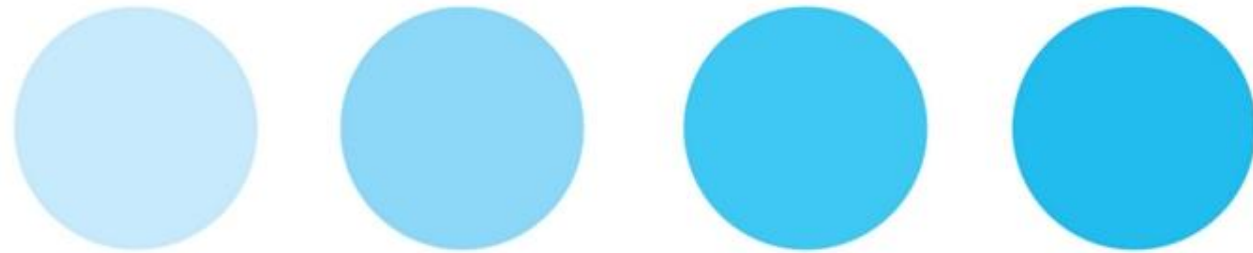


CT DATA ACADEMY



connecticut data collaborative

We empower an ecosystem of data users by democratizing access to public data and building data literacy.

**MAKE DATA
ACCESIBLE**

**INCREASE
DATA
LITERACY**

**LIBERATE
DATA**

www.ctdata.org

**Why do we
care about
data literacy?**

Data are not neutral.



Mass General Named Top Hospital-based Research Program in America

Massachusetts General Hospital, the top hospital recipient of NIH funding, has also been named the #1 healthcare organization for research by the Nature Index.

Learn more about research at Mass General

See all research news

Mass General Tops the Nature Index

Massachusetts General Hospital has been named the #1 healthcare organization for research by the Nature Index, which tracked the number of articles published in high-impact research journals from February 2015 to January 2016.

The hospital topped the list of more than 380 healthcare organizations publishing during that time frame. Researchers at Mass General published 456 articles in 47 of the 68 prestigious journals tracked by the index.

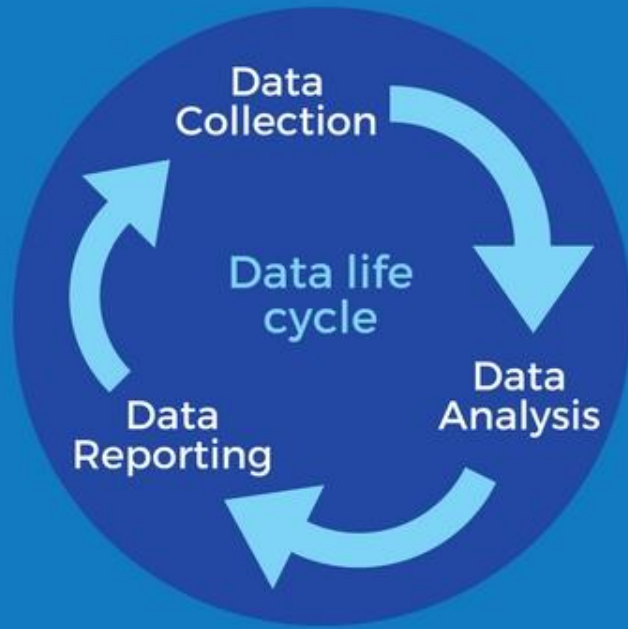


Rankings derived from more than 70 separate types of data, in the following categories:

- **Economy**—based on local unemployment rate, historical job growth, projected job growth and the level of employment opportunities available.
- **Cost of living**—based on median household income, tax burden, insurance costs, commuting costs, medical spending, utility and home expenses.
- **Education**—based on math and reading test scores and local and county level high school graduation rates.
- **Housing**—based on realtor.com Housing Affordability Index and Housing Growth Index at county level, plus other realtor.com housing statistics available at research.realtor.com.
- **Crime**—based on property and violent crime risk as well as homicide and drug overdose rates.
- **Amenities**—based on number of doctors and hospitals in the area as well as number of leisure activities in the town and surrounding area, including bars, restaurants, museums, sports complexes, and green spaces.
- **Ease of living**—based on commute times, weather, and other factors.

Data --> Insight --> Action

Where do data come from?



"Let's collect data on..."



WHAT does data mean to your organization?



HOW will you collect these data?



WHO is your audience?

What do you want to know?

**What data should
business owners look
at before making their
next decision?**

**Young people are
exiting the state in
records numbers!
(Or are they?)**

**Should we add a
grocery store to our
downtown district?**

**Will this business
thrive in this location?**

Defining Your Audience*



Internal audiences

Staff
Board members
Partners
Investors



External audiences

Board members
Partners
Investors
Residents
Municipal & State leaders

*Anticipate other possible messengers

Gold standard sources

What do you want to know?

Population

- Population
- Demographics
- Wealth/Poverty

Economy & Labor market

- Un/Employment rate
- Labor market participation

Housing & Transportation

- Housing stock characteristics
- Value of real estate
- Availability of transportation
- Commuting patterns

Markets

- Business formations
- Business ownership
- Business types

Where do I find "the data"?

Check what you collect:

- Administrative data
 - >>Customer data
- Surveys of satisfaction
- Sales & business data

Consult trusted secondary sources:

- "Gold-standard" sources
 - >>Census, State agency
- Academic sources
- Think tank & Research Orgs

Demo www.ctdata.org



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