Storytelling with data and ensuring what we measure is meaningful

JULY 28, 2023

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Minnesota Compass

WELCOME

What stories do you tell about your organization?

WELCOME

Do you use data in those stories?

Today's presentation

1. Why use data?

2. How to tell your story using data

3. Ensuring what we measure is meaningful

Why use data?

Why use data?

✓ To help measure and grow our impact

✓ To make the case to support my community

✓ To evaluate effectiveness and tell the story of our impact

✓ Build a data culture to uncover insights, tell the story, and drive policy change

mncompass.org

What types of decisions can data inform?

Allocating resources	*How do we distribute funds across programs?*
Strategic planning, goal setting	*How do we determine strategic priorities for this funding cycle?*
Understanding community needs	*How do we address the needs in our community?*
Program or policy development	*How do we develop effective programs that address an issue in our community?*
Program or policy evaluation/ implementation	*How effective is our programming?*
Grantwriting/fundraising	*How do we share our work to effectively educate funders about what we do?*

What data should I use?

There's no shortage of data sources!

U.S. CENSUS

STATE DATA
County, City, etc.

SURVEYS

YOUR STORY

ADMINISTRATIVE DATA

FOCUS GROUPS

CLIENT TESTIMONIALS

mncompass.org
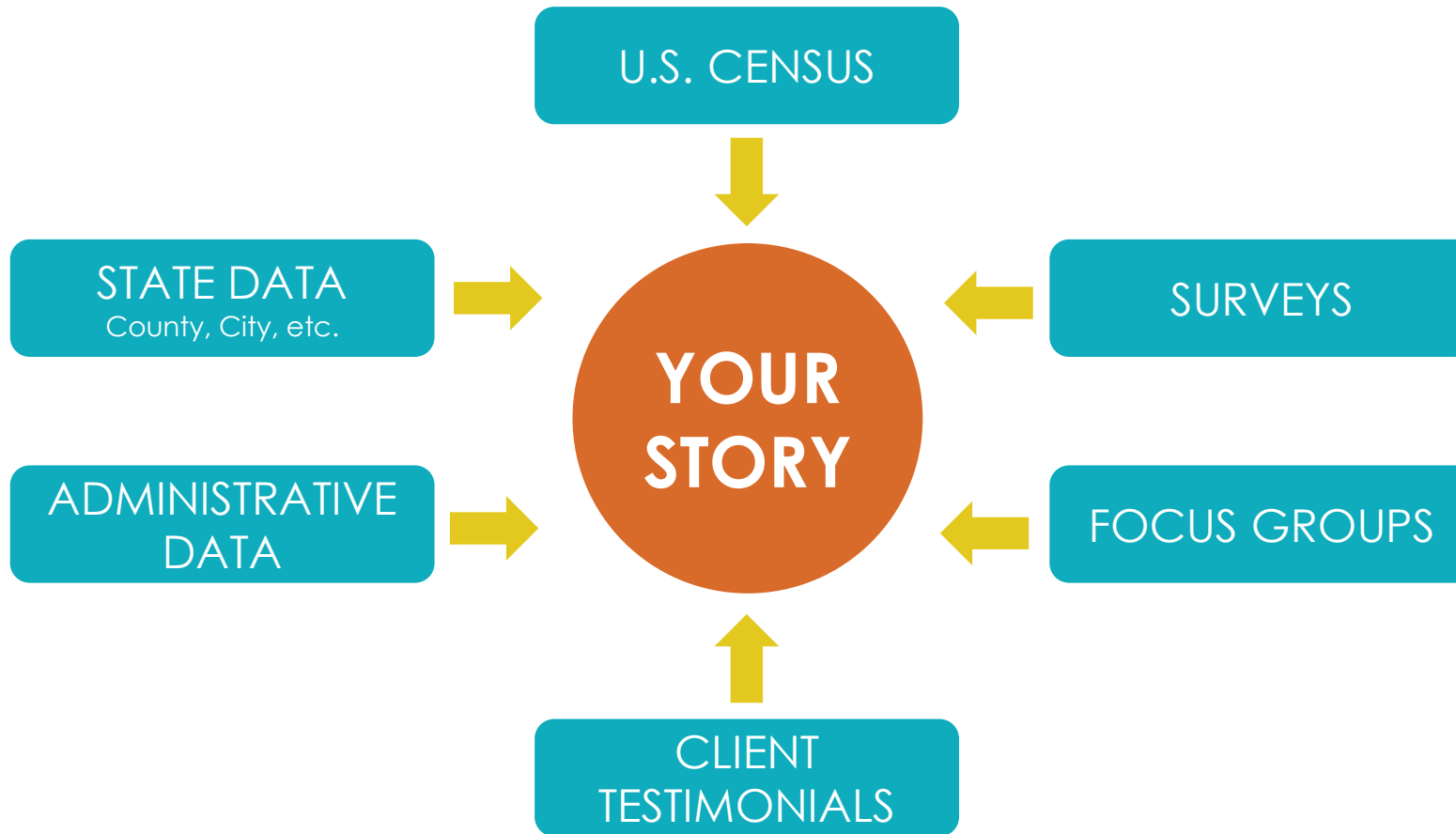
How comfortable are you with using data to tell your story?

How to tell your story using data

Storytelling with data

1. Where are we at?

2. How does that compare?

3. Where do we see disparities?

1. Where are we at?

- What is the **most recent estimate**?

- Look for **one number**.

Fifty-one percent of BIPOC householders own their home.

Homeownership rate by race
Minnesota, 1990-2021

51% → **Most recent estimate! One number!**

Of Color
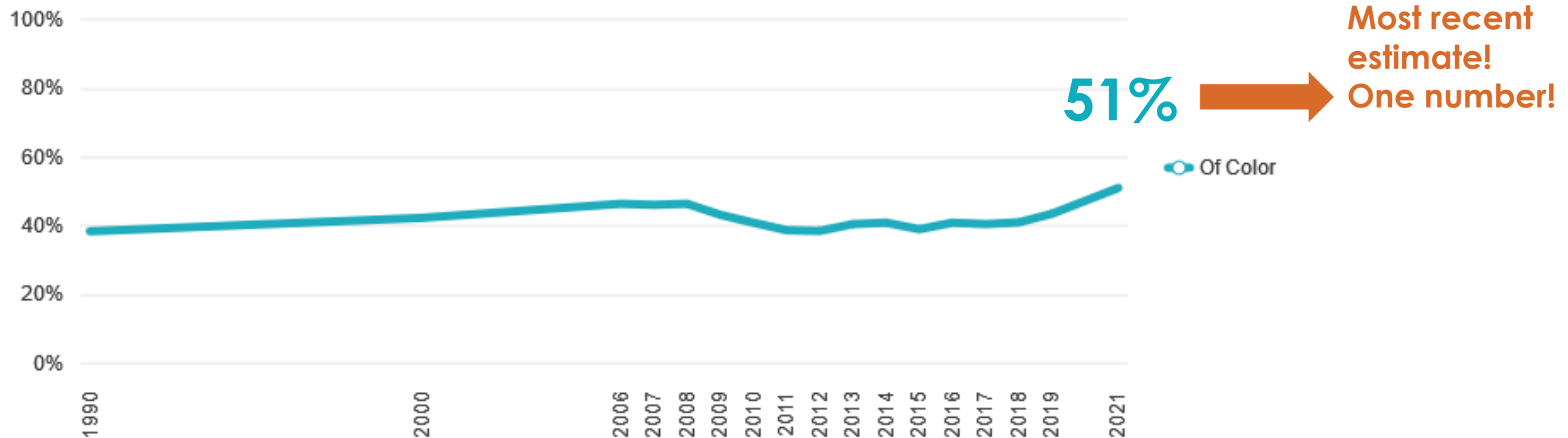
COMPILED by COMPASS

mncompass.org

2. How does that compare?

- Where do things stand **relative to** other time periods, places, or populations?

- Are we getting **better**, **worse**, or **staying the same**?

Homeownership among BIPOC householders is up five percentage points in the last five years.

Homeownership rate by race
Minnesota, 1990-2021

46% 51%

Of Color
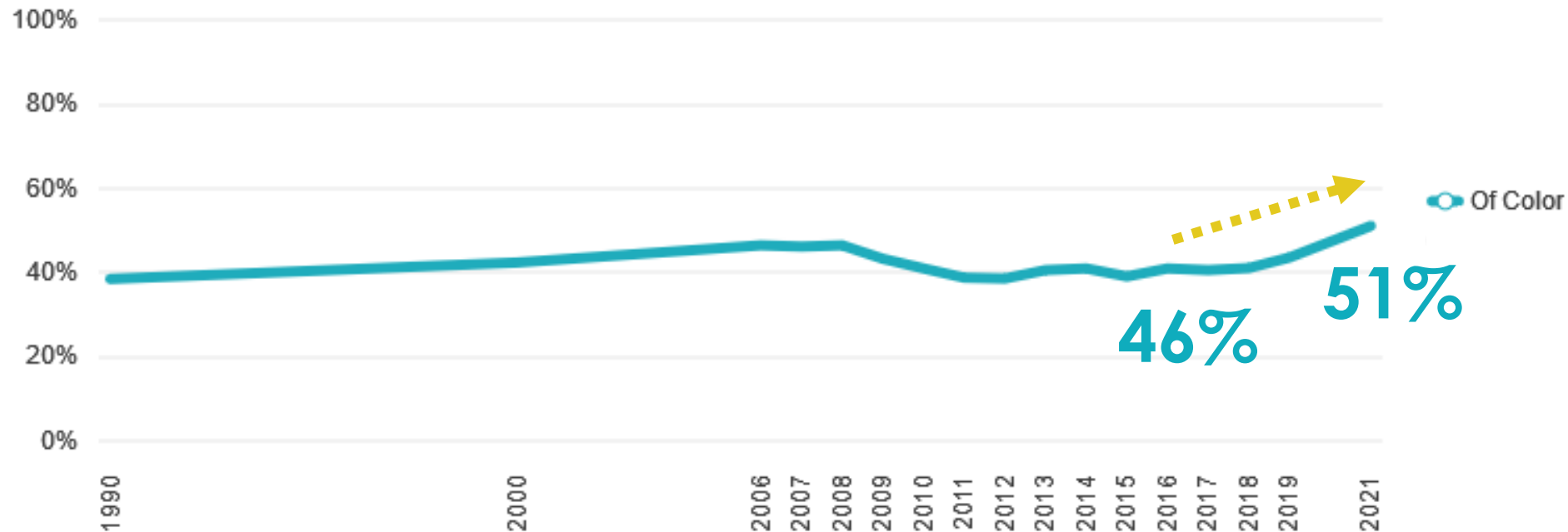
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That's still 22 percentage points lower than the overall homeownership rate.

Homeownership rate by race
Minnesota, 1990-2021

73% (Minnesota (all))

51% (Of Color)

Legend: Of Color; Minnesota (all)
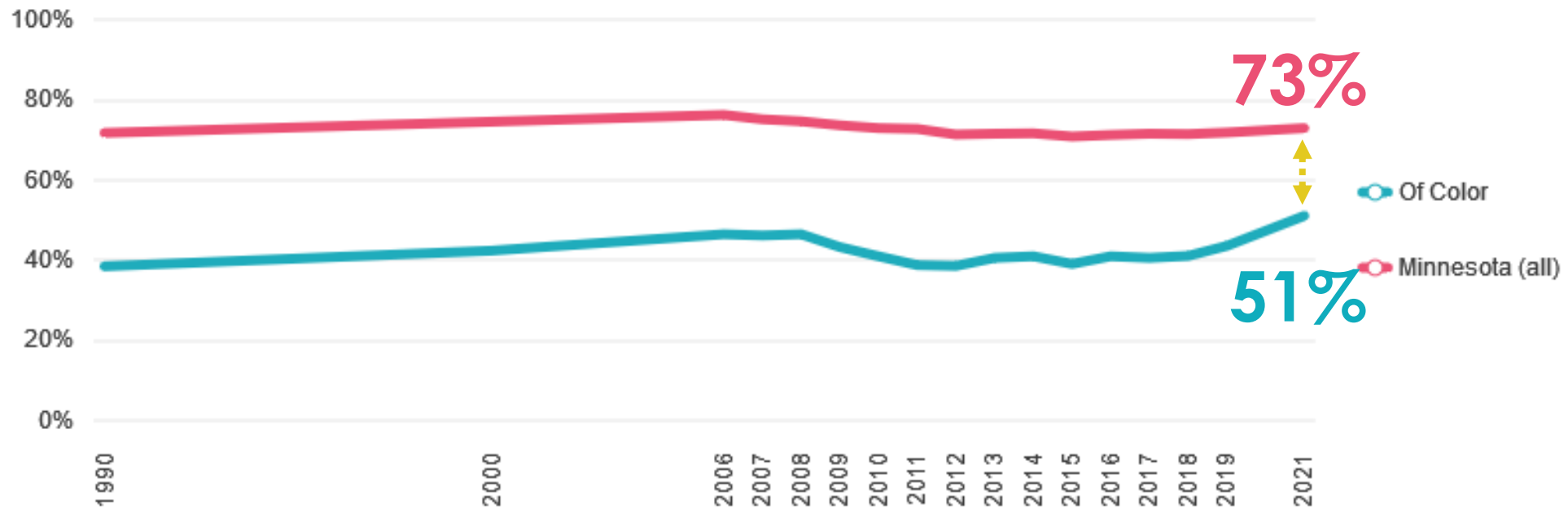
3. Where do we see disparities?

- Compare your "one number" to **other subgroups**.

- Which subgroups are **better** or **worse** than your "one number"?

Across races and ethnicities, most homeownership rates fall above this average. But only 31% of Black householders own their home.

Homeownership rate by racial and ethnic group of the householder
Minnesota, 2021

Group	Rate
American Indian	49.5%
Asian	66.1%
Black	30.5%
Hispanic	56.6%
Other race	56%
Two or more races	59.7%
White (non-Hispanic)	77.5%
Minnesota (all)	73%

51%
of BIPOC householders own their home

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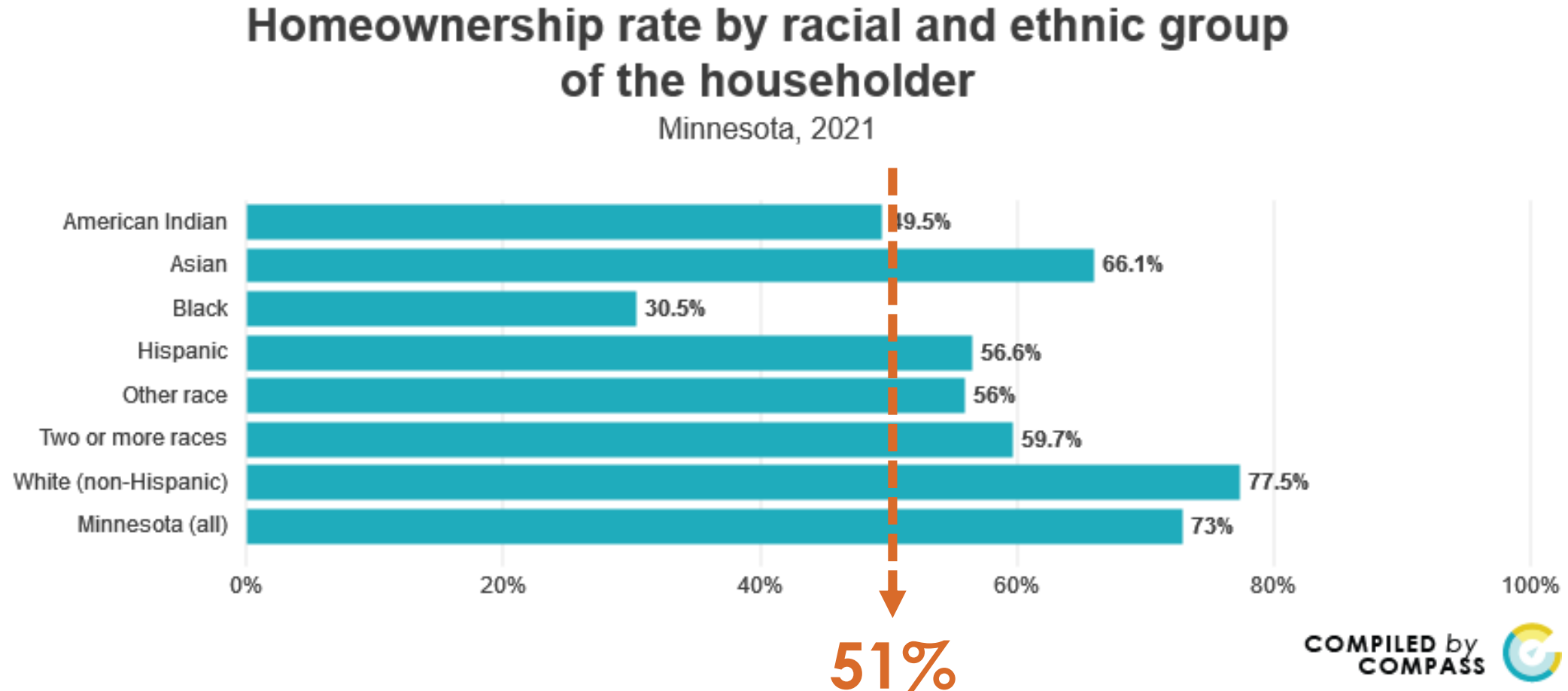
Let's pick a topic and try it together.

Ensuring what we measure is meaningful

Ensuring what we measure is meaningful

1. Ask the question
2. Consider historical context and intersectionality
3. Make sure people feel safe
4. Use both qualitative and quantitative data
5. Involve community members in interpreting data

1. Ask the question

- Consider which **identities** are relevant to the stories you need or want to tell.

- Balance:

  - In order to count, people need to be counted.

  - Will this additional information help me better tell the story or make a more informed decision?

Minnesota Compass

A project of Minne

Minnesota Compass and the Bush
institutional leadership in our stat
Minnesota needs.

Demographic data on who holds le
nonprofits in Minnesota have not b
information about what is helping

1 Analyzing census data

Minnesota Compass researchers analyzed data from the U.S. Census Bureau's American Community Survey to provide estimates of the number of top executives and elected leaders in Minnesota by gender, race, age, education, wage level, disability, veteran status, and more.

2 Surveying local leaders to learn more

Because the national census data is incomplete in many areas, Wilder Research partnered with League of Minnesota Cities, Minnesota Chamber of Commerce, and Minnesota Council of Nonprofits to collect and analyze detailed data on the characteristics of leaders in local government, nonprofits, and businesses across the state.

As many as 1 in 20 leaders identify as lesbian, gay, or bisexual.

Leadership by sexual orientation and sector
Bush Foundation Leadership Scan, 2020

Legend: Lesbian, Gay, Bisexual, Heterosexual, Prefer to self-describe

2. Consider historical context and intersectionality

- Identities are **social constructs**:
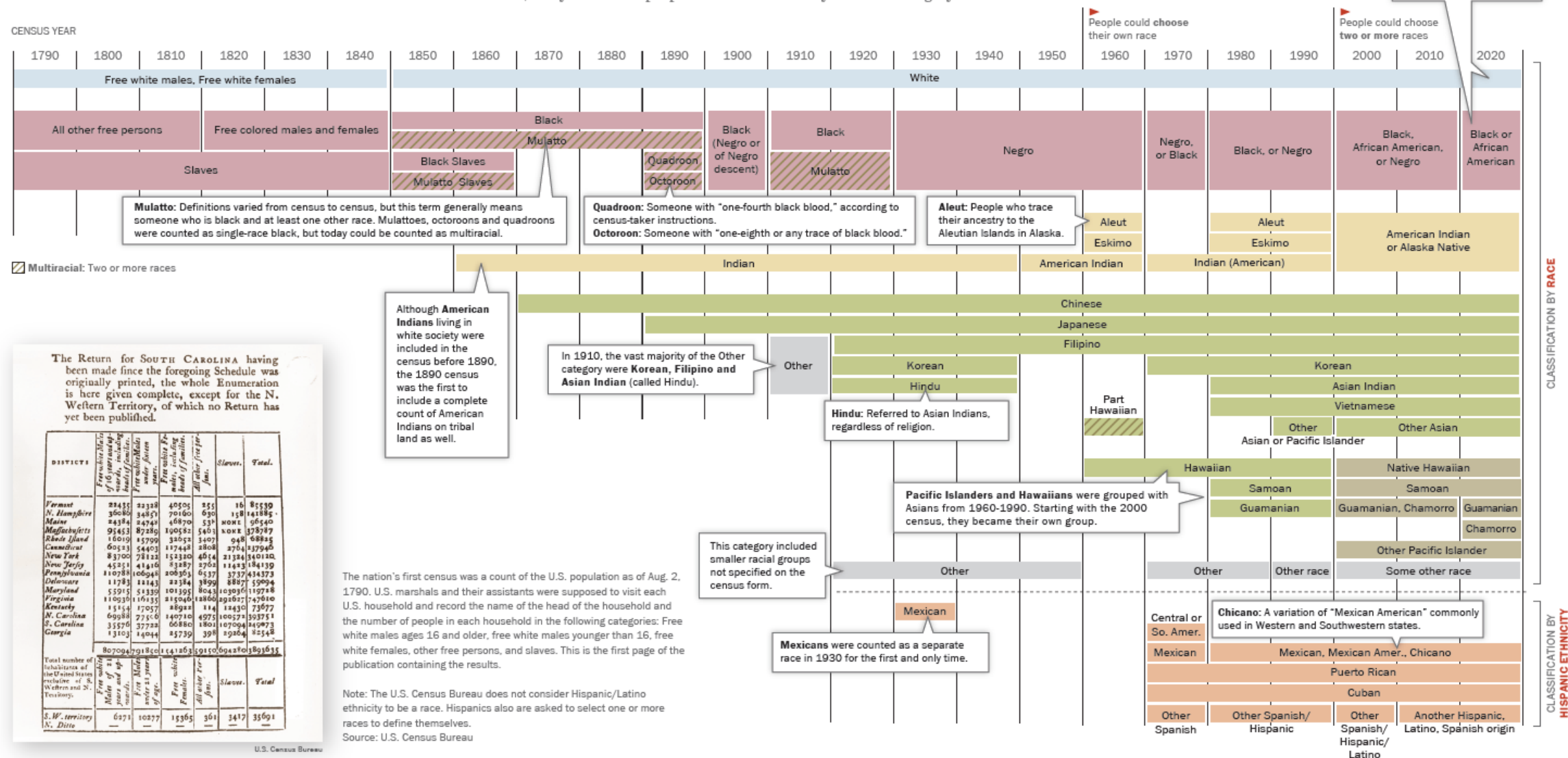
  - How, when, and why you ask someone can affect their answer to demographic questions

  - Definitions change across political boundaries

  - No blood or DNA test can "verify" someone's demographic characteristics

- People have **multiple identities**.

What Census Calls Us
A Historical Timeline

This graphic displays the different race, ethnicity and origin categories used in the U.S. decennial census, from the first one in 1790 to the latest count in 2020. The category names often changed from one decade to the next, in a reflection of current politics, science and public attitudes. For example, "colored" became "black," with "Negro" and "African American" added later. The term "Negro" was dropped for the 2020 census. Through 1950, census-takers commonly determined the race of the people they counted. From 1960 on, Americans could choose their own race. Starting in 2000, Americans could include themselves in more than one racial category. Before that, many multiracial people were counted in only one racial category.

For the first time, people who check one or both of these boxes are asked to write more about their origins, for example German, African American, Jamaican, etc.

People could **choose their own race**

People could choose **two or more races**

CENSUS YEAR

1790 | 1800 | 1810 | 1820 | 1830 | 1840 | 1850 | 1860 | 1870 | 1880 | 1890 | 1900 | 1910 | 1920 | 1930 | 1940 | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2010 | 2020

CLASSIFICATION BY RACE

Free white males, Free white females — White

All other free persons — Free colored males and females

Slaves — Black Slaves — Mulatto Slaves

Black — Mulatto — Quadroon — Octoroon

Black (Negro or of Negro descent) — Black — Negro — Negro, or Black — Black, or Negro — Black, African American, or Negro — Black or African American

Mulatto: Definitions varied from census to census, but this term generally means someone who is black and at least one other race. Mulattoes, octoroons and quadroons were counted as single-race black, but today could be counted as multiracial.

Quadroon: Someone with "one-fourth black blood," according to census-taker instructions.
Octoroon: Someone with "one-eighth or any trace of black blood."

Aleut: People who trace their ancestry to the Aleutian Islands in Alaska.

Multiracial: Two or more races

Although **American Indians** living in white society were included in the census before 1890, the 1890 census was the first to include a complete count of American Indians on tribal land as well.

Indian — American Indian — Indian (American) — American Indian or Alaska Native

Aleut — Eskimo

Chinese

Japanese

Filipino

In 1910, the vast majority of the Other category were **Korean, Filipino and Asian Indian** (called Hindu).

Other — Korean — Hindu — Korean — Asian Indian — Vietnamese — Other Asian

Hindu: Referred to Asian Indians, regardless of religion.

Other
Asian or Pacific Islander

Part Hawaiian — Hawaiian — Native Hawaiian

Samoan — Samoan

Guamanian — Guamanian, Chamorro — Guamanian — Chamorro

Other Pacific Islander

Pacific Islanders and Hawaiians were grouped with Asians from 1960-1990. Starting with the 2000 census, they became their own group.

This category included smaller racial groups not specified on the census form.

Other — Other — Other race — Some other race

CLASSIFICATION BY HISPANIC ETHNICITY

Mexican

Mexicans were counted as a separate race in 1930 for the first and only time.

Chicano: A variation of "Mexican American" commonly used in Western and Southwestern states.

Central or So. Amer.

Mexican — Mexican, Mexican Amer., Chicano

Puerto Rican

Cuban

Other Spanish — Other Spanish/Hispanic — Other Spanish/Hispanic/Latino — Another Hispanic, Latino, Spanish origin

The nation's first census was a count of the U.S. population as of Aug. 2, 1790. U.S. marshals and their assistants were supposed to visit each U.S. household and record the name of the head of the household and the number of people in each household in the following categories: Free white males ages 16 and older, free white males younger than 16, free white females, other free persons, and slaves. This is the first page of the publication containing the results.

Note: The U.S. Census Bureau does not consider Hispanic/Latino ethnicity to be a race. Hispanics also are asked to select one or more races to define themselves.
Source: U.S. Census Bureau

U.S. Census Bureau

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CENSUS YEAR

► People could **choose** their own race

► People could choose **two or more races**

1790 1800 1810 1820 1830 1840 1850 1860 1870 1880 1890 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010 2020

Free white males, Free white females — White

| 1790 | 1800 | 1810 | 1820 | 1830 | 1840 |

Free white males, Free white females

All other free persons

Free colored males and females

Slaves

Negro — Negro, or Black — Black, or Negro — Black, African American, or Negro — Black or African American

Aleut: People who trace their ancestry to the Aleutian Islands in Alaska.

Aleut — Aleut
Eskimo — Eskimo
American Indian — Indian (American) — American Indian or Alaska Native

Chinese
Japanese
Filipino
Korean — Korean
Hindu — Asian Indian
Vietnamese
Part Hawaiian
Other Asian or Pacific Islander — Other Asian

Pacific Islanders and Hawaiians were grouped with Asians from 1960-1990. Starting with the 2000 census, they became their own group.

Hawaiian — Native Hawaiian
Samoan — Samoan
Guamanian — Guamanian, Chamorro — Guamanian
Chamorro
Other Pacific Islander

This category included smaller racial groups not specified on the census form.

Other — Other — Other race — Some other race

CLASSIFICATION BY **RACE**

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Central or So. Amer.
Mexican — Mexican, Mexican Amer., Chicano
Puerto Rican
Cuban
Other Spanish — Other Spanish/Hispanic — Other Spanish/Hispanic/Latino — Another Hispanic, Latino, Spanish origin

CLASSIFICATION BY **HISPANIC ETHNICITY**

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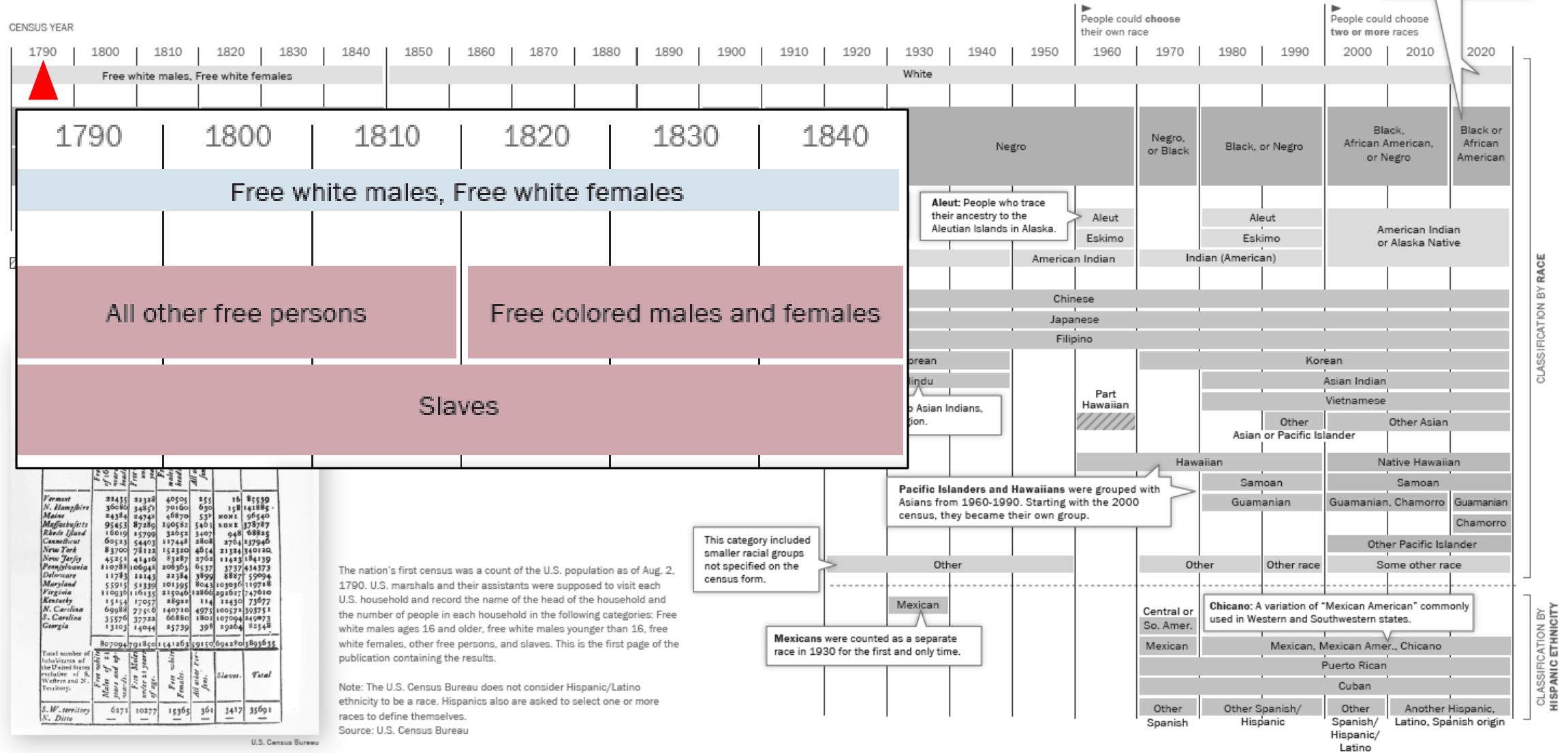Source: U.S. Census Bureau

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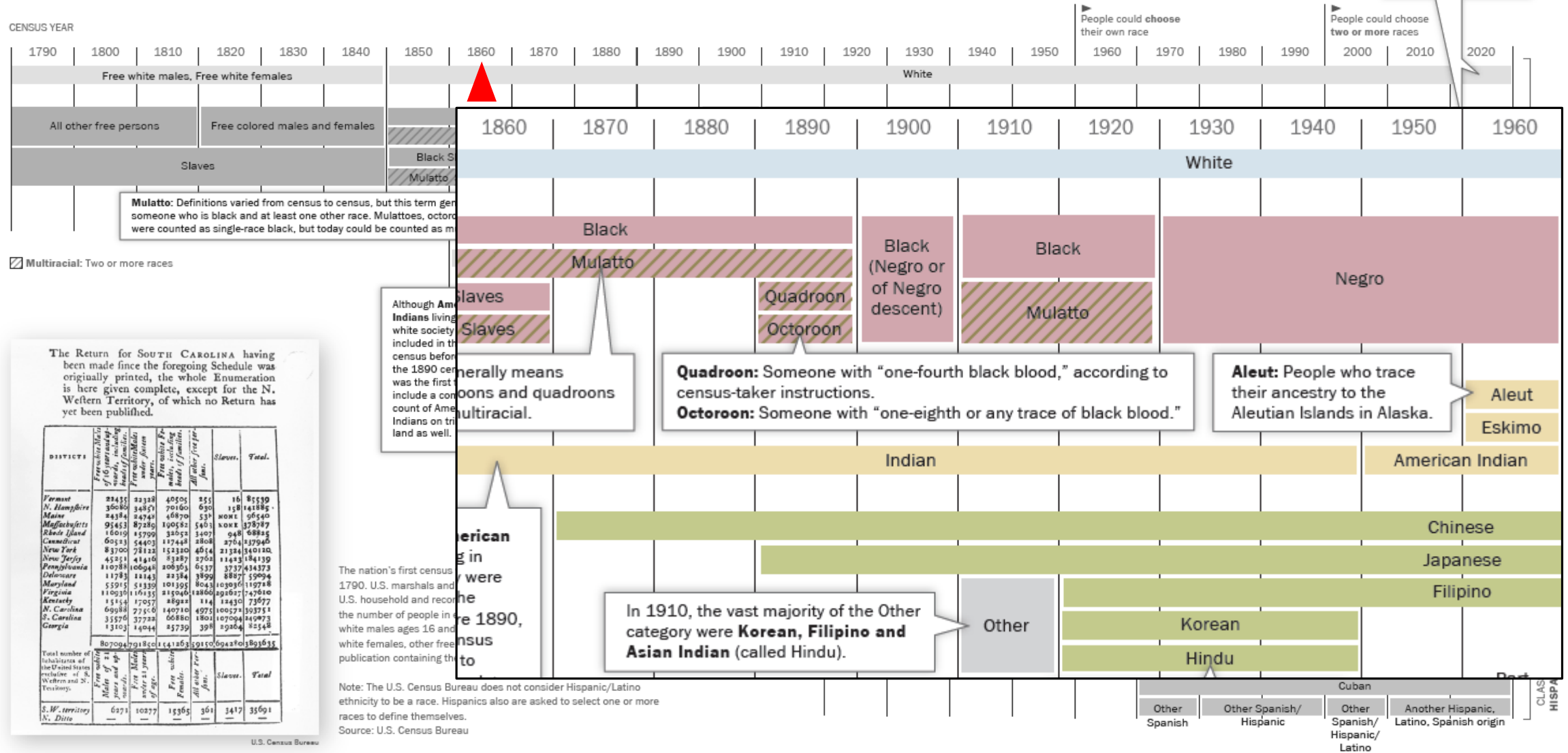
CENSUS YEAR

1790 1800 1810 1820 1830 1840 1850 1860 1870 1880 1890 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010 2020

▶ People could **choose their own race**

▶ People could choose **two or more races**

White

Free white males, Free white females

All other free persons | Free colored males and females

Slaves

Black S...

Mulatto

Mulatto: Definitions varied from census to census, but this term gen... someone who is black and at least one other race. Mulattoes, octoro... were counted as single-race black, but today could be counted as m...

▨ **Multiracial:** Two or more races

The Return for SOUTH CAROLINA having been made since the foregoing Schedule was originally printed, the whole Enumeration is here given complete, except for the N. Western Territory, of which no Return has yet been published.

DISTRICTS					Slaves.	Total.
Vermont	22435	22328	40505	255	16	85539
N. Hampshire	36086	34851	70160	630	158	141885
Maine	24384	24748	46870	538	NONE	96540
Massachusetts	95453	87289	190582	5463	NONE	378787
Rhode Island	16019	15799	32052	3407	948	68825
Connecticut	60523	54403	117448	2808	2764	237946
New York	83700	78122	152320	4654	21324	340120
New Jersey	45251	41416	83287	2762	11423	184139
Pennsylvania	110788	106948	206363	6537	3737	434373
Delaware	11783	12143	22384	3899	8887	59094
Maryland	55915	51339	101395	8043	103036	319728
Virginia	110936	116135	215046	12866	292627	747610
Kentucky	15154	17057	28922	114	12430	73677
N. Carolina	69988	77506	140710	4975	100572	393751
S. Carolina	35576	37722	66880	1801	107094	249073
Georgia	13103	14044	25739	398	29264	82548
Total number of Inhabitants of the United States exclusive of S. Western and N. Territory.	807094	791850	1541263	59150	694280	3893635
S.W. territory	6271	10277	15365	361	3417	35691
N. Ditto						

U.S. Census Bureau

The nation's first census... 1790. U.S. marshals and... U.S. household and recor... the number of people in... re 1890, white males ages 16 an... white females, other free... publication containing th...

Although **Am... Indians** living... white society... included in th... census befor... the 1890 ce... was the first... include a co... count of Ame... Indians on tri... land as well.

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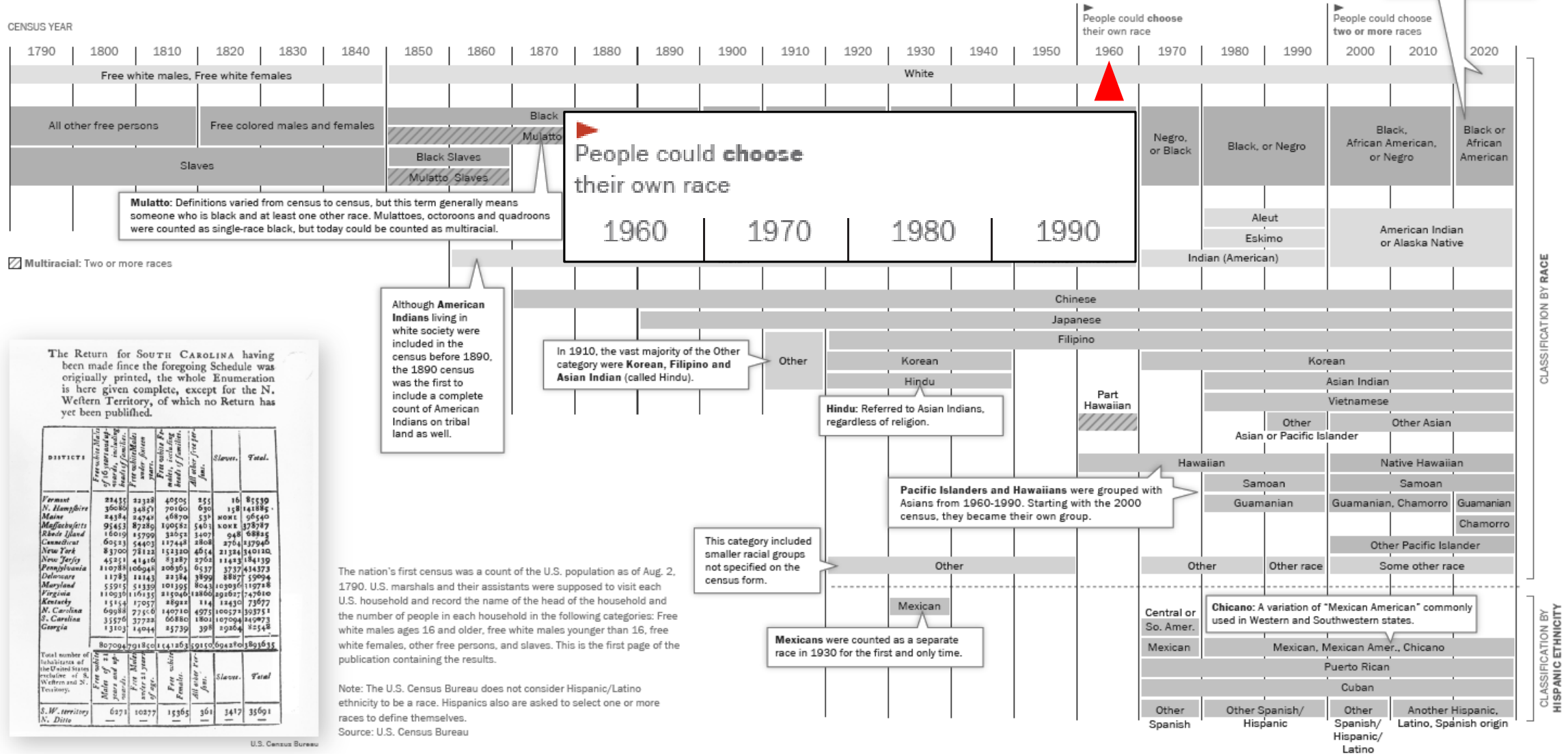Source: U.S. Census Bureau

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[Inset magnification]

1860	1870	1880	1890	1900	1910	1920	1930	1940	1950	1960

White

Black

Mulatto

Slaves

Slaves

Black (Negro or of Negro descent)

Quadroon

Octoroon

Black

Mulatto

Negro

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...nerally means ...oons and quadroons ...ultiracial.

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American Indian

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...erican ...g in ...y were ...he re 1890, ...nsus ... to

Chinese

Japanese

Filipino

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Other Spanish | Other Spanish/ Hispanic | Other Spanish/ Hispanic/ Latino | Another Hispanic, Latino, Spanish origin
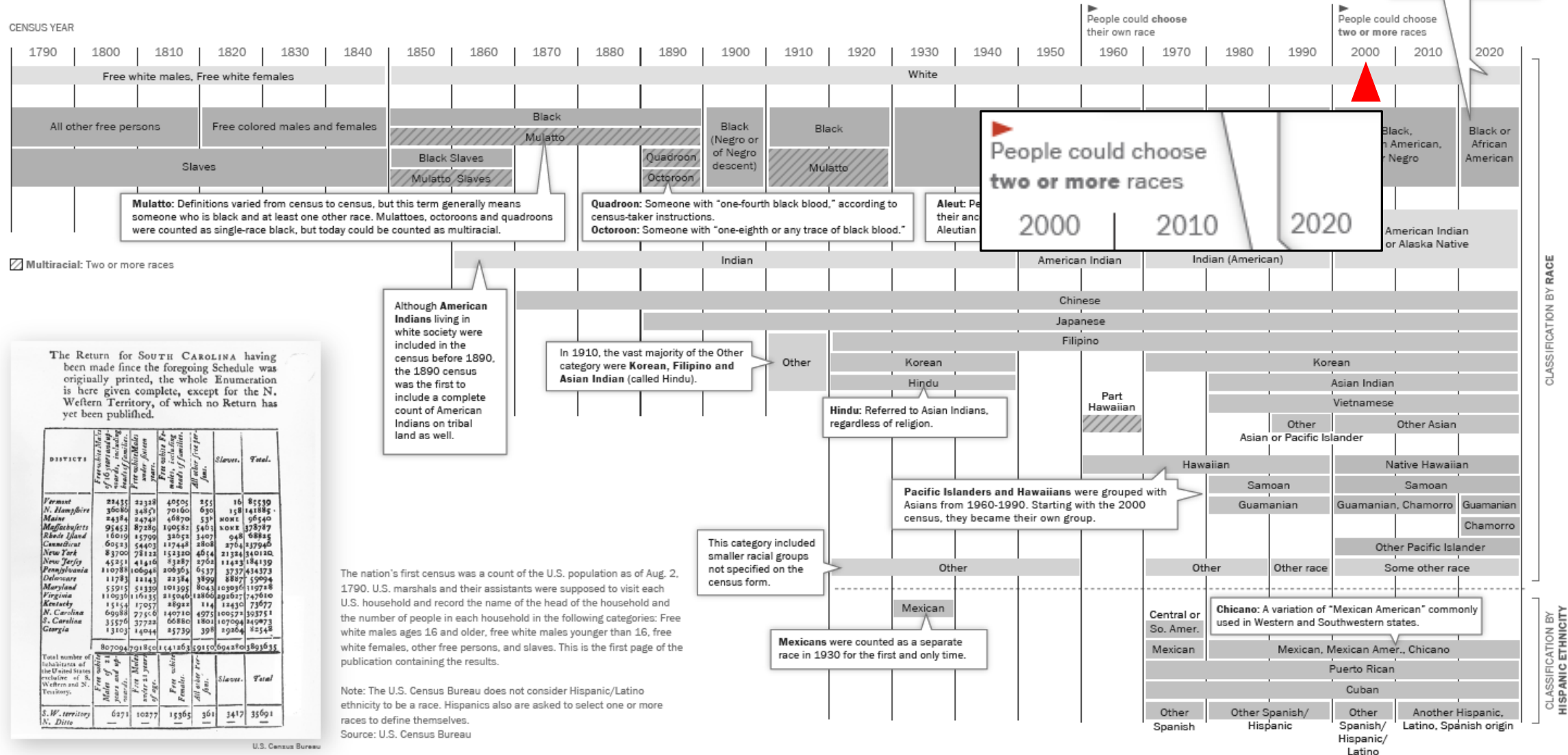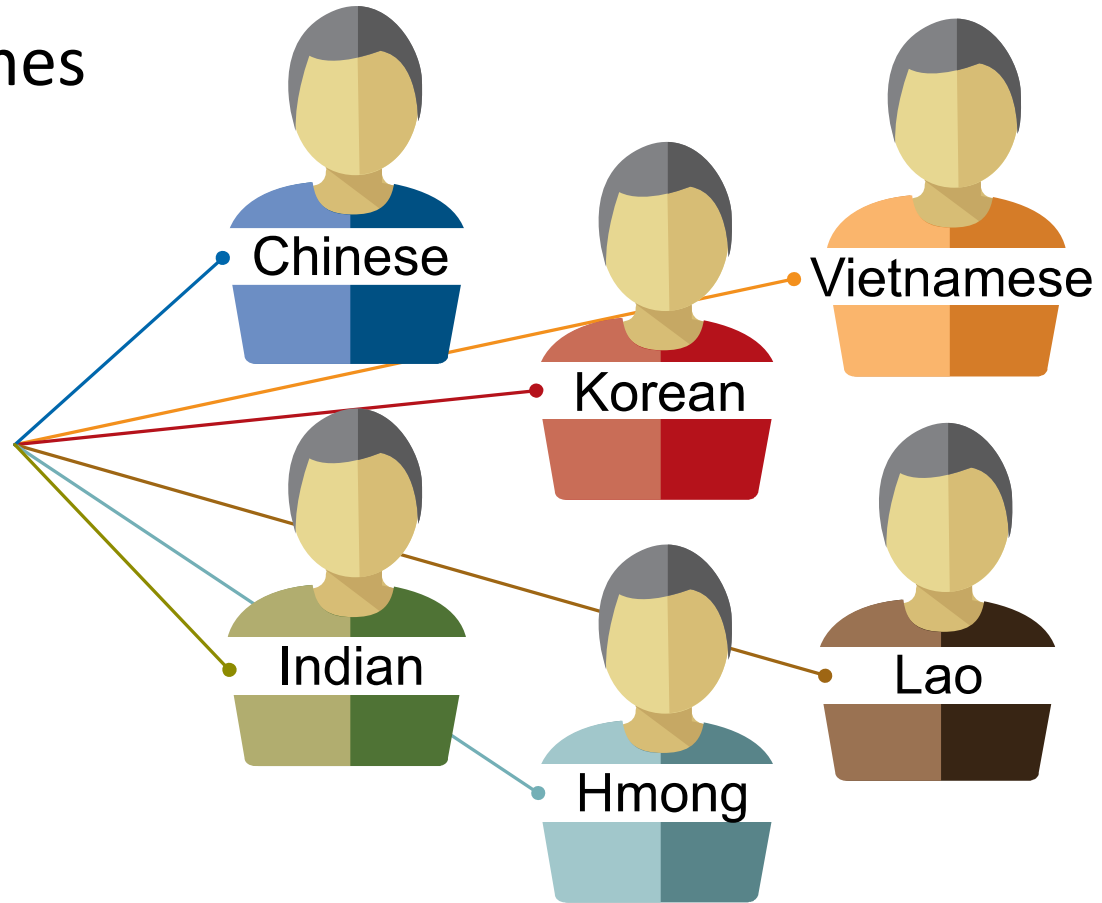
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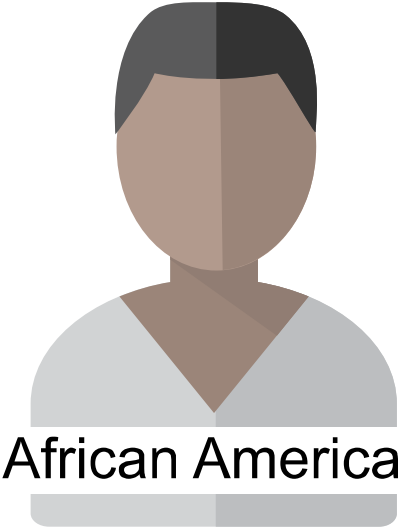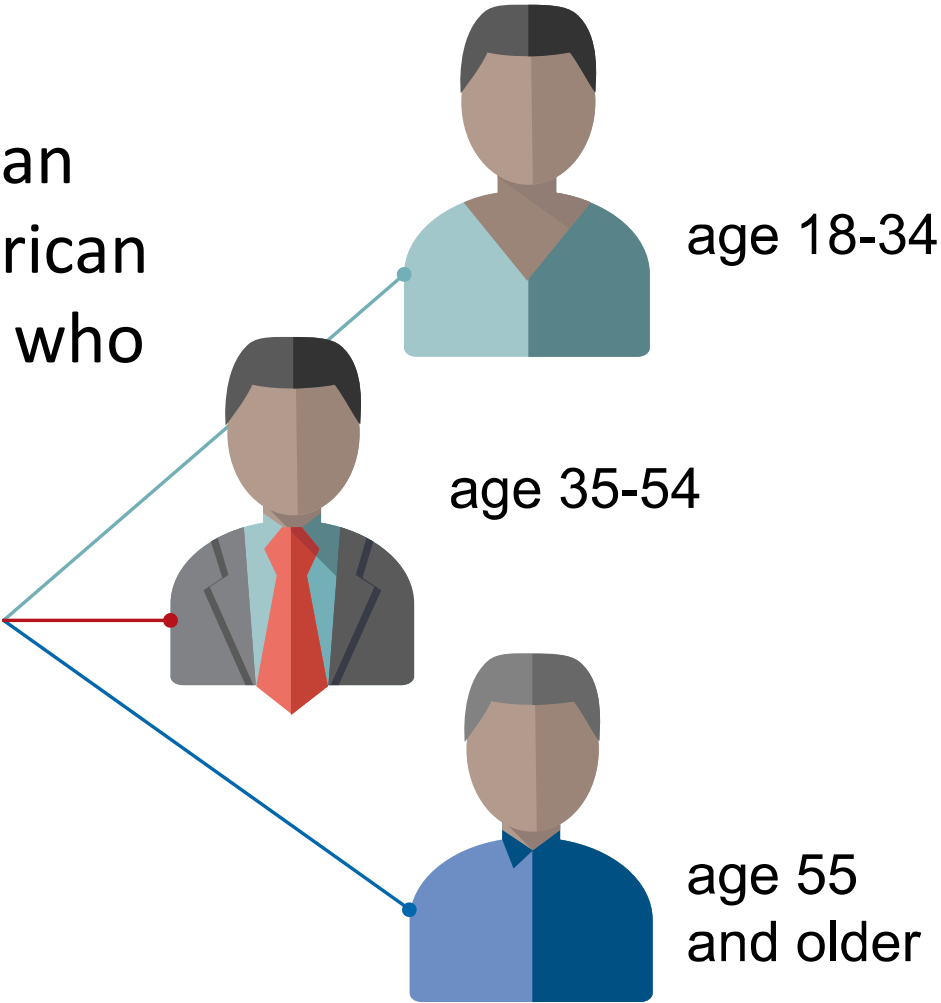
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CENSUS YEAR

| 1790 | 1800 | 1810 | 1820 | 1830 | 1840 | 1850 | 1860 | 1870 | 1880 | 1890 | 1900 | 1910 | 1920 | 1930 | 1940 | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2010 | 2020 |

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- Slaves → Black Slaves → Mulatto Slaves
- Negro, or Black → Black, or Negro → Black, African American, or Negro → Black or African American
- Aleut
- Eskimo
- Indian (American) → American Indian or Alaska Native
- Chinese
- Japanese
- Filipino
- Other → Korean → Korean
- Hindu → Asian Indian
- Vietnamese
- Other → Other Asian
- Asian or Pacific Islander
- Part Hawaiian → Hawaiian → Native Hawaiian
- Samoan → Samoan
- Guamanian → Guamanian, Chamorro → Guamanian
- Chamorro
- Other Pacific Islander
- Other → Other race → Some other race

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▨ **Multiracial:** Two or more races

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| 1960 | 1970 | 1980 | 1990 |

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CLASSIFICATION BY HISPANIC ETHNICITY

- Central or So. Amer.
- Mexican → Mexican → Mexican, Mexican Amer., Chicano
- Puerto Rican
- Cuban
- Other Spanish → Other Spanish/ Hispanic → Other Spanish/ Hispanic/ Latino → Another Hispanic, Latino, Spanish origin

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2000 2010 2020

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Free colored males and females

Black

Mulatto

Slaves

Black Slaves

Mulatto Slaves

Black (Negro or of Negro descent)

Black

Quadroon

Octoroon

Mulatto

Aleut: Pe... their anc... Aleutian...

Black, ... n American, ... Negro

Black or African American

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American Indian or Alaska Native

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Chinese

Japanese

Filipino

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Hindu

Korean

Asian Indian

Vietnamese

Other Asian

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Part Hawaiian

Other

Asian or Pacific Islander

Hawaiian

Native Hawaiian

Samoan

Samoan

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Guamanian

Guamanian, Chamorro

Guamanian

Chamorro

Other Pacific Islander

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Other race

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Cuban

Other Spanish

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Sixteen percent of BIPOC residents live below the poverty level.

Individuals below the poverty level by race
Minnesota, 1999-2021
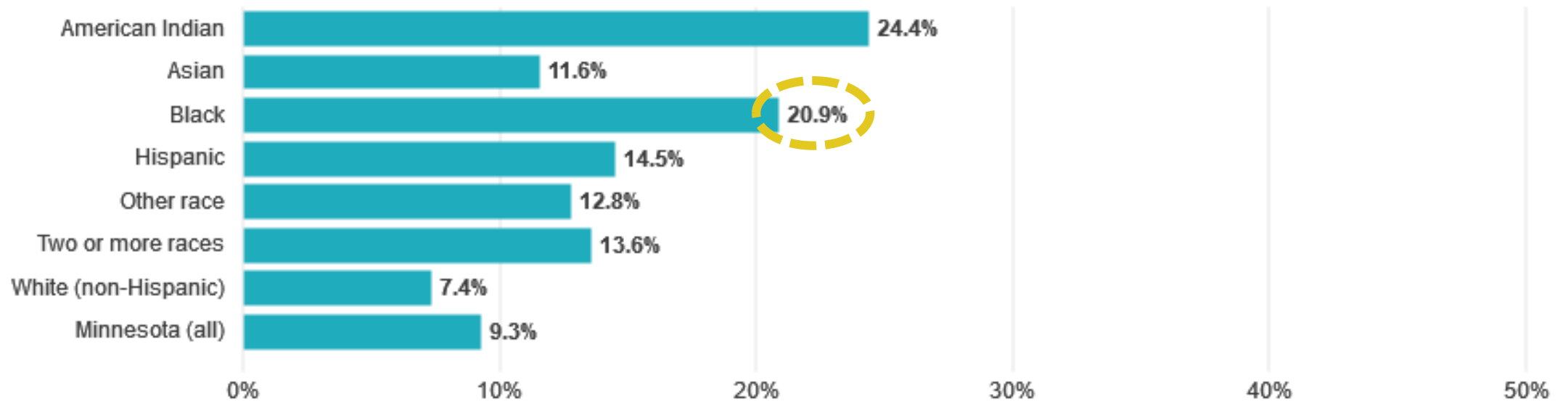
16%

- Of Color
- White (non-Hispanic)
- Minnesota (all)
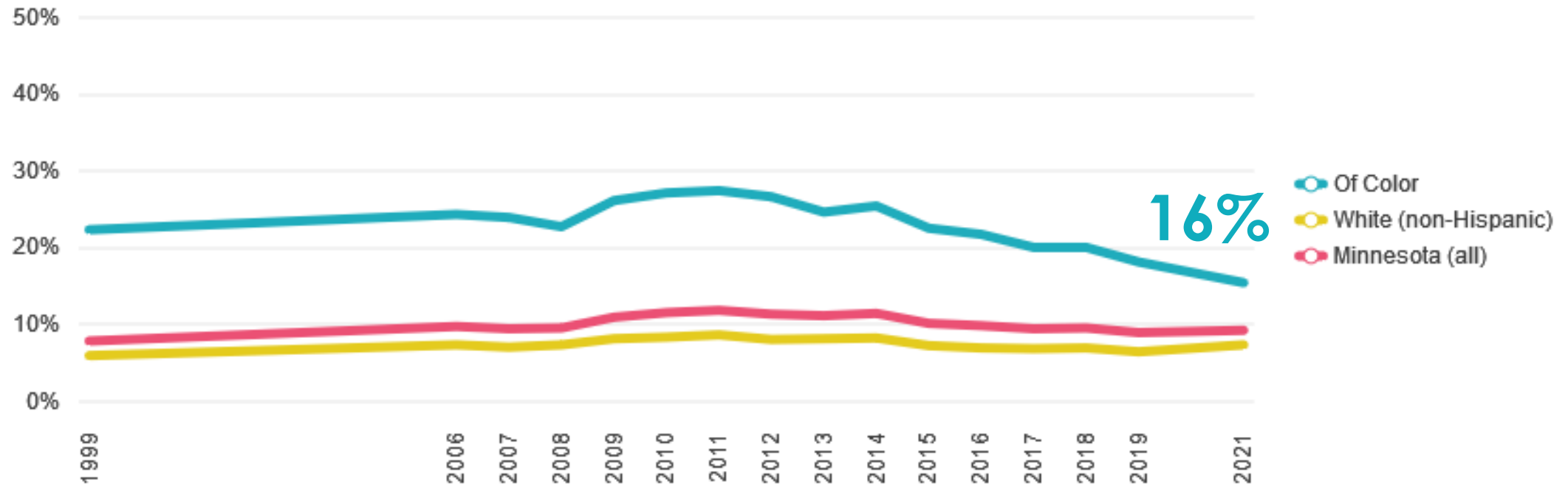
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Twenty-one percent of Black residents live below the poverty level.

Individuals below the poverty level
by racial and ethnic group
Minnesota, 2021

Racial and ethnic group	Percent
American Indian	24.4%
Asian	11.6%
Black	20.9%
Hispanic	14.5%
Other race	12.8%
Two or more races	13.6%
White (non-Hispanic)	7.4%
Minnesota (all)	9.3%

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Forty-seven percent of Somali residents live below the poverty level.

ALL MINNESOTANS

Somali population

Poverty (2016-2020)	
All people for whom poverty status is determined	82,197
With income below poverty	47.0%

3. Make sure people feel safe

- People may feel **unsafe** about disclosing information.

- Consider:

  - Have you made people aware of how their information will or will not be used? How it will be stored and shared?

  - Is your request for information tied to the person's ability to access services? If not, is it possible that the person believes it is?

THE CITIZENSHIP QUESTION ON THE 2020 CENSUS 🔗

Is this person a citizen of the United States?

☐ Yes, born in the United States

☐ Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas

☐ Yes, born abroad of U.S. citizen parent or parents

☐ Yes, U.S. citizen by naturalization – *Print year of naturalization* ↙

[   ]

☐ No, not a U.S. citizen

Commerce Secretary Wilbur Ross approved a late request from the Justice Department for a citizenship question to be added to the 2020 census. The last time a citizenship question was among the census questions for all U.S. households was in 1950, although smaller Census Bureau surveys have included questions about citizenship. The Justice Department says it needs a better count of voting-age citizens from the census in order to enforce protections against voting discrimination under the Voting Rights Act. But critics of the citizenship question say they're worried adding the question will discourage noncitizens, especially unauthorized immigrants, from participating in the national headcount. More than two dozen cities and states have filed lawsuits to try to remove the question.

Opposition to the citizenship question was rooted among local governments and advocacy groups representing ethnic minorities, all of whom feared that the question's mere presence on the census would deter noncitizens and even legal immigrants from filling out the form for fear of government retaliation.

The New York Times

mncompass.org

4. Use both qualitative and quantitative data

- Seek information from **multiple sources** when trying to unpack complex social issues.

- **One data source is rarely enough** to paint a full picture.

Quantitative and Qualitative Data

Quantitative

- Quantify a problem

- Data that can be counted or compared on a numeric scale

- Show current issues or trends

Qualitative

- Describe qualities or characteristics

- Explains more nuance around an issue

Quantitative and Qualitative Data: An Example

Quantitative

Census data:

- There is growing racial and ethnic diversity in rural communities.

Qualitative

Community perspectives:

- Economic strength

- Cultural and language barriers prevent integration into community

- Lack of integration efforts to create welcoming community

5. Involve community members in interpreting data

- Rely on **community wisdom** when deciding how to collect data, interpret information, make meaning, and generate recommendations.

- **Rely on the experts** – those who are directly affected by the issue.

Minnesota Compass

Updated: Minnesota's La... numbers—An overview... Minnesota Compass d...

October 11, 2021

Authors: Rodolfo Gutierrez and Daisy Richmond

Hispanic Advocacy and Community Empowerment through Researc...

UPDATED OCTOBER 2021

More than 345,000 people of Latino descent live in Minnesota, makin... population. While this total may sound modest in size, Latino popula... Minnesota has been quite large, increasing 38% since 2010, compare... state. Minnesota's Latino population also continues to grow in visibili...

But what do we mean when we say "Latino?" To some, it may conjur... people. However, nothing could be further from the truth.

African Economic Development Solutions

Building wealth within African immigrant communities.

HOME ⌄   PROGRAMS AND SERVICES ⌄   EVENTS ⌄   REGISTER ⌄

DATA & RESEARCH

COMPILED by COMPASS

This data was compiled by **Minnesota Compass**, a project of **Wilder Research**.

African-born population
Twin Cities 7-county region, 2005-2020

VIEW MARGIN OF ERROR

POPULATION	2005-2009	2016-2020
African-born population	54,924	105,208
Native-born children (age 0-17) with at least one African-born parent*	19,192	58,008

LENGTH OF TIME IN U.S.		
0-5 years	39.4%	24.2%
6-10 years	35.4%	18.8%
11-15 years	12.7%	20.2%
16-20 years	5.9%	19.5%
21+ years	6.6%	17.3%

Recap of today's presentation

1. Why use data?

2. How to tell your story using data

3. Ensuring what we measure is meaningful

What gives me hope?

Data collection is constantly evolving and improving so that we get better at measuring what is meaningful

United States® Census Bureau

Household Pulse Survey Updates Sex Question, Now Asks About Sexual Orientation and Gender Identity

While earlier versions of the HPS asked respondents for their sex (male or female), Phase 3.2 rewords this question and adds two new items.

- *What sex were you assigned at birth on your original birth certificate?*

  Choice of answers: *Male or Female.*

- *Do you currently describe yourself as male, female or transgender?*

  Choice of answers: *Male, Female, Transgender or None of these.*

The latest version of the survey now asks about sexual orientation, too:

- *Which of the following best represents how you think of yourself?*

  Choice of answers: *Gay or lesbian; Straight, that is not gay or lesbian; Bisexual; Something else; I don't know.*

What gives me hope?

Data collection is constantly evolving and improving so that we get better at measuring what is meaningful

Census Ready to Study Combining Race, Ethnicity Questions

U.S. Bureau officials say they are ready to start examining changes that would combine race and ethnic questions and add a Middle Eastern and North African category on the 2030 census questionnaire.

By Associated Press | May 6, 2022, at 3:53 p.m.

mncompass.org

Additional Resources

Storytelling with data: Where do I begin?

June 7, 2021

MEET THE AUTHOR

Allison Liuzzi →

MINNESOTA COMPASS
PROJECT DIRECTOR

email Allison

mncompass.org

Additional Resources

Race data disaggregation: What does it mean? Why does it matter?

April 4, 2018

MEET THE AUTHOR

Nicole MartinRogers →
RESEARCH SCIENTIST
email Nicole

Additional Resources

Who Counts, and How to be Counted

10/26/20

Categories: Social Equity

I am a Jewish, bisexual woman and I am a researcher, and from all of these perspectives the questions of who counts and how to be counted are important ones. It is meaningful that the word "counts" can refer to both the number of something and its importance. In our society, in order to count (to matter), you need to be counted (be visible to those who are counting).

National Coming Out Day, which was Oct. 11, speaks to the inextricable relationship between being visible and being empowered. People with the courage to publicly identify as lesbian, gay, bisexual, transgender, queer or another marginalized gender identity or sexual orientation (LGBTQ+) have changed the world by making clear that LGBTQ+ lives are important.

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What questions, thoughts, comments, or feedback do you have for me?

Please be in touch!

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