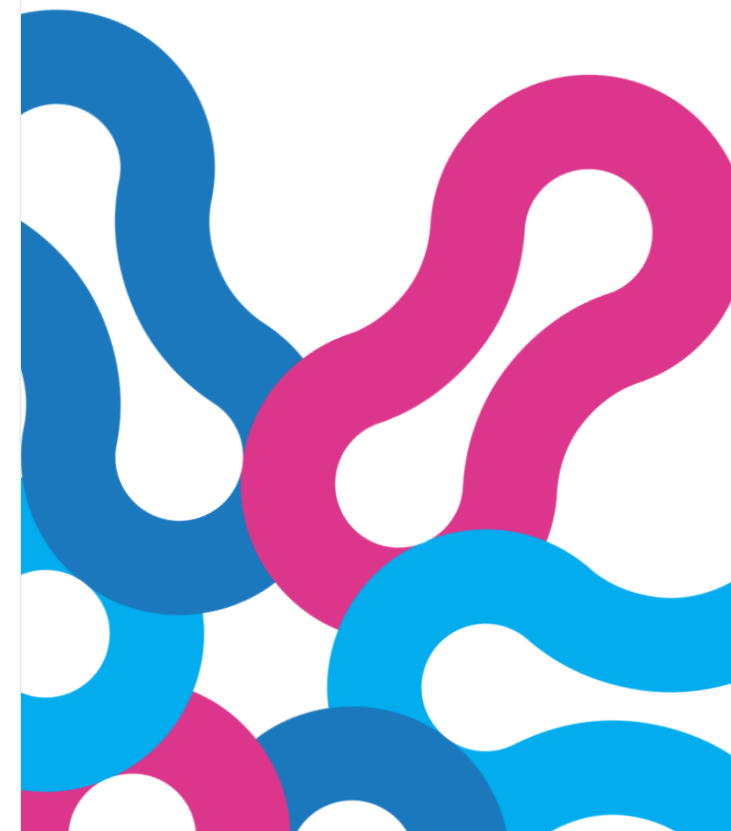
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www.glocalevalweek.org

The screenshot shows the data.org website interface. At the top, there's a dark blue header with the data.org logo, navigation links (Initiatives, News & Reports, Events, Library, About), and user options (BOOKMARKS, REGISTER, SIGN IN). Below the header, a main section titled "Find a job with purpose." includes a sub-header: "As data and AI become critical drivers of social impact, the field is growing rapidly with new roles emerging across sectors. We're curating jobs focused on data for impact to support the global growth of a purpose-driven workforce."

The main content area displays a list of 24 jobs with filters for Location, Salary, Experience Level, and Type. The jobs listed are:

Job Title	Company	Location	Salary
Vice President, Research	Gender Equity Policy Institute	Hybrid Los Angeles, CA, USA	\$135,000-\$150,000
Consultant – Data Architect	United Nations	Remote New York, NY, USA	N/A
Tech Lead, Wikidata Platform	Wikimedia Foundation	Remote	\$129,347-\$200,824
Lead Product Manager, Wikidata Platform	Wikimedia Foundation	Remote	\$124,463-\$193,900
Manager, Partnerships & Philanthropy	GiveDirectly	Remote USA or UK or Kenya	\$61,900-\$94,700
Senior Product Manager, Technical Projects Group	Hillspire LLC / Office of Eric Schmidt	Hybrid New York, NY, USA	\$180,000-\$220,000



data.org's Programs & Impact

Capacity Accelerator Network (CAN)

CAN is building a workforce of purpose-driven data and AI practitioners to unlock the power of data for social impact.

Innovation Challenges

Global challenges surface innovative and scalable approaches that leverage data and AI for social impact. See how data.org challenges are engaging organizations, and advancing the field.



102,000+

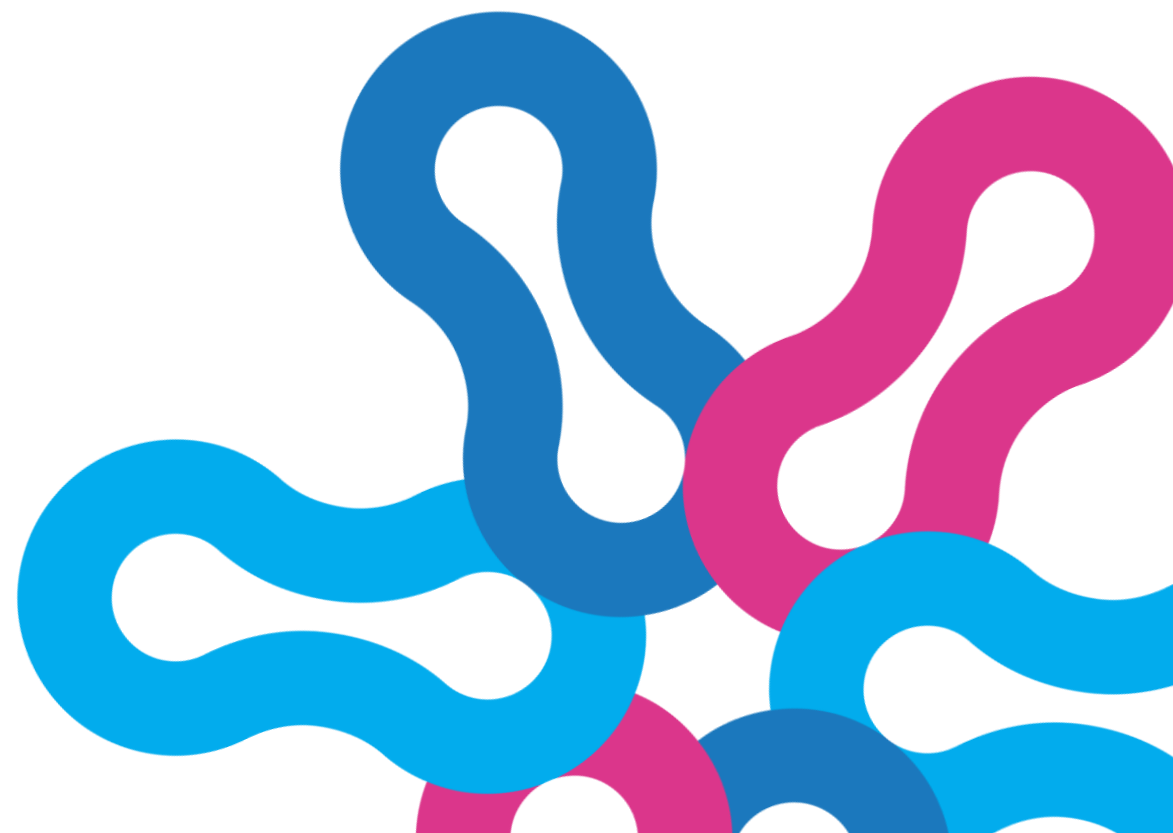
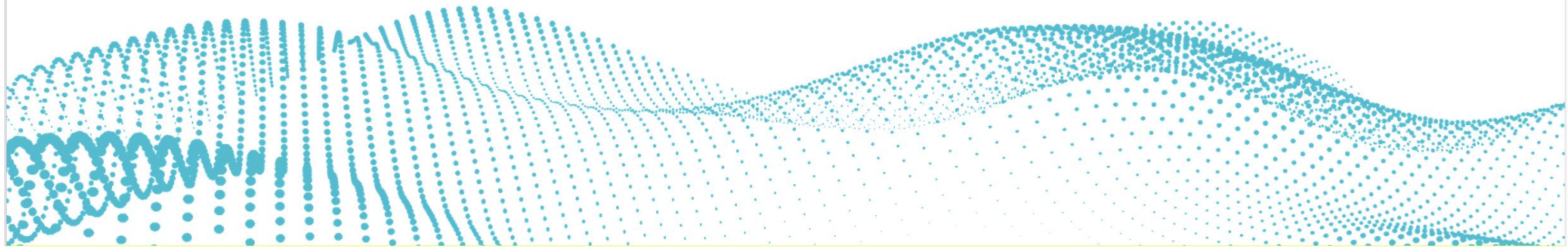
purpose-driven data practitioners trained and engaged

8,000+

data and AI for social impact organizations engaged

US\$35M+

in follow on funding catalyzed for innovation challenge awardees



Setting the scene for field building evaluation

Yu-Shan Chiu (Director of Consulting at TSIC)

TSIC Global Network: Drawing on Insights Across the World



A **global social impact consultancy** enabling organisations to better understand their impact, to innovate and scale, and influencing systemic social change. Our advisory services:

- Monitoring, Evaluation and Learning (MEL)
- Social and Impact Investment Strategy
- Diversity, Equity and Inclusion (DEI)
- ... and more!

About TSIC

17 years of experience

50+ consultants in 7 offices internationally

500+ clients across 30 countries, including:



Member of:

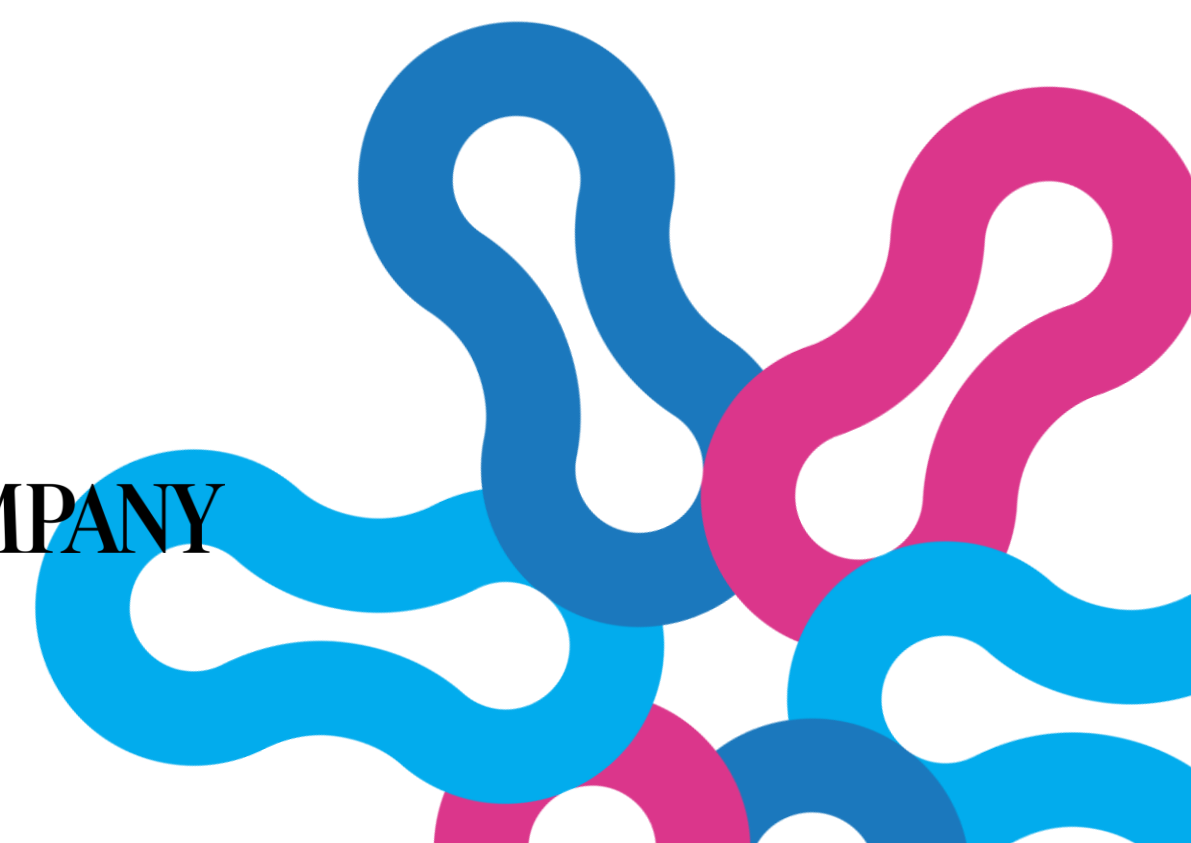


Partner of:



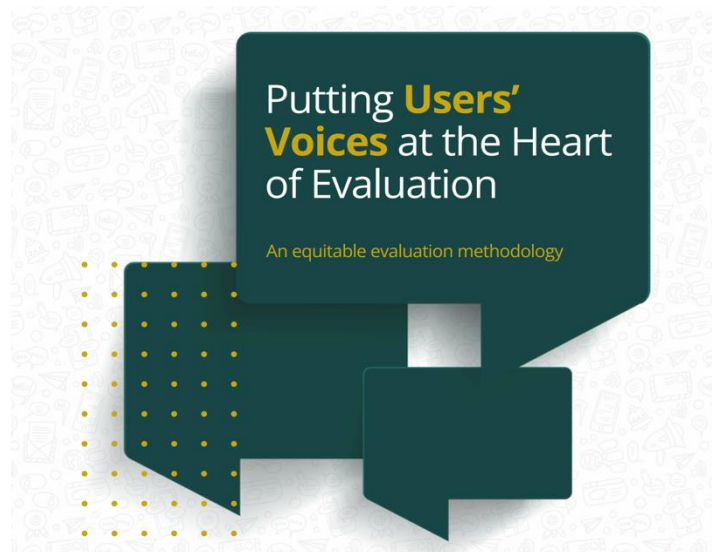
One of the 62 founding B Corps in the UK in 2015

Featured in global media :



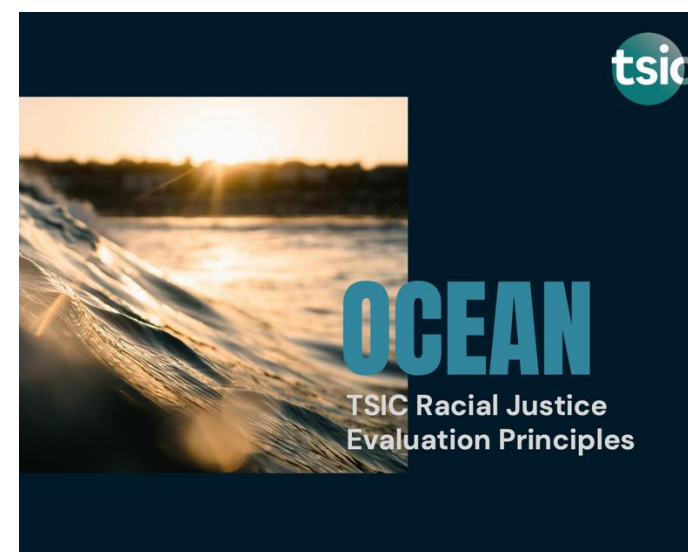
Impact & equity are at the heart of everything TSIC does

Selected TSIC methodologies. Find out more: <https://www.tsiconsultancy.com/insight/research-reports/>



USERS | Putting Users' Voices at the Heart of Evaluation

USERS: Putting users' voices at the heart of Evaluation is a practical resource designed to help funders, organisations and end users can implement an inclusive approach to impact evaluation.



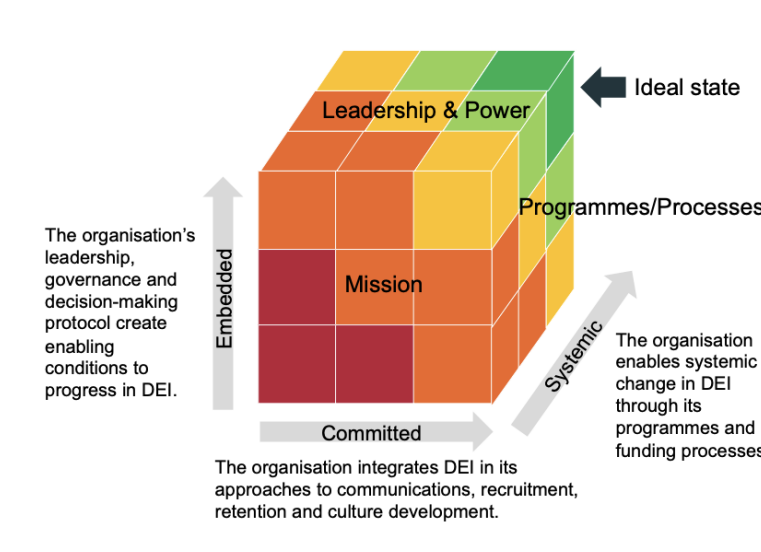
OCEAN PRINCIPLES | RACIAL JUSTICE EVALUATION

TSIC's OCEAN Racial Justice Evaluation Principles values and amplifies the voices and experiences of the global majority and communities experiencing racial injustice.



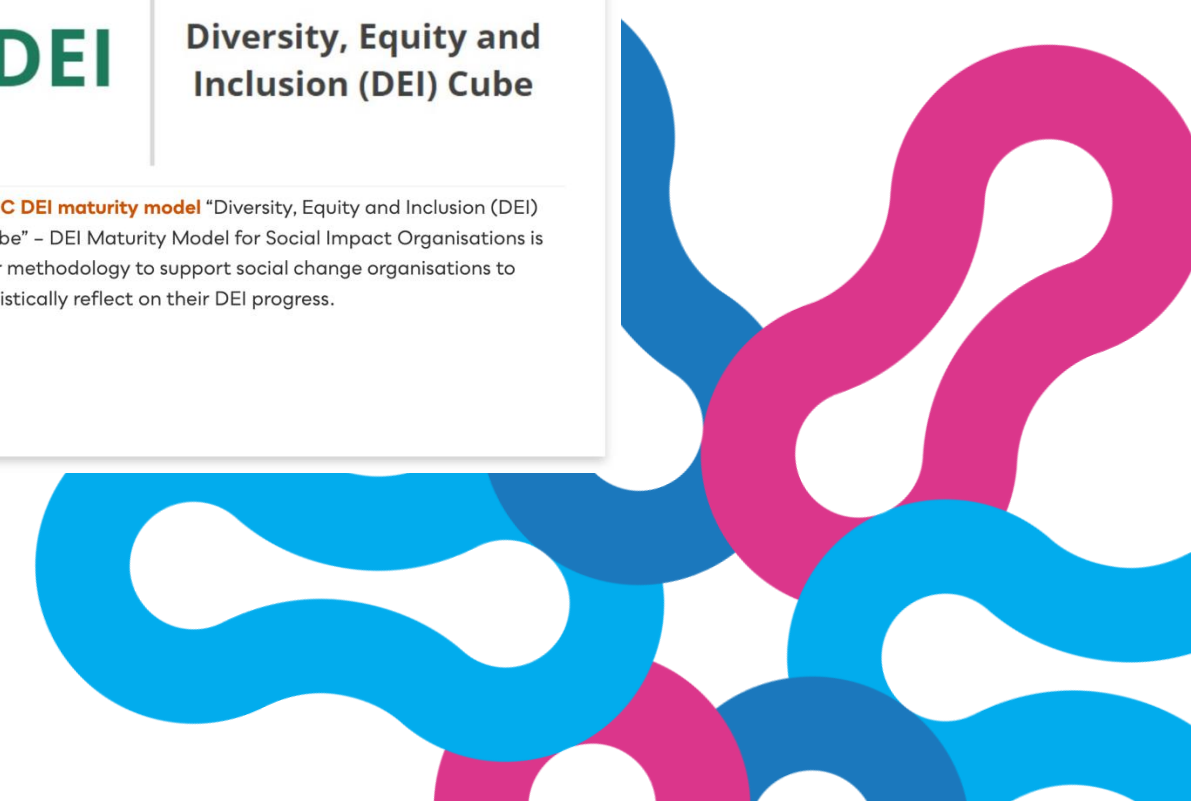
Impact in Practice | Reimagining evaluation reporting

Impact In Practice: A guide that reimagines evaluation reporting and enhances the impact of your work



DEI | Diversity, Equity and Inclusion (DEI) Cube

TSIC DEI maturity model "Diversity, Equity and Inclusion (DEI) Cube" - DEI Maturity Model for Social Impact Organisations is our methodology to support social change organisations to holistically reflect on their DEI progress.

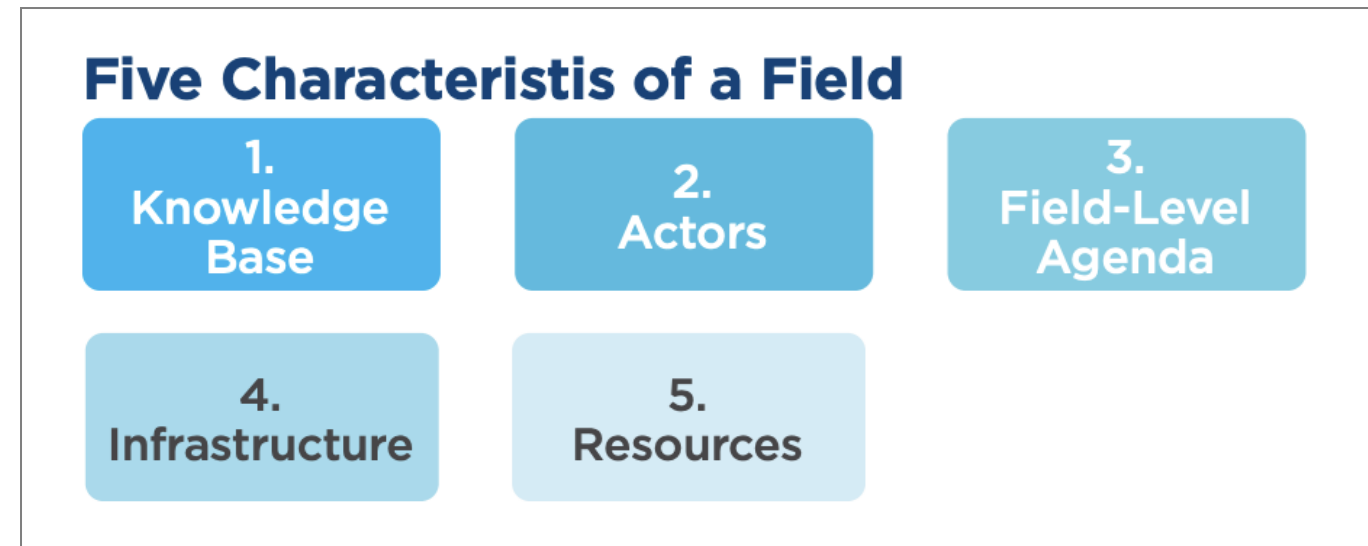


How to understand a field?

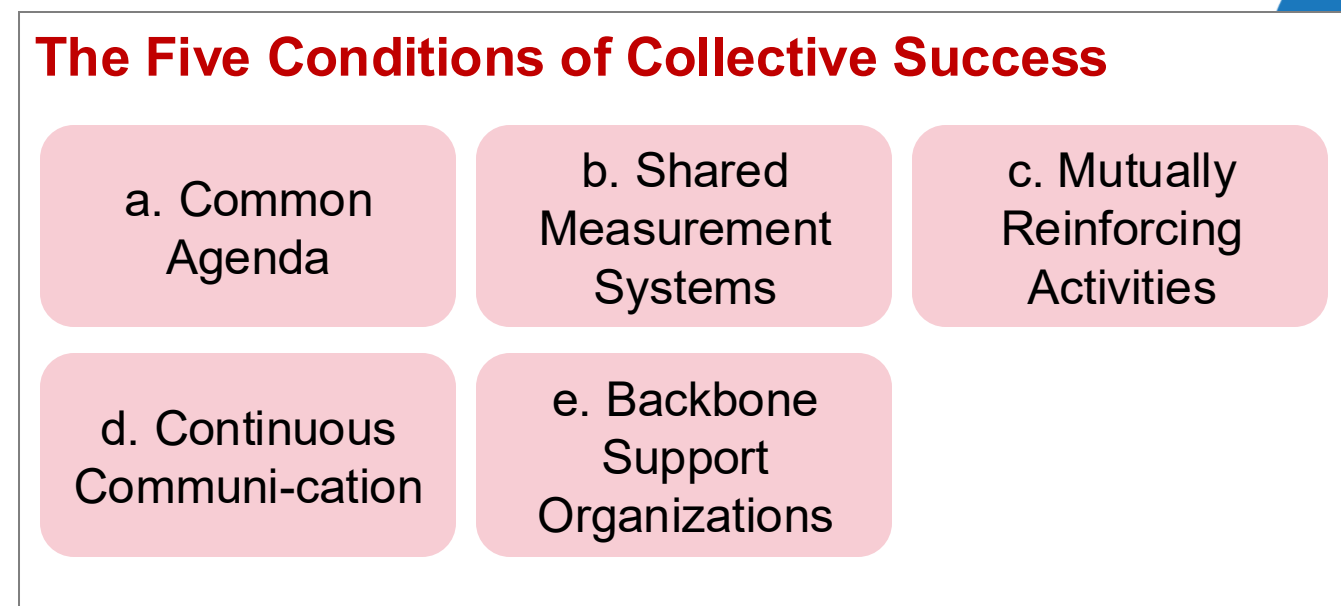
Reference 1: The Rockefeller Foundation (2015) [How Do You Build a Field? Lessons from Public Health](#)

- I. Focused application to problems:** Focusing a field on a problem can give a field early momentum and build credibility.
- II. Identity** is critical to unifying a field. A vibrant field must embrace diversity, but it also must engender commitment and community based on a common identity.
- III. Networks** are the connective tissue of a field.

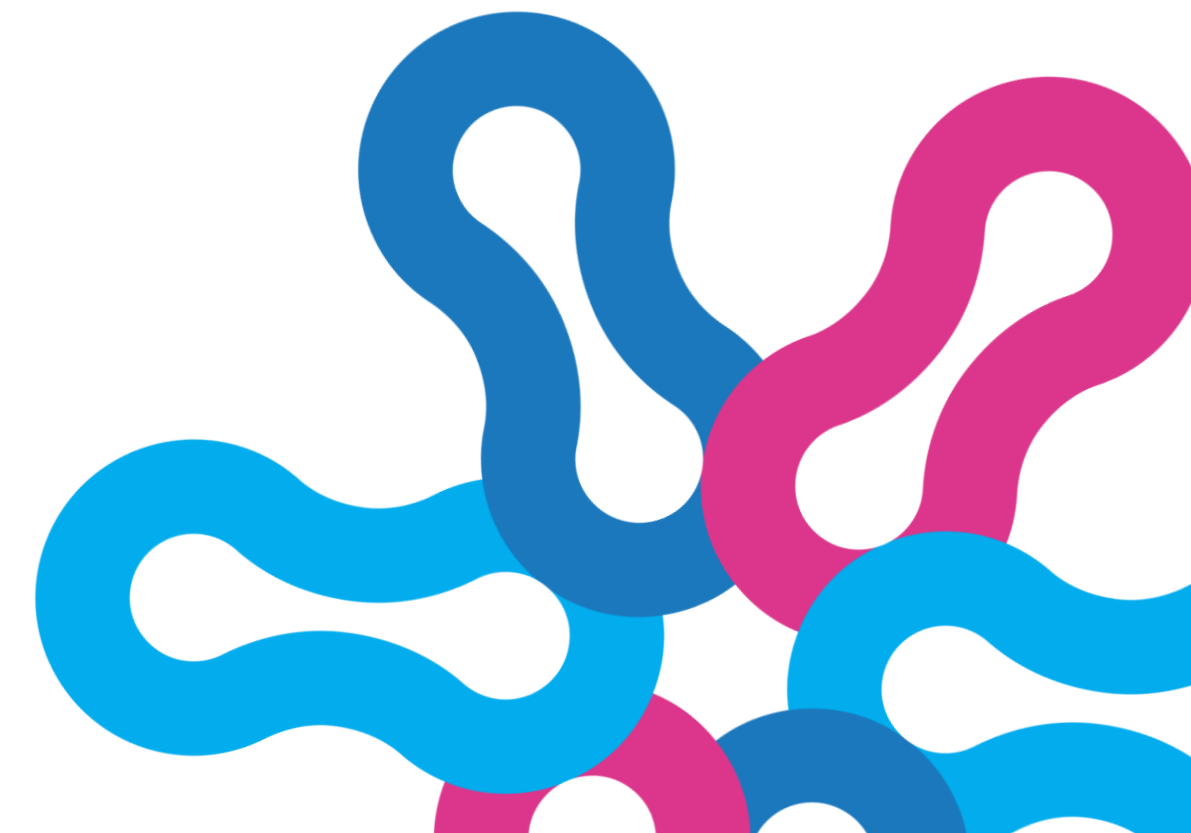
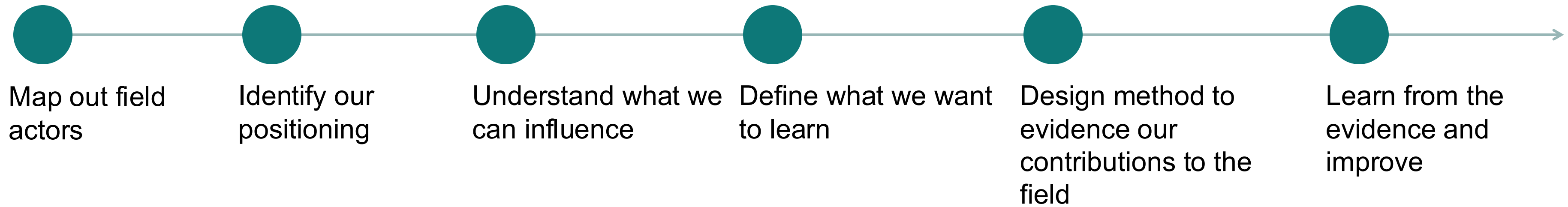
Reference 2: Bridgespan Group (2020) [Field Building for Population-Level Change](#)

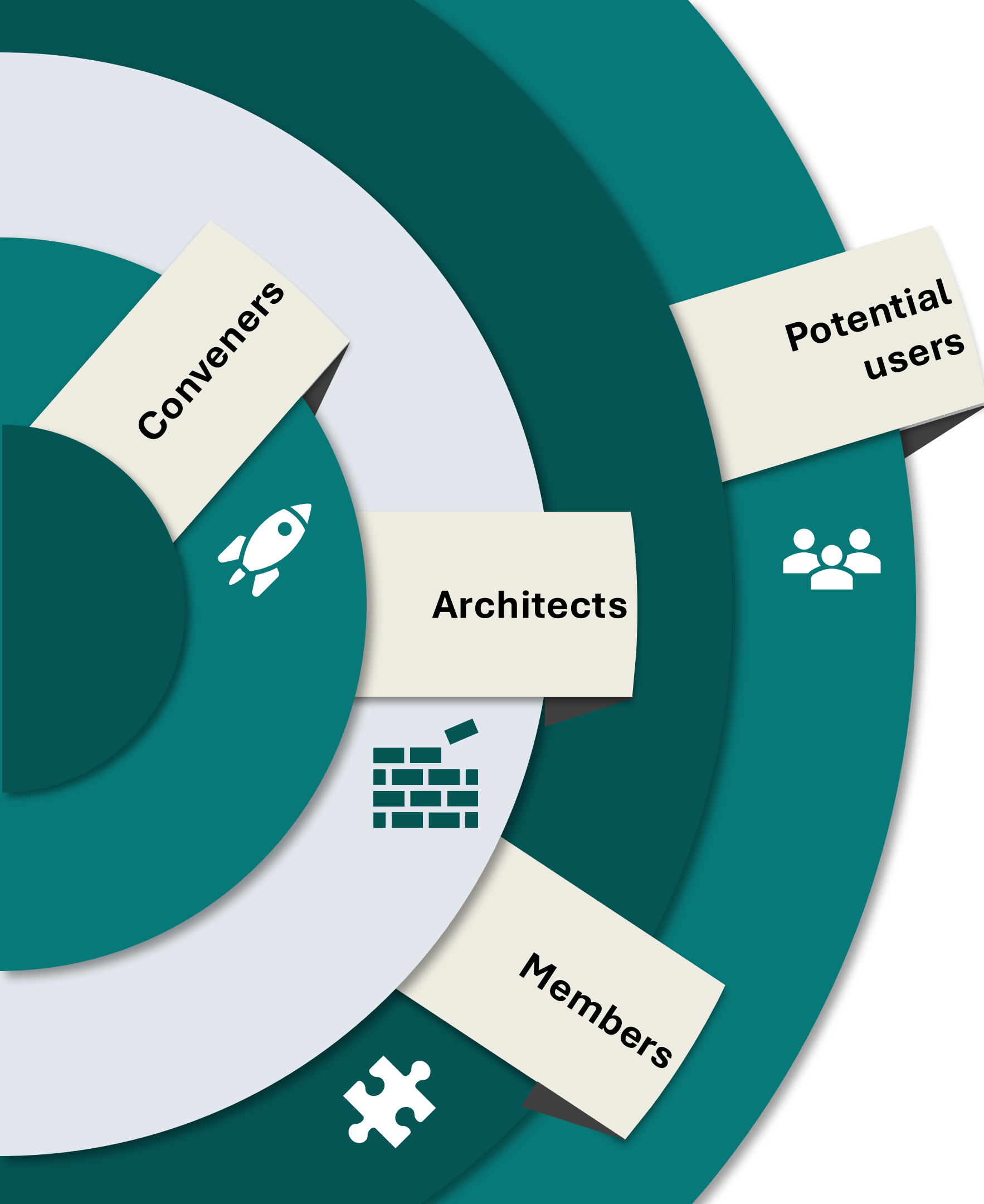


Reference 3: Stanford Social Innovation Review (2011) [Collective Impact](#)

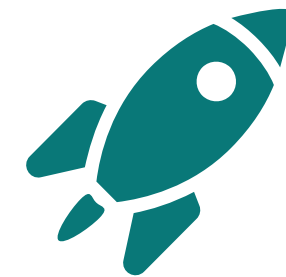


Understanding the field with data.org





Understanding field actors

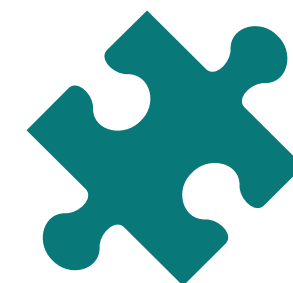
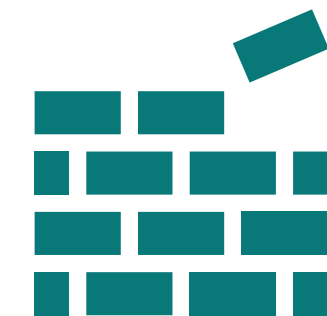


CONVENERS

Conveners are the initiators of the program and its vision, identifying and bringing partners together, coordinating the efforts, and ensuring the program stays on track.

ARCHITECTS

Architects create the programs and their offerings: the stakeholders that have come together to co-create data for social impact products and its community.



MEMBERS

Members include all data practitioners (individuals and organisations) using the field's resources and participating in convening events.

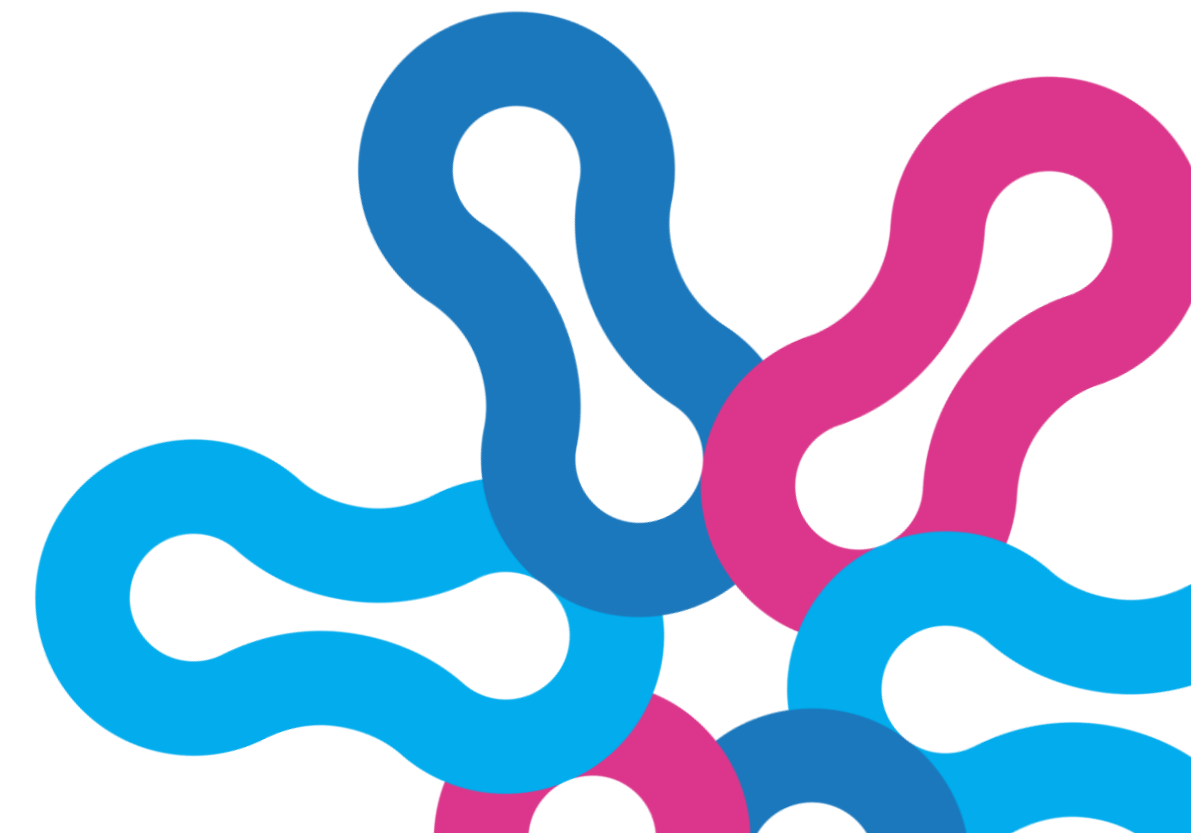
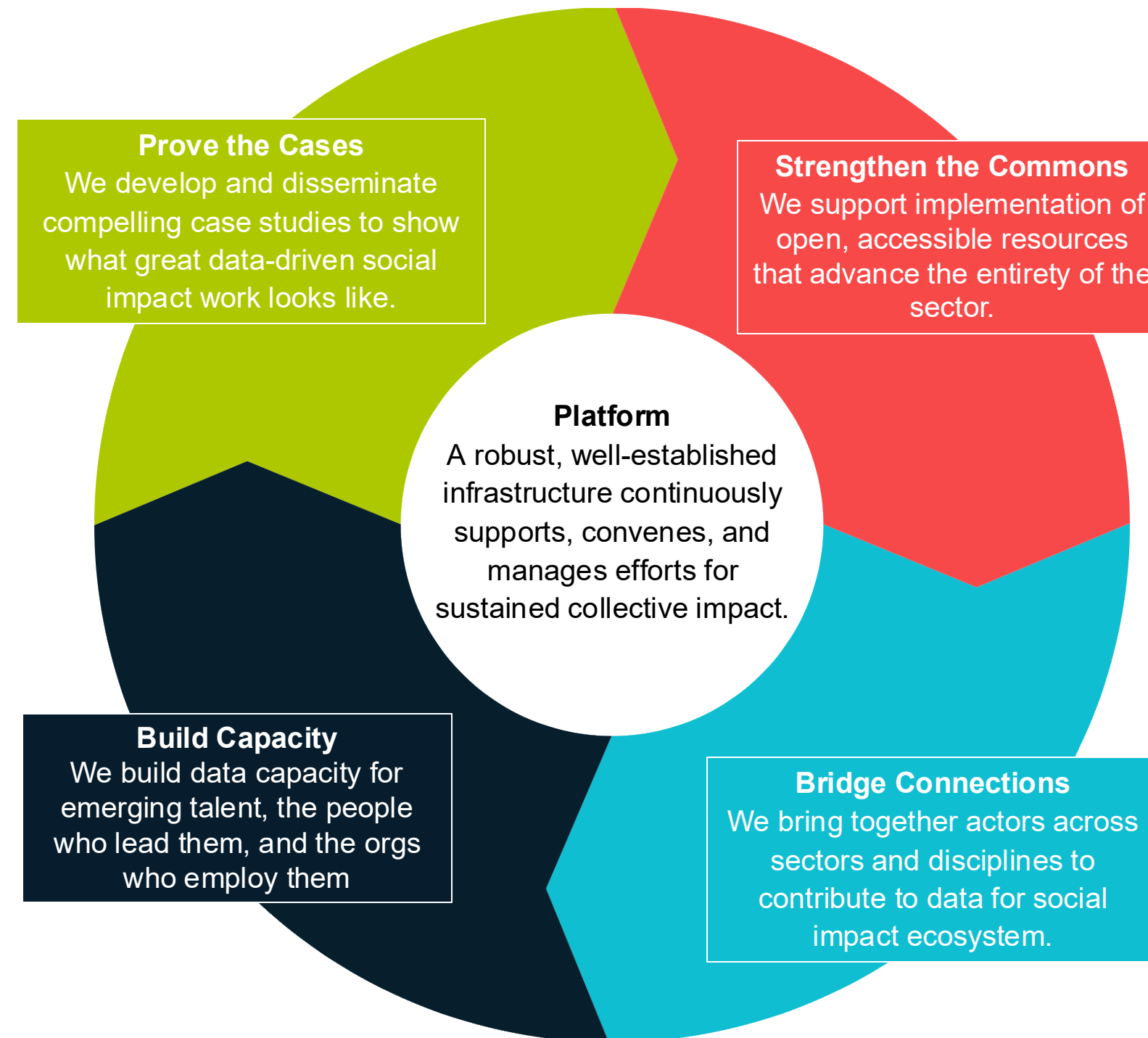
POTENTIAL USERS

Potential users describe all stakeholders that exist beyond the field's active community but could benefit from the field's offers and potentially expand the field's impact, such as academics, policy makers, and other data practitioners.

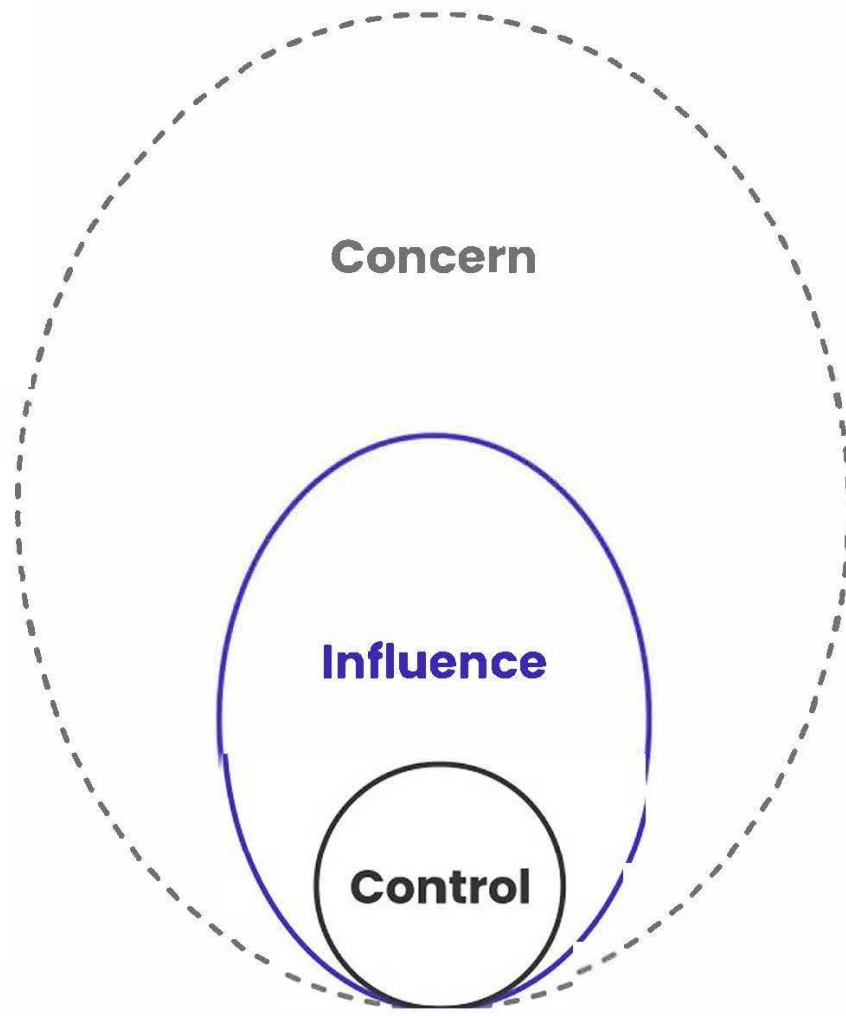


Understanding data.org's efforts in field building

ACTIVITIES

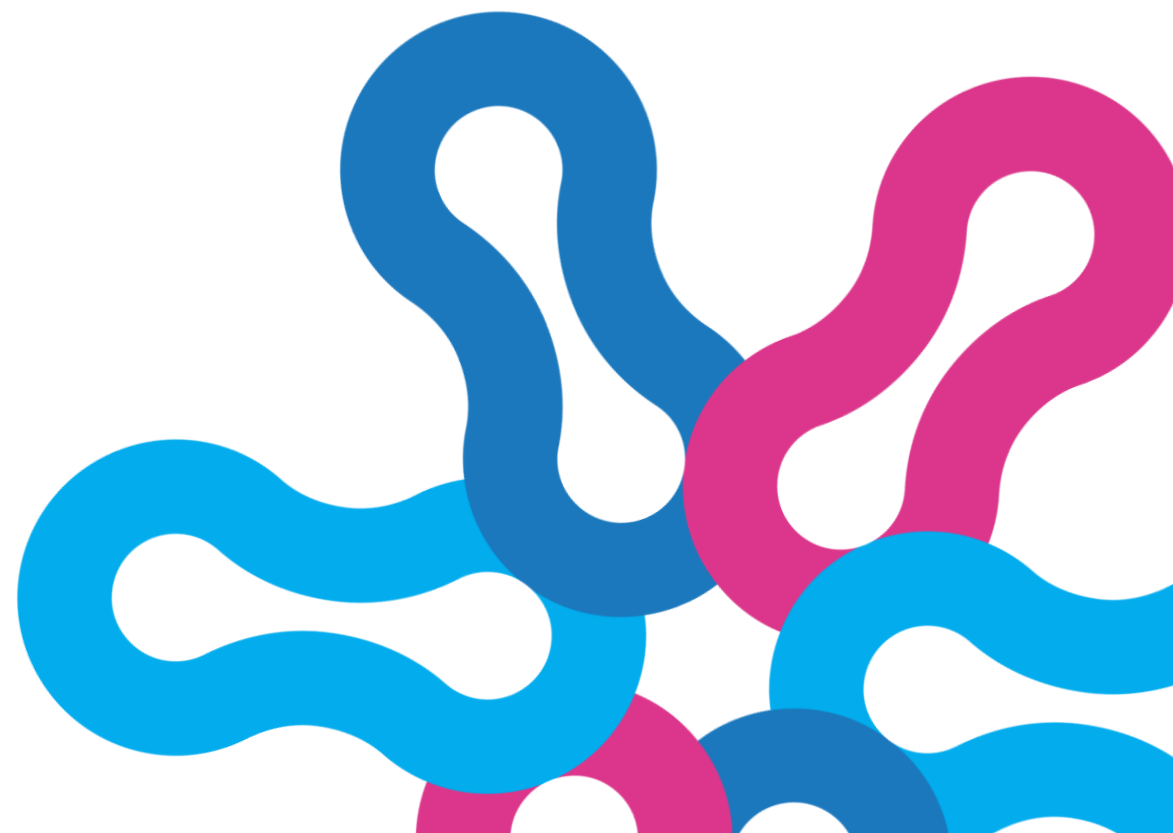


What can you really influence?



**The Three
Spheres of
Influence**

kateleto.com



ACTIVITIES

OUTPUTS

OUTCOMES

IMPACT

Prove the Cases

We develop and disseminate compelling case studies to show what great data-driven social impact work looks like.

Strengthen the Commons

We support implementation of open, accessible resources that advance the entirety of the sector.

Platform

A robust, well-established infrastructure continuously supports, convenes, and manages efforts for sustained collective impact.

Build Capacity

We build data capacity for emerging talent, the people who lead them, and the orgs who employ them

Bridge Connections

We bring together actors across sectors and disciplines to contribute to data for social impact ecosystem.

Enhanced Capacity

Organizations and data practitioners improve their awareness and understanding of data/tech for social impact.

Shared Knowledge Base

Digital public goods and data for social impact training are available and adaptable to different sectors, disciplines and regions.

Diverse Players

A broad group of diverse and complementary players across sectors and disciplines come together for data/tech for social impact.

Purposeful Application

Organizations and data practitioners are more purpose-driven and apply their data/tech knowledge to the social sector.

Collaborative Knowledge Ecosystem

Actors across sectors enrich and utilize a robust, evolving knowledge base for data and AI for social impact.

Quality Exchange

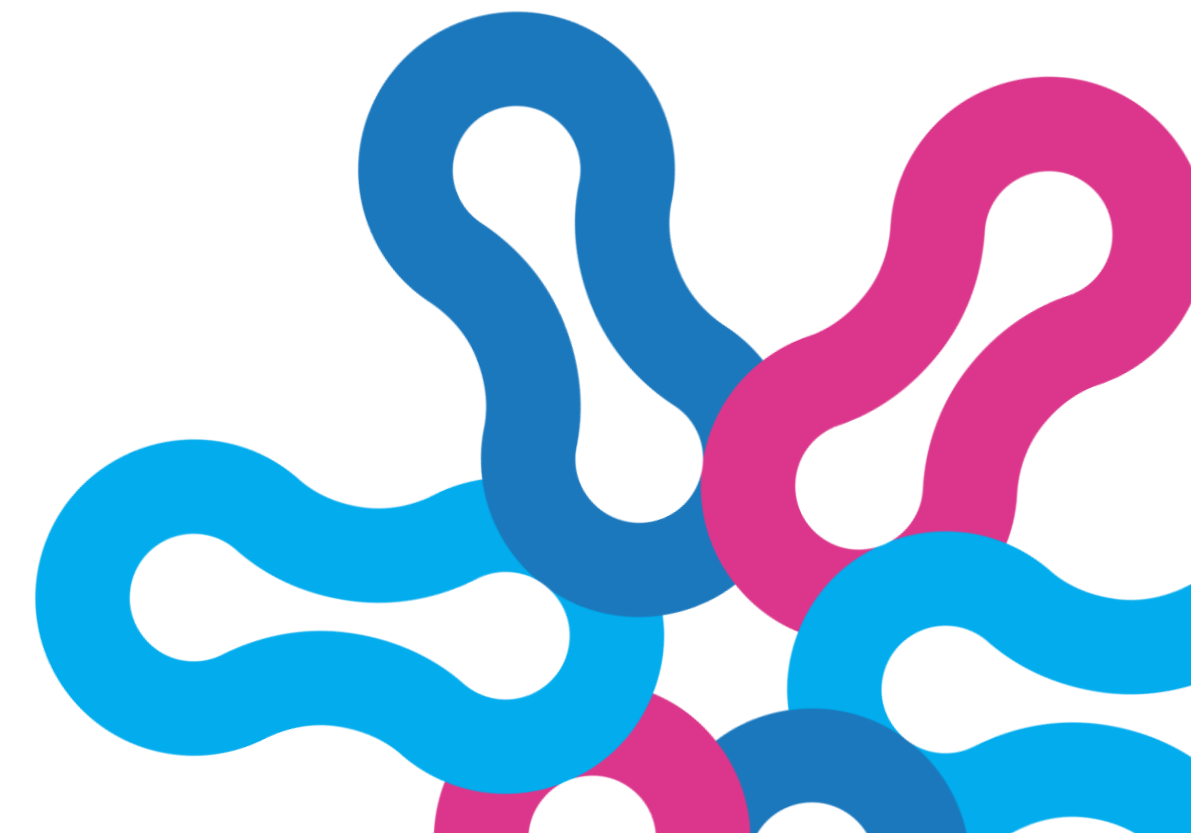
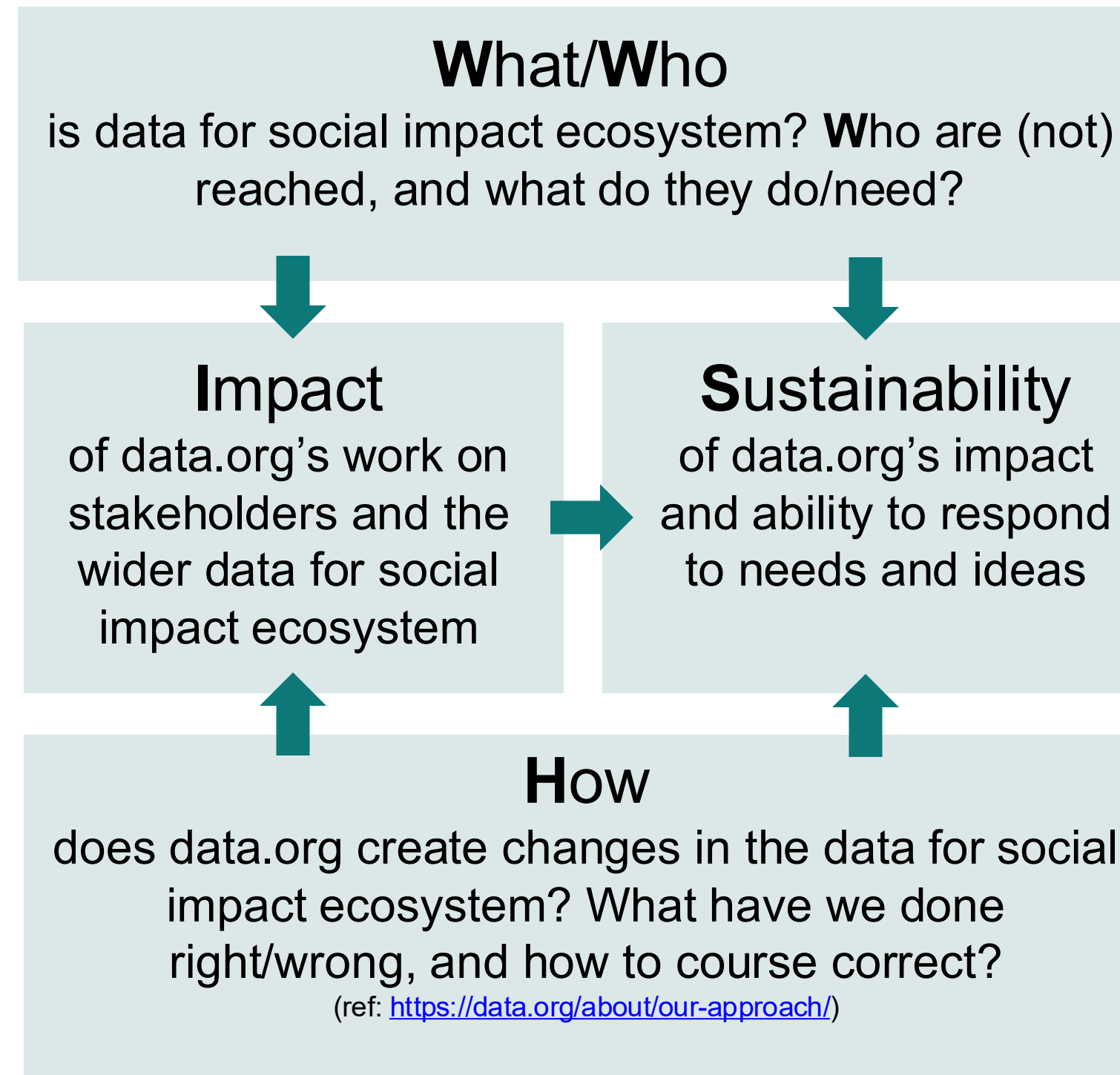
Leaders and practitioners maintain continuous, meaningful exchanges, driving innovation and growth for data/tech for social impact.

Social impact organizations apply data and AI efficiently and effectively to solve complex social challenges. Workforce of one million purpose-driven data practitioners are trained & engaged.

data.org

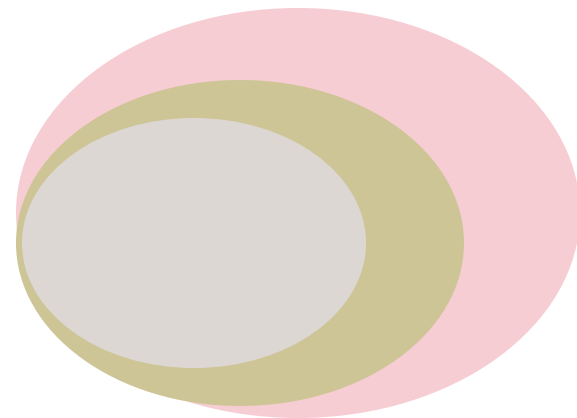
Defining what to learn

Our WISH – Four Key Learning Areas

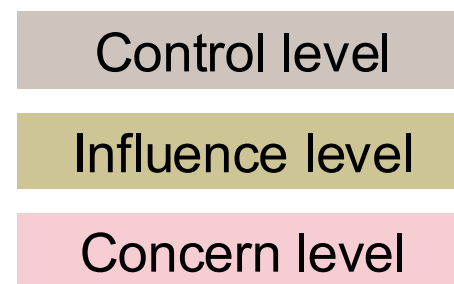


Evidencing field-building efforts

1 Use “sphere of influence” to design field-building theory of change



2 Design a condensed list of indicators across “influencing” levels



3 Design data collection tools and work with field partners to collect data



Activity trackers/documentation

data.org

CRM tools



Surveys



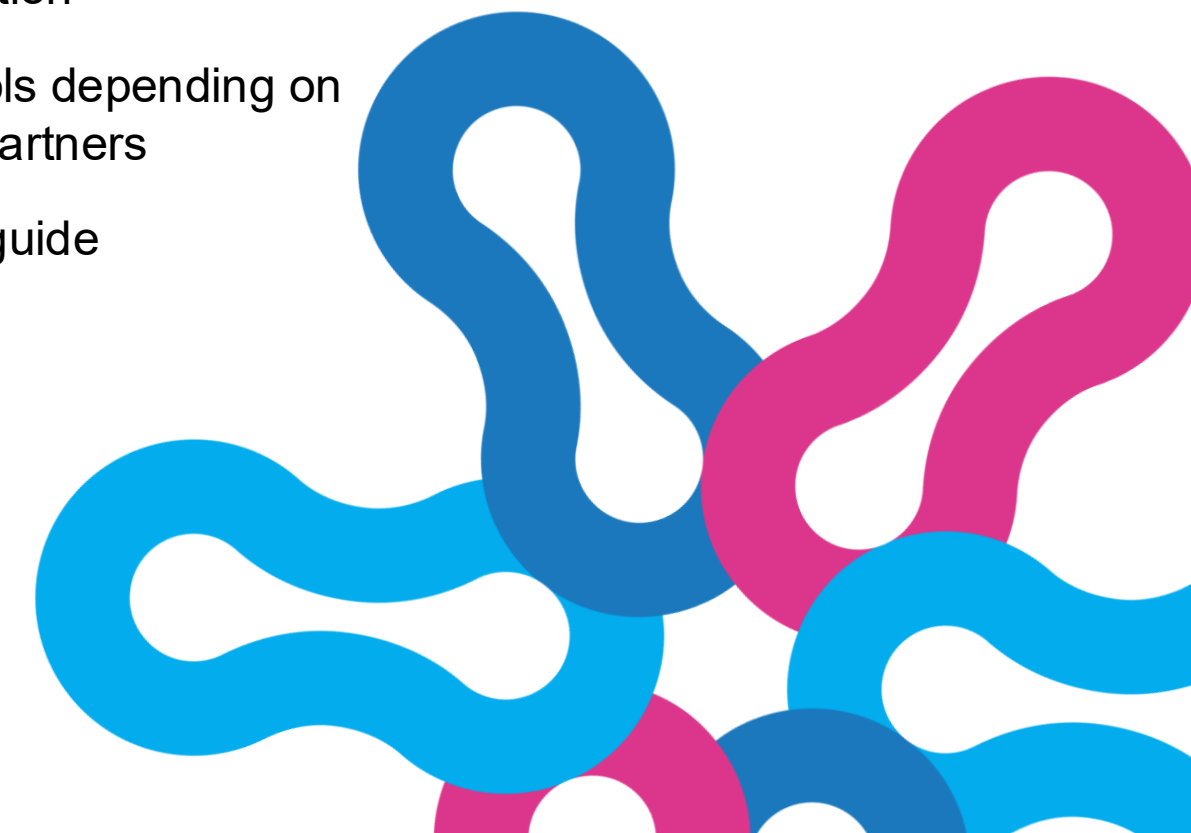
Story collection



Tailored tools depending on programs/partners

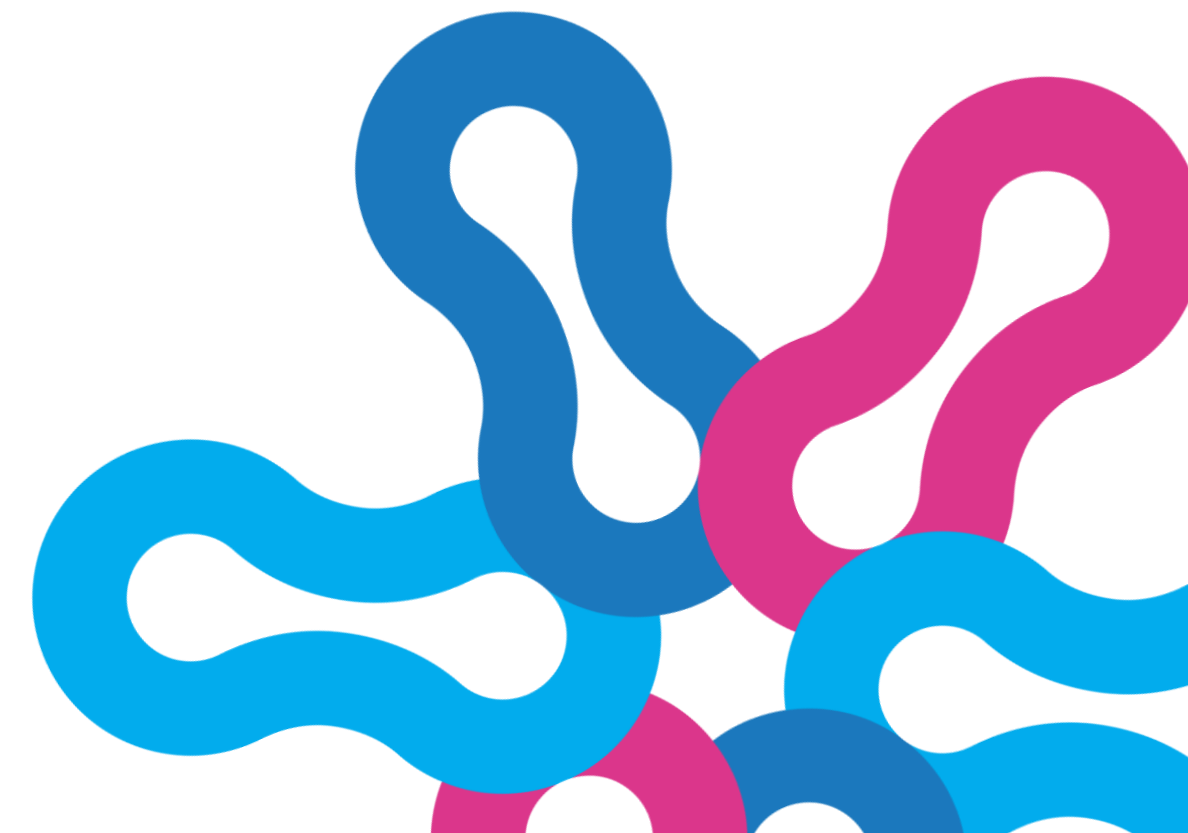


Reflection guide



Mentimeter Poll

<https://www.menti.com/alnxob3ptvmr>



Evaluating Field-building

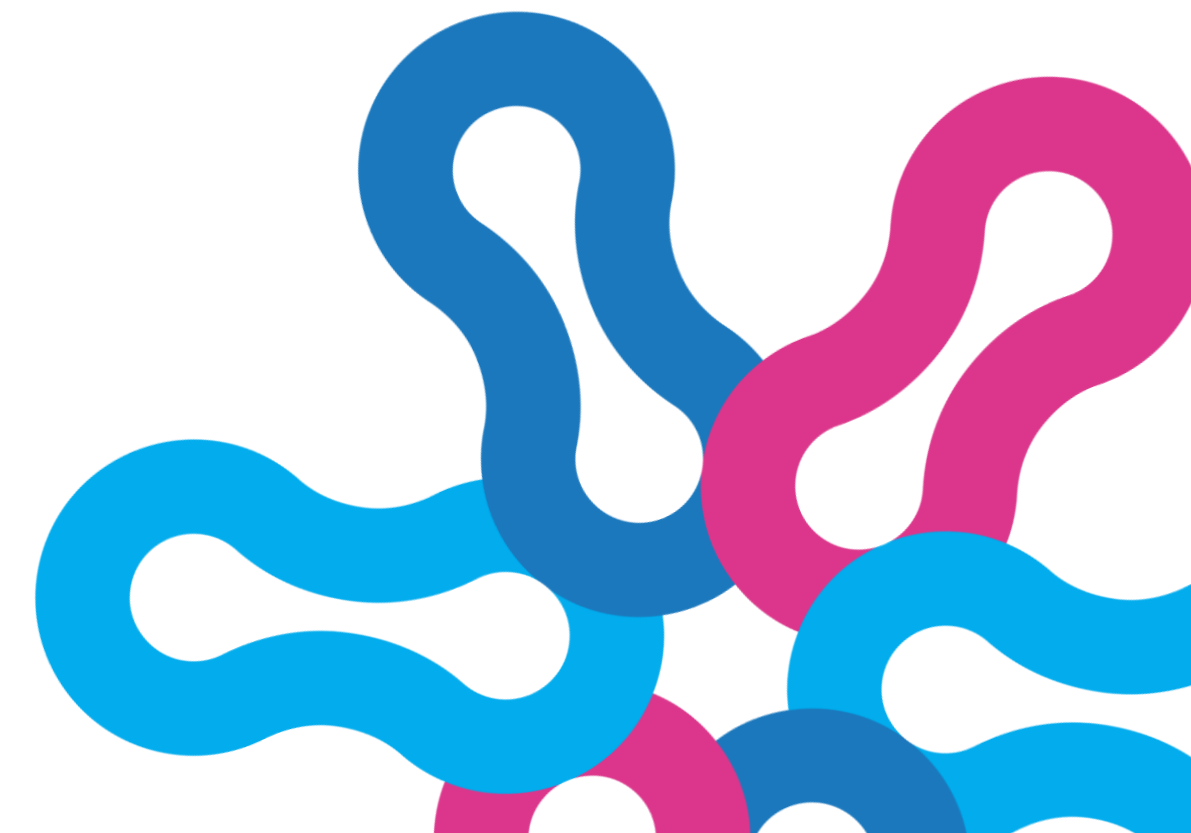
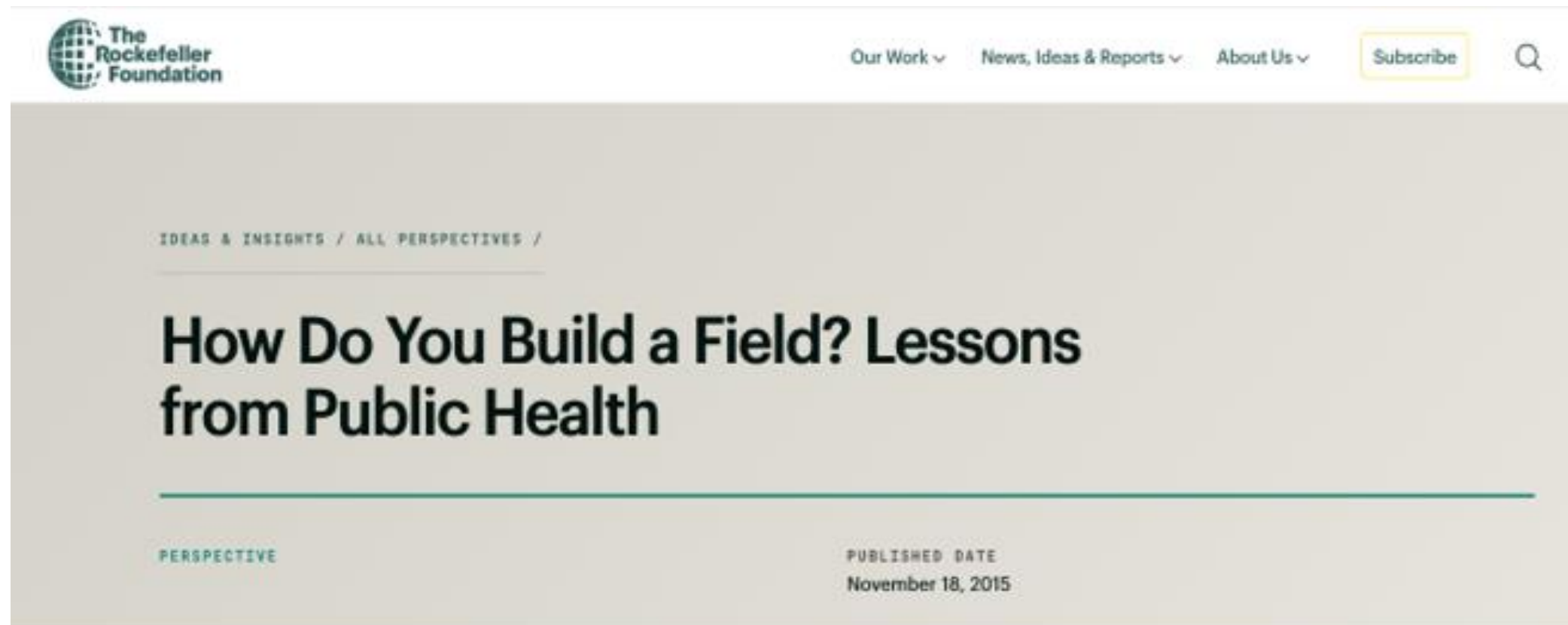
Paul K Korir, PhD

Director of Data Science

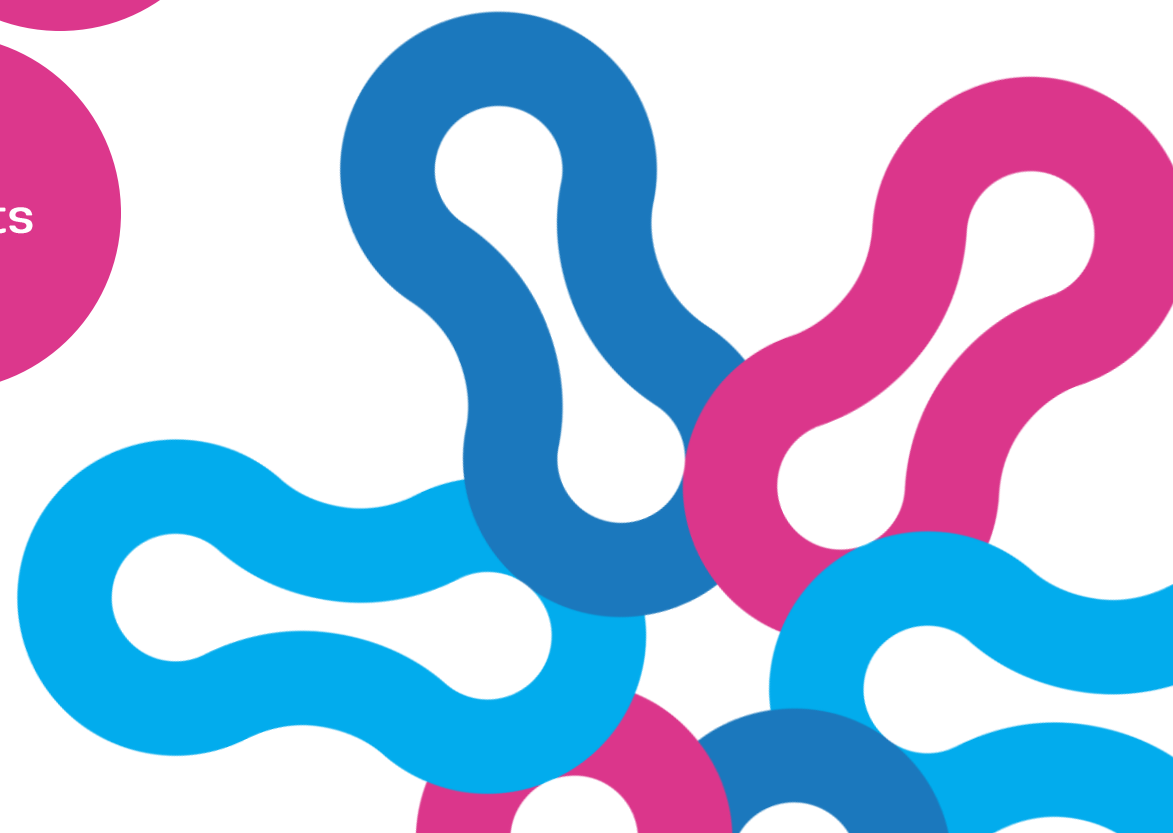
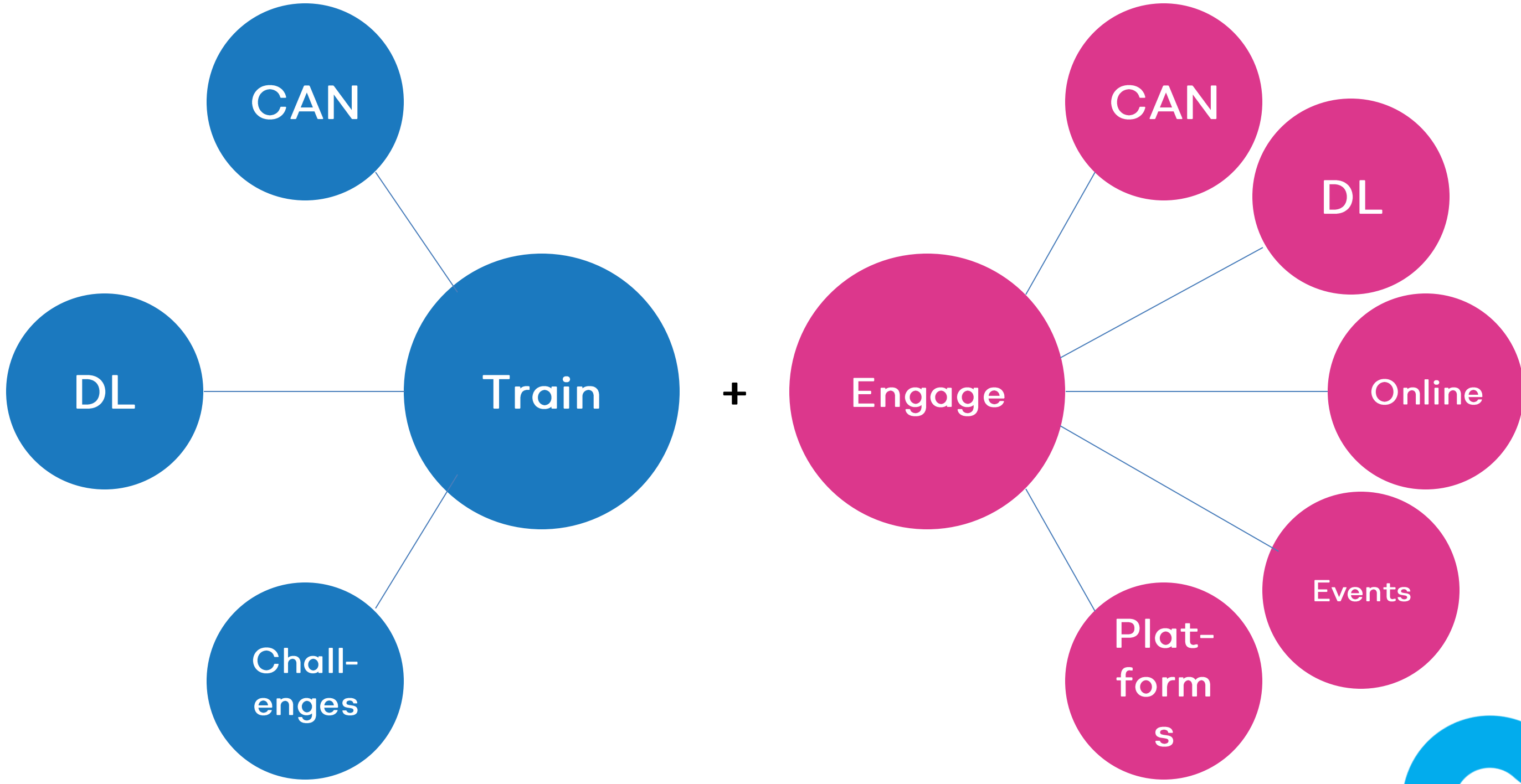
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What is a Field?

"A field is a community of organizations and individuals working together to solve a common set of problems, develop a common body of theory and knowledge, or advance and apply common practices."

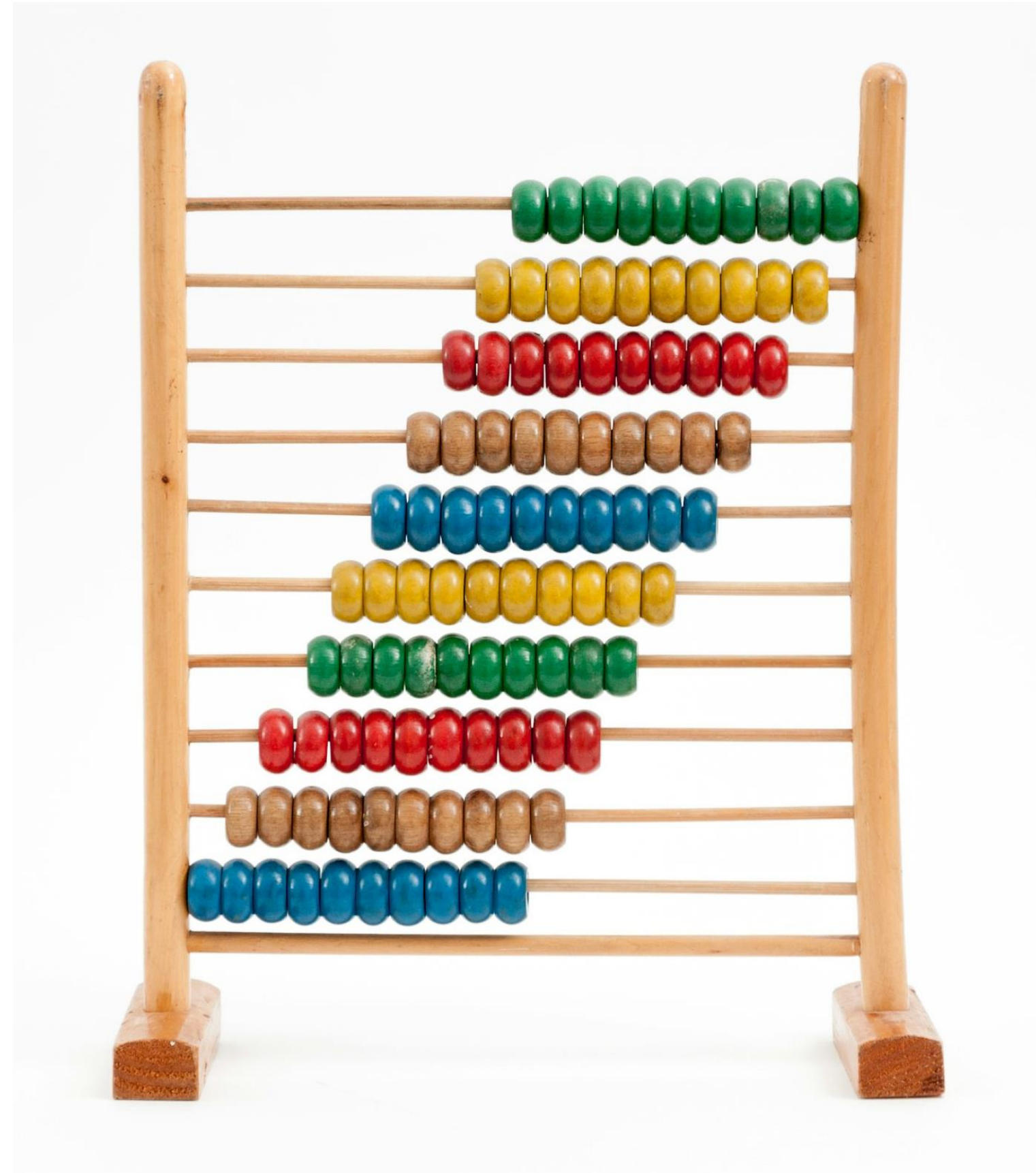


What are the avenues to train and engage 1M PDDP?



Methodology

- Simple cascade of counts
 - Trained = CAN + Digital learning + Challenges
 - Engaged = Hubs + ... + Platforms (All 5 avenues)
 - Trained & engaged = Trained + Engaged
- Conservative approach
- Caveat: *double-counting*



Trained: Simple

- An individual is considered **trained** if a certificate is issued upon completion.
- Applies to:
 - CAN Hubs
 - Digital learning
 - Challenges e.g., Gen AI Challenge



Engaged: Others Online

Epiverse

- Software package downloads
- Size of the Epiverse community
- Number of Epiverse publication citations



Challenges

- Completed applications

This card has a teal background. On the left, it says "CLOSED" in small letters, followed by "Inclusive Growth and Recovery Challenge" in a larger font. Below that, there is a short paragraph of text and a "Learn more" link with a right-pointing arrow. On the right side, there is a circular image showing two women, one in a yellow shirt and one in a patterned shirt, looking at a smartphone together.

This card has a light grey background. On the left, there is a circular image of two people at a food stall, one wearing a white cap and the other a green shirt. To the right of the image, it says "CLOSED" in small letters, followed by "Artificial Intelligence to Accelerate Inclusion Challenge" in a larger font. Below that, there is a short paragraph of text and a "Learn more" link with a right-pointing arrow.

This card has a light grey background. On the left, there is a circular image of a woman in a pink shirt and cap showing a smartphone to another woman. To the right of the image, it says "CLOSED" in small letters, followed by "Generative AI Skills Challenge" in a larger font. Below that, there is a short paragraph of text and a "Learn more" link with a right-pointing arrow.

This card has a teal background. On the left, it says "CLOSED" in small letters, followed by "PETs for Public Health Challenge" in a larger font. Below that, there is a short paragraph of text and a "Learn more" link with a right-pointing arrow. On the right side, there is a circular image showing a 3D illustration of a medical or research setting with people and data screens.

Engaged: Learning Events

Accelerate Conference

Webinars

Epiverse workshops



Perry Hewitt

Mailén García

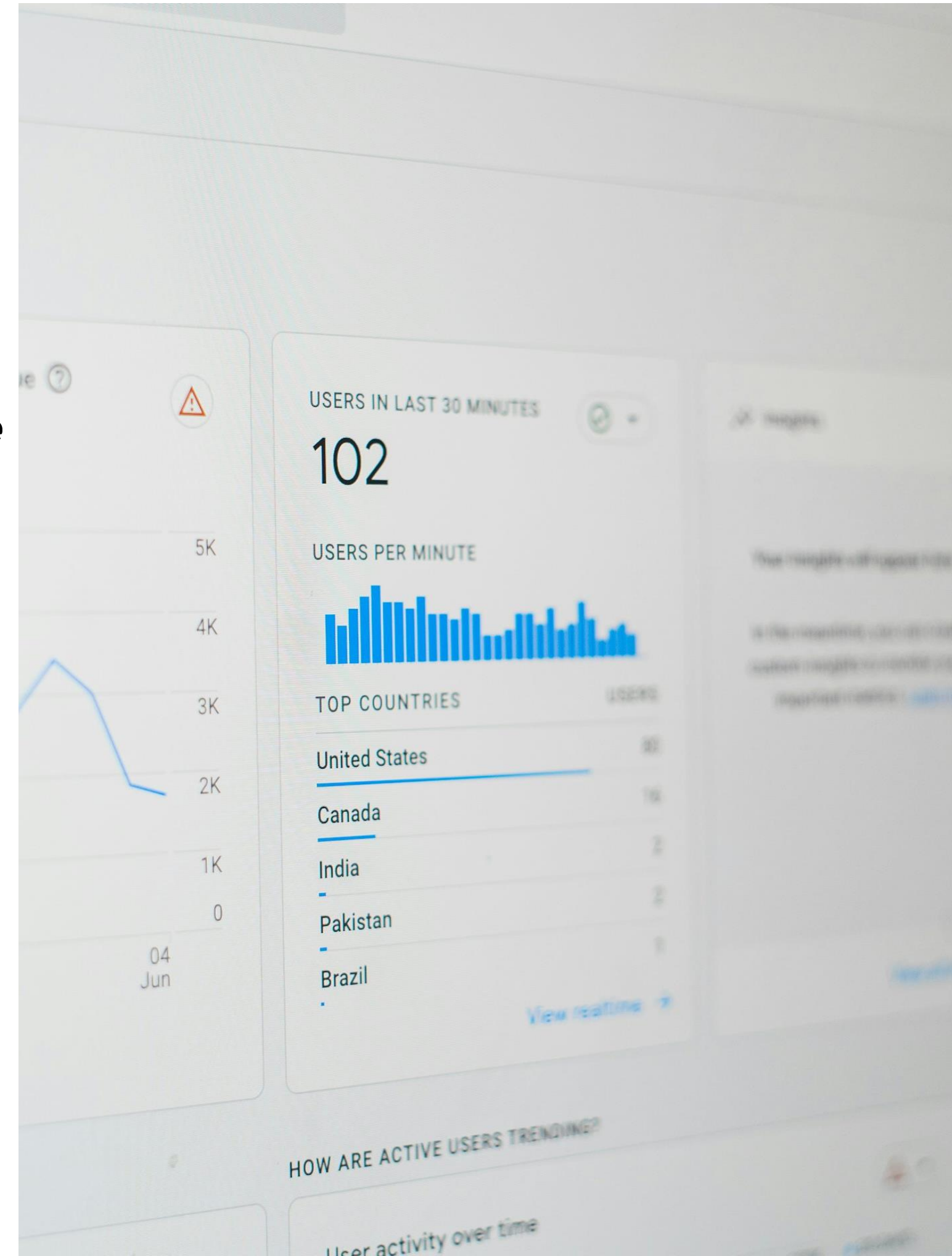


Ana-Maria Constantin



Engaged: Platforms

- **Website metrics** - *number of unique users who trigger a `user_engagement` event with a duration 1 s.d. above the mean engagement time*
- **Data Maturity Assessment (DMA)** submissions
- **Social media** - effective engagement is the number of user interactions (clicks, likes, shares and comments) normalized by the number of posts (Trunfio et al. 2021)
- **Newsletter** - cumulative number of users to have opened at least six email campaigns



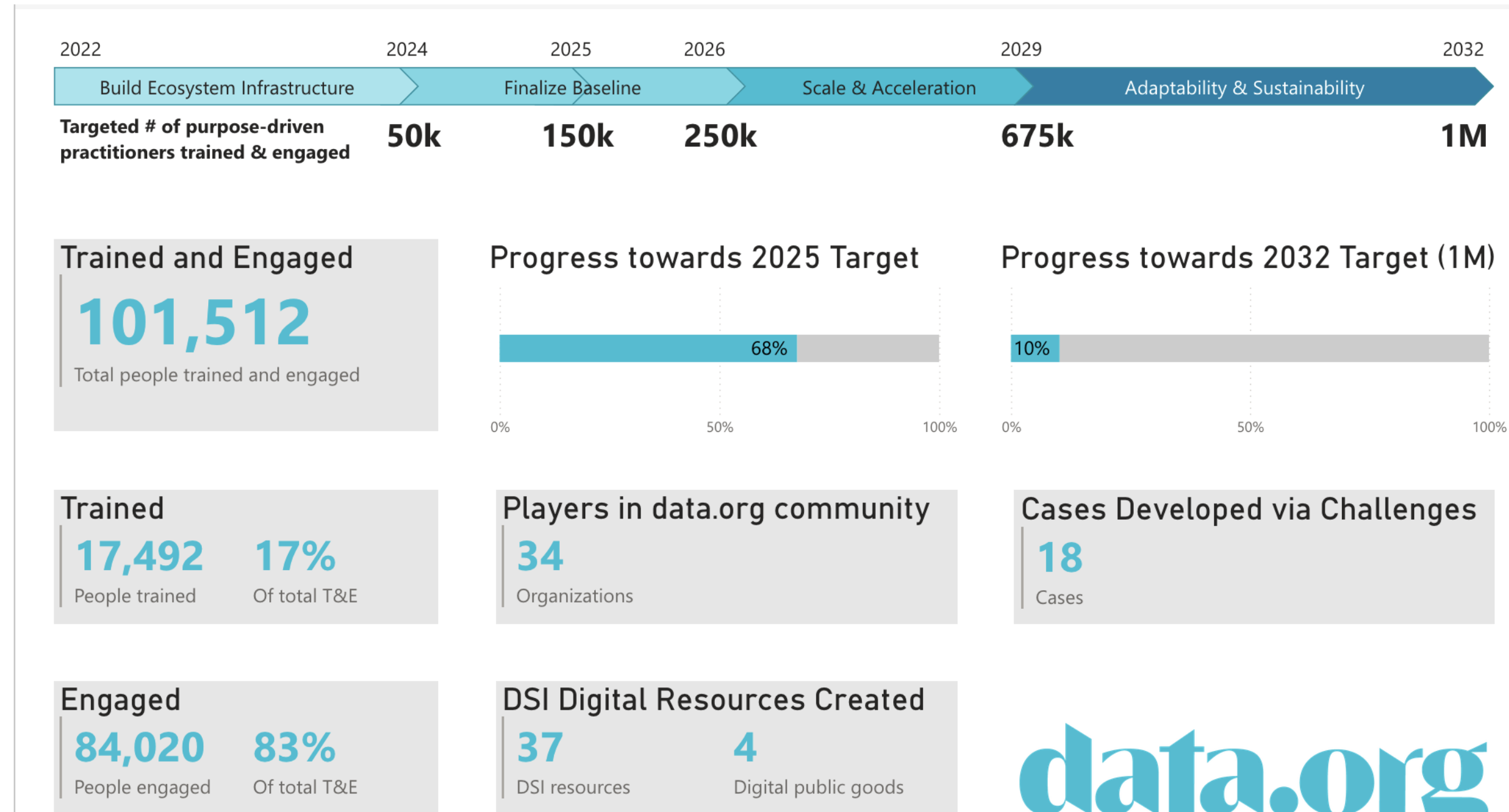
Recap / Lessons Learned

Key Ideas

- Very tight link between out TOC and out analytics
- Conservative metrics

Lessons Learned

- The devil is in the details
- Keep it simple
- Technology offers a lot of flexibility
- Be your harshest critic





global
evaluation
initiative

THANK YOU!

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