DaSy

Datavisualization talks

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>> Or collaborating on as we move forward? And it is a way to engage people. You have to go in with the expectation that it might change. People in this case, for example, some people came back and said when you present this as a plan, this SSIP, I think of the SSIP lead person that we worked with in the state as the person that this is for. But when you talk about social, emotional skill development and the outcome we seek for infants and toddlers and their families, people really felt more pulled into it. You want to think about that when you create the info graphic. What will pull people in and catch their attention? In this case, we learned in the next series they may want to focus them on the connections that other people have to social and emotional skill development.

It can be used as a simple way to convey information or it can be used to engage others in customizing messages, or thinking about how we can move to action beyond the cohorts or things like that. I think this one is very easy to navigate and clearly structured. And it is very appealing. Some of the things you might want to think about, one of the states we are working with is thinking about how they can create a series with similar colors. We will talk soon about some of the places you can go to create the infographics. This one, Venngage, has a section for branding so you can put color codes and things and for people to use and it creates that turnkey way that multiple people working on infographics can come together around a central look and feel or theme.

That is a very useful tip I think is you are going forward. The other thing is you can see with the cohorts, you sometimes have acronyms. So we check in with the state, and the level they were working with them people they wanted to communicate with -- you have a balance you want to strike between making sure you are conveying information in language you need to because you negotiate some of the messages and it helps create coherence in the field.

Yes, so the basic tips I with think about on this one are make sure that people will be comfortable with the acronyms or the content, presented in a user-friendly way. It is the pull of what will engage them. And I encourage the states to work with and the providers and stakeholders involved in this work to always approach this kind of work as if you're both a leader and a learner. Certainly, the state is trying to lead on these issues and get the word out, but they also come in as a learner to hear how they can convey the message in ways that are going to get more people involved and build capacity and make sure that there are evidence-based practices that are being implemented and spread.

I think we can go to the next one now. This one, I want to show you, we have so many examples now that are starting to build. So we are happy to work with you following this call if you have any questions or you have ideas on conveying what you are trying to promote. But this one I thought was very interesting to bring forward because I wanted to tell you about how one key way to keep people excited about developing and sharing the content that you put into infographics is to provide an example that gives people a vision ask them to help customize.

We have this as a starting point to stimulate thinking with the group at the meeting of the National Association of State Directors, so the state directors and data managers and coordinators were asked. We set a lot of states are grappling with this idea of stakeholder engagement and we wanted to present the idea, the risk the states are feeling as they approach loss of stakeholders, that they have to manage it and there is more responsibility than on the state. Try to get people to think about how you really engage people in a way where we can come to some agreement on big, common messages and strategies and practices that we want to promote that many people can be engaged in leading, and that you don't have to manage every piece of it but there are some critical pieces certainly that the leader is accountable to.

We started with a simple example of proactive, interactive. I will make it bigger and then we will go on to show you what they created out of this. He said is anybody want to work with us after the meeting to customize it and make it better? We got this out to about 30 people and then convened on the phone and it kept people into it and excited. This is the thing we did with people that did not know each other and if we move to the next one you will see how much this improved. They did not know one another but they had these dialogues on virtual calls and we came up with this one.

I will turn it over now to Elaine to debrief some of what we talked about but this will be posted later with materials. You can see that they made critical decisions. It looked like it was set up that one was better than another, but it is a continuum. If you have a technical problem that an expert can solve and most people would accept the solution that was something viable, there is nothing wrong with rolling that out. But if you want something that is synergetic and is inclusive and builds more capacity, then you might need to be at the other end of the continuum. So the stakeholders helped us develop this one, when do we need to manage and when we need to engage? Elaine?

>> ELAINE: Thank you, Patrice. Thank you. I know we had some examples of some pretty well-developed infographics in different shapes, which is always good, the more examples you see the more ideas you get for your own work. Do look at infographics whenever you get a chance. I will talk a little bit about how to get started. There's some basic tips, all this information really comes from our data visualization toolkit, which has the link posted in the chat.

Really, the way to get started is to know what you want to say, know what your story is. Make sure that you have a point, that you are not just -- and info graphic is not a vehicle for sharing all of your data. You really have to be thoughtful about what you put in there and what message you are trying to get across. There are the five design principles that Abby covered earlier. And those, we will actually show those again. Really, the best way to get started is to look through, look at infographics and if you are going to use one of the premium sites or the free sites, look at the templates available. If you look through all the templates you can see where your data fits, you can also get some ideas about things you might be able to adapt. When you're doing that, make sure you consider accessibility and 508 compliance. You see gorgeous templates that have no contrast and will not be readable, to people with mild vision issues.

Don't start with a template that is not going to be easy to see.

Here are those principles again. One central idea. Stick to that central idea maybe layer the data around that main idea. As Abby was saying, the must see, the should see and the can see in there. Communicate that data really clearly. Don't have extraneous data, create four different levels of engagement, make sure it is something everyone can see. Make it easy to navigate. And on the data visualization toolkit there is a thorough guide for navigation. So there is a link to that.

And keep it beautiful, do not make it a jumble of data.

There are three, there's actually a lot of sites for creating infographics most of them have a free version and a paid version.in the data visualization toolkit and giving you some general instructions for how to get started, how to sign up. In general, how it works. So you can see that on the toolkit, there has been Venngage, Piktochart and Easel.ly. The main differences are style, the types of icons and charts you can view. How the pictograms work. The free versions let you only do a few maybe five infographics. And then if you buy the premium which is generally just a few dollars, it will give you more template options to let you create more infographics. It also gives more options for publishing so you can download it as a PDF or image, which in many cases you cannot do in a free version.

As Patrice mentioned earlier in the Venngage infographics she made, the premium version allowed her to save her colors for branding so she could access that again. So that is another benefit to using the premium version.

You'll see all this information in the data visualization toolkit. It is very detailed. Think about compliance and accessibility first. If you are state or federally funded at all, you have to be compliant so you can understand the main features of accessibility. High contrast. you need text images that can be read by screen readers. You need to embed the text in the image. It is not visible to people who do not have screen readers but people with screen readers they can see the alternative text.

Or infographics, there is so much image and so much to convey that you may want to just you and all text version. Sort of like doing a transcript for it. And the CDC does a good job on that. You will see that again on the data visualization toolkit, an example of how you can provide a text version of it instead of providing all text for each of the images.

In any case, with or without a transcript, you want to create a clear reading border so you have headings. And you know what comes next. There is a logic to it.so make sure that you do that and, as I said, you can include a full text version of the info graphic as well. I recommend that. Our infographics tend to be complicated so a full text version helps to make it readable for people who do not have vision.

Now we have just a couple minutes for questions. You can write your questions in the chat or you can unmute yourself with #6 and ask us some questions.

>> Any questions or ideas that you have about how you will use infographics in your work? Or if anybody wants to hear about the way Kansas started this. We have the facilitator online from Kansas and they have a great -- well, I will pause for questions first. Comments? Mariola did you want to tell anybody about the tool kit? Oh she is typing in the chat. Kansas is now looking to develop a toolkit from the state that they can then use to support local providers. She is on her computer and not on the phone, that is fine.

>> Do you see the question from Kami, Patrice about the sites we prefer?

>> What you use, what do you like? I am really excited to use Pictograph, that looks simple and easy to use, I haven't used it but I turned to the data visualization toolkit to work through that. I like Venngage. I have used Easel.ly, but we like, a couple of things I liked about Venngage is it has tutorials and you can ask Questions realtime. It looks creative and fun and I think it is a good way to think about self-care also, with some of these things you have to do.

>> ELAINE: I personally like Piktochart best. But I go between Piktochart and Venngage. It is a little different, it's got some creative and very different layouts, but I would not use it as my standard. SIPR, for all the regional parent centers, they have a "how to" on Easel.ly as well. It's a good way to engage some of your parent centers and collaborating. But look at the data visualization toolkit and what they have from the parent centers, they have a walk-through that they put out in the very beginning a few years ago.

>> I'm just looking at our time, as we mentioned, in the chat, there is the toolkit where you can find out more, but you can also contact us and we would be help facilitate you in working with your info graphic. You are welcome to do self-exploration and self-directed learning, but we can also work with you. So there is the ask NCSI function or you can contact her NCSI or DaSy liaisons and they can help you get started.

Finally, we will do a quick survey to give us feedback about how we did. So you can click this link right now in the slide, it is also going to be pasted in that chat, if you don't have a minute now, the survey will be sent out and you can completed later. It is helpful for us as we think about these going forward. We will be posting the slides, the example of the materials and the recording of this shortly.

>> Georgia did some great ones.

>> Thank you so much, everyone. Please do the survey, we want to keep improving and hear more about what you would like us to do. More on this or --

>> The shorter format, we were hoping to give you a quick overview and go over tips but not take a big chunk of your day. Mariola loves the graphics. Thanks.

>> Thank you, everybody, have a great day.

>> I'll keep the line open for a few minutes. In case there are questions I can send them to our presenters. But the room is still full.

>> Great.