

The Story of Data (IHCDA's Version)

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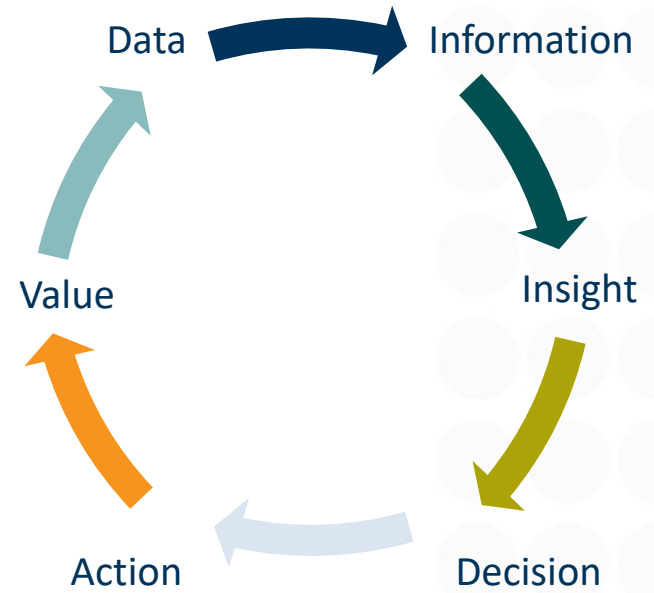
“Those who tell the stories rule the world.”
– *Brenée Brown*



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Analytics Path to Value



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“Maybe stories are just data with a soul.” – *Brenée Brown*

DATA STORYTELLING

THE THREE ELEMENTS OF DATA STORYTELLING



DATA



NARRATIVE



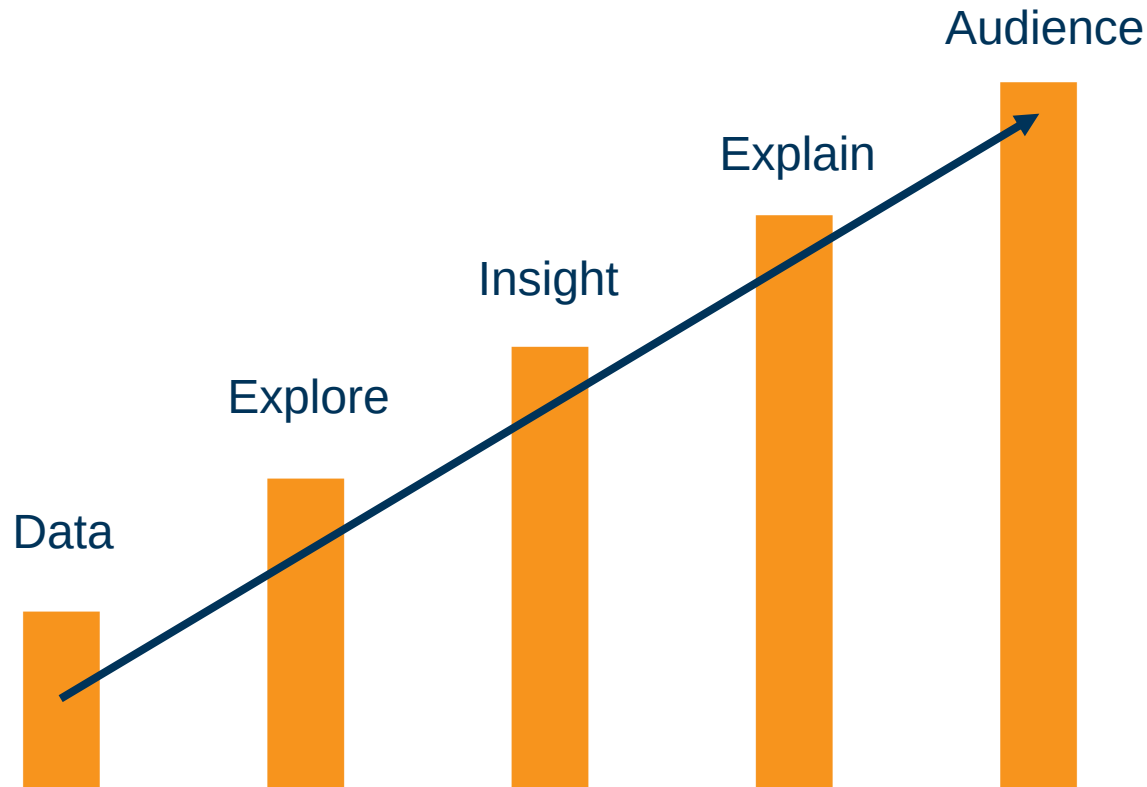
VISUAL



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PROCESS FOR DEVELOPING A DATA STORY



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PRINCIPLES OF GOOD DATA STORYTELLING



Founded
in data



Limit your
focus



Ensure your
insights are
understood



Highlight the
people
behind the
numbers



Use
visual
anchors



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FOUNDED IN DATA



- Records in HMIS
- APR/CAPER
 - Number of people served
 - Demographics
 - Data quality
- System Performance Measures
- PIT results
- Regional Housing Inventory Chart
- Other HMIS reports
- Census data
- Local data
- Etc.

LIMIT YOUR FOCUS



- The number of youth experiencing homelessness
- Performance: successful exits to permanent destinations
- How long people experience homelessness
- How fast people move into housing
- Number of units available to house people
- Homeless veterans
- Etc.

ENSURE YOUR INGHTS ARE UNDERSTOOD



Between 2022 and 2024:

- The percentage of clients in our region who moved into housing went from 85% to 60%
- Our funding increased by 20%
- We need 30 affordable units to rent to reach our goal of housing 95% of our homeless population
- If we do not spend our funding, we will lose it in the next fiscal year

HIGHLIGHT THE PEOPLE BEHIND THE NUMBERS

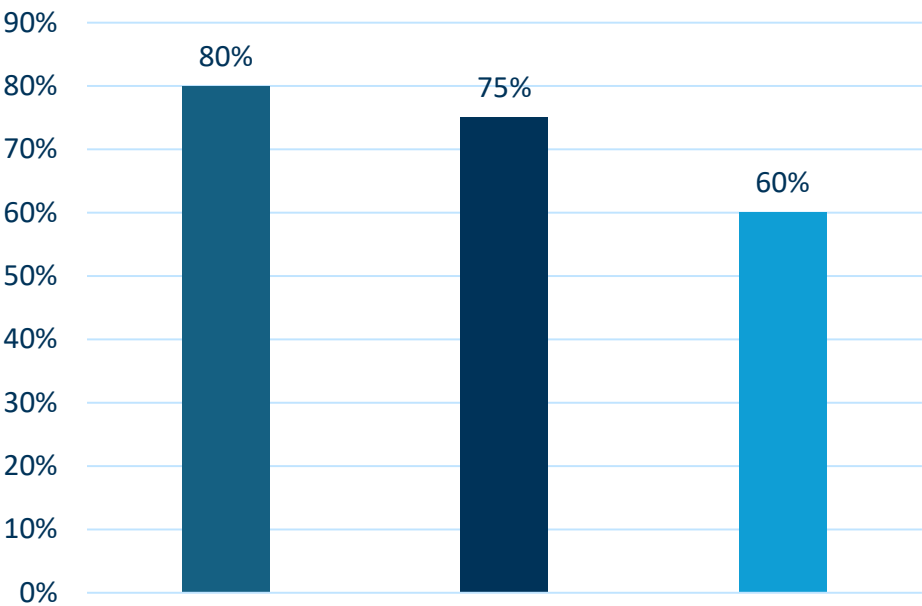


- The 30 units would be able to house 10 families and 20 individuals.
 - One of our families has been experiencing homelessness for over a year. The family consists of a mom and 5 children ages 3 to 15. Mom works 2 jobs and has some health issues.
 - 7 of our individuals are 65 years old or older and have been homeless for over 3 years. They all have health issues and are unable to work.

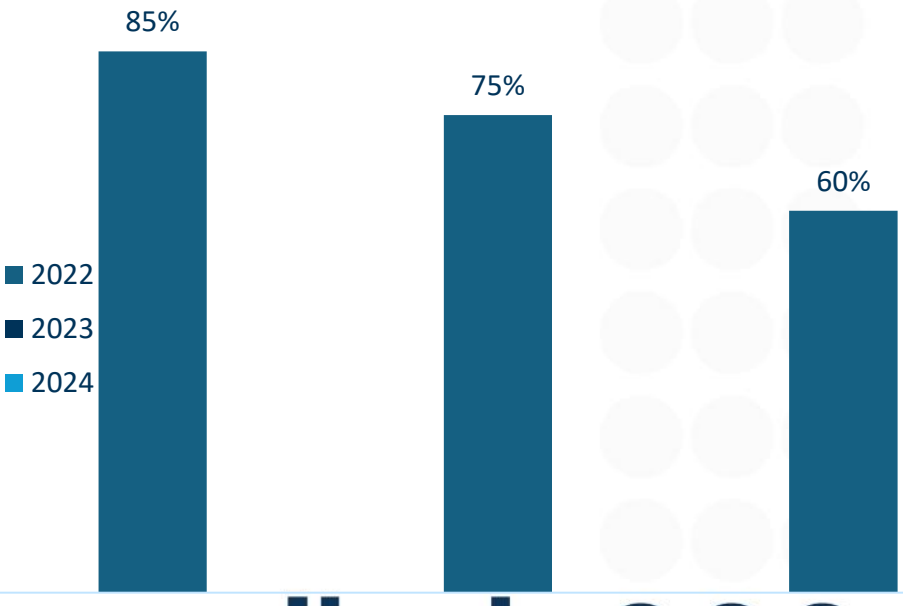
USE VISUAL ANCHORS: REDUCE THE NOISE AND STRENGTHEN THE SIGNAL



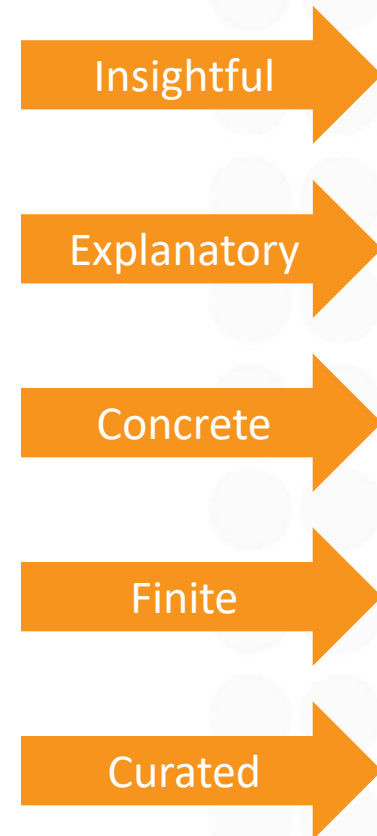
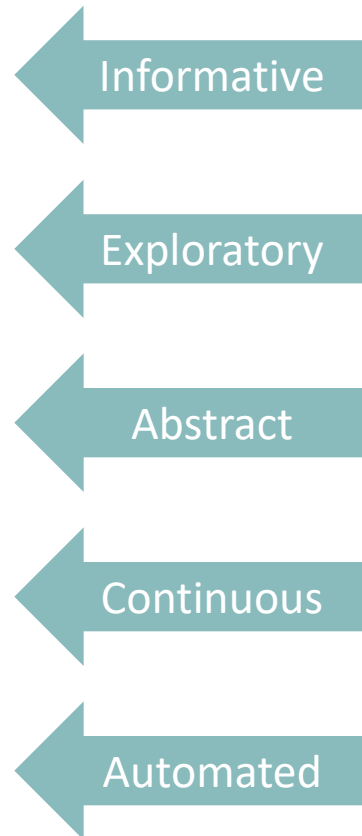
The percentage of clients in our region who moved into housing went from 85% to 60%



The percentage of clients in our region who moved into housing went from 85% to 60%



DATA STORYTELLING IS NOT THE SAME AS DATA VISUALIZATION



THREE QUESTIONS TO ASK ABOUT YOUR INSIGHTS

Why should the audience care?

What should they do about it?

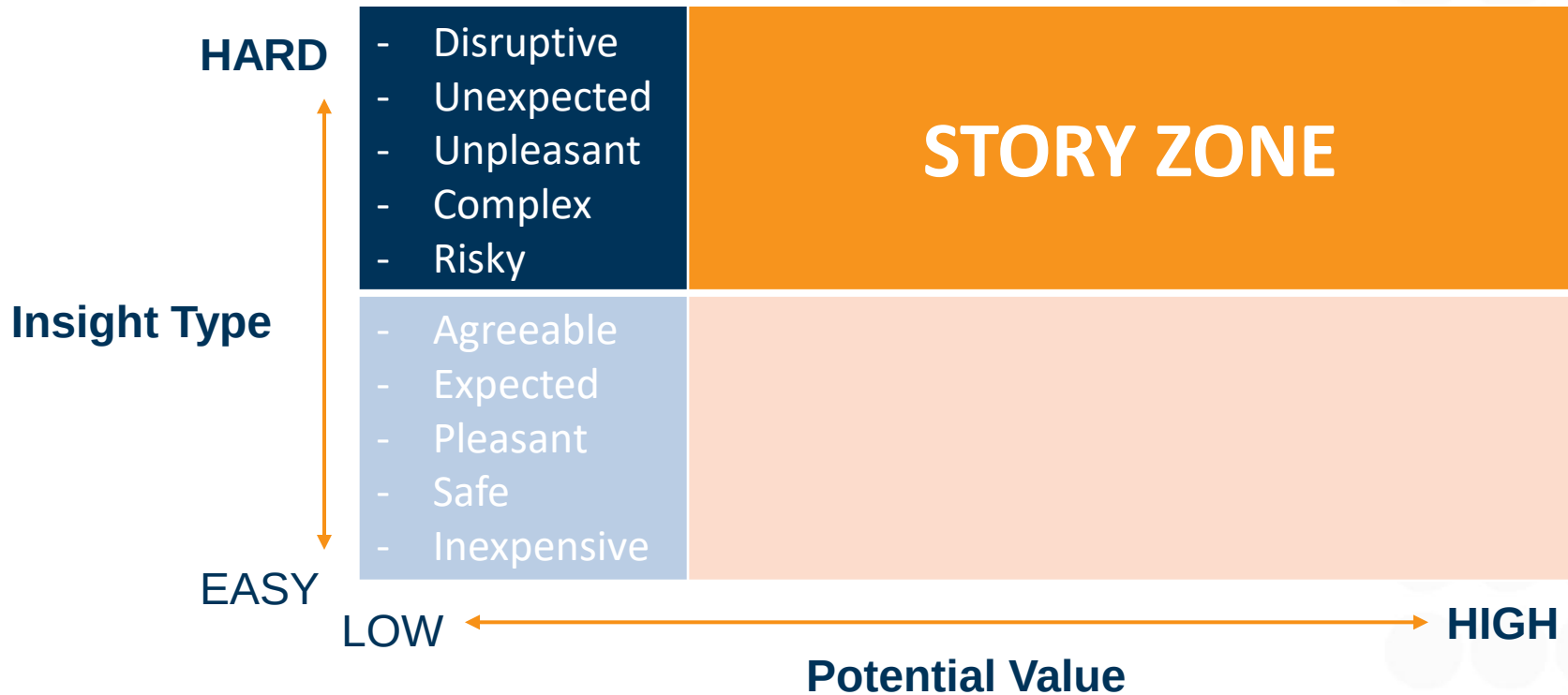
What is the potential business impact?



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THE STORY ZONE



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AUDIENCE CONSIDERATIONS

Key goals and
priorities

Beliefs and
preferences

Specific
expectations

Opportune
timing

Topic
familiarity

Data literacy

Seniority
level

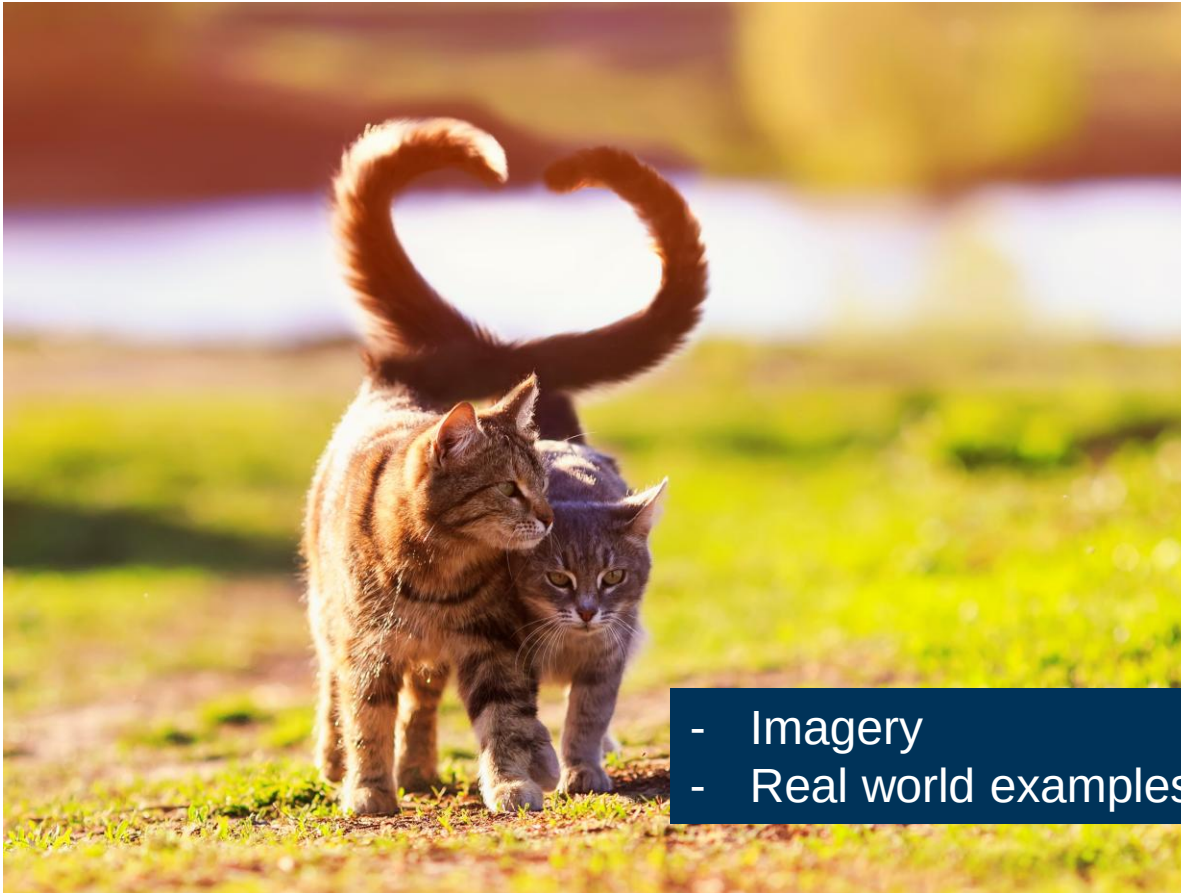
Audience mix



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HOW CAN I MAKE MY DATA MORE RELATABLE?



- Imagery
- Real world examples



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We All Have Data We Can Tell a Story With

REGION 5



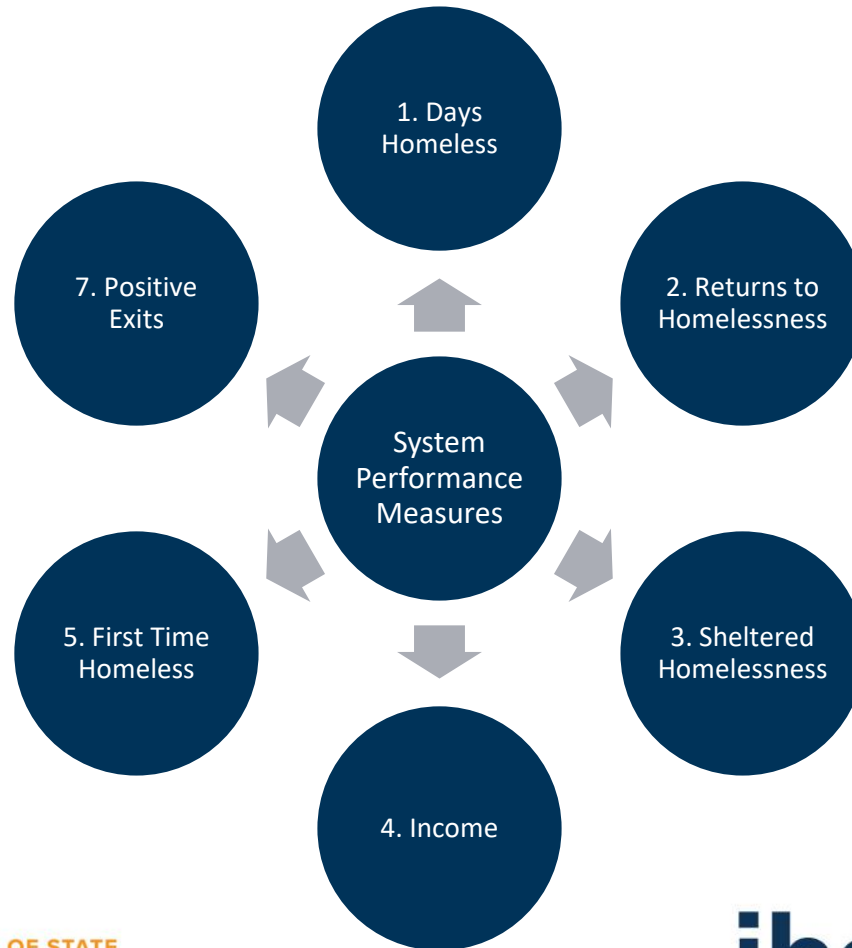
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HOW DOES THIS RELATE TO YOU?



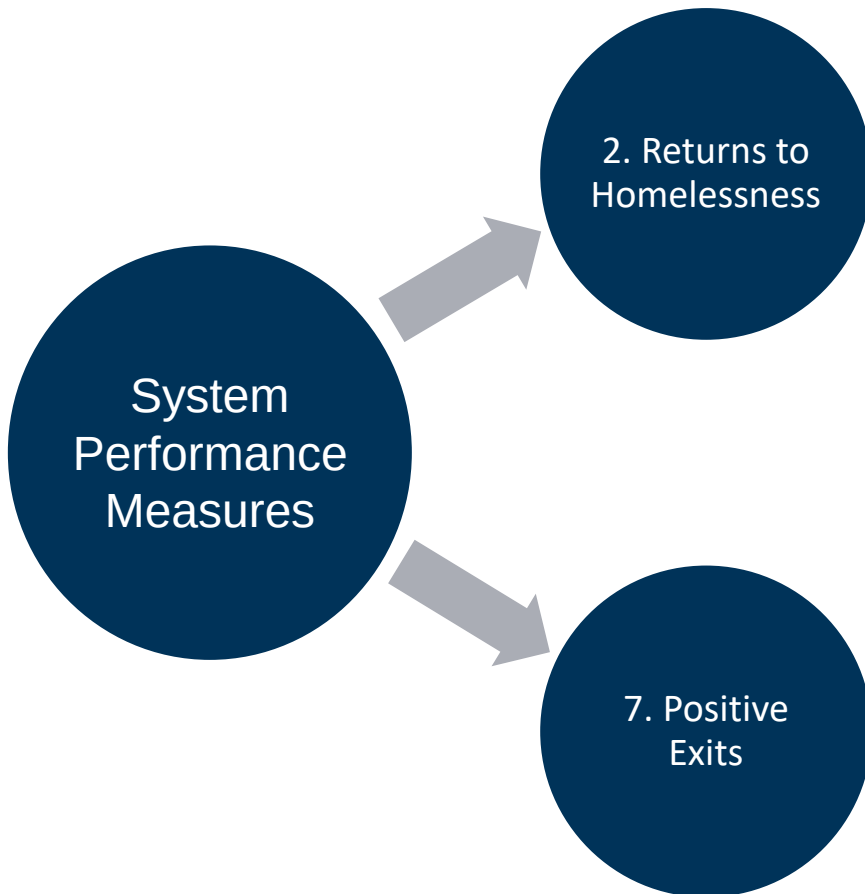
PRINCIPLE #1: FOUNDED IN DATA



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PRINCIPLE #2: LIMIT YOUR FOCUS

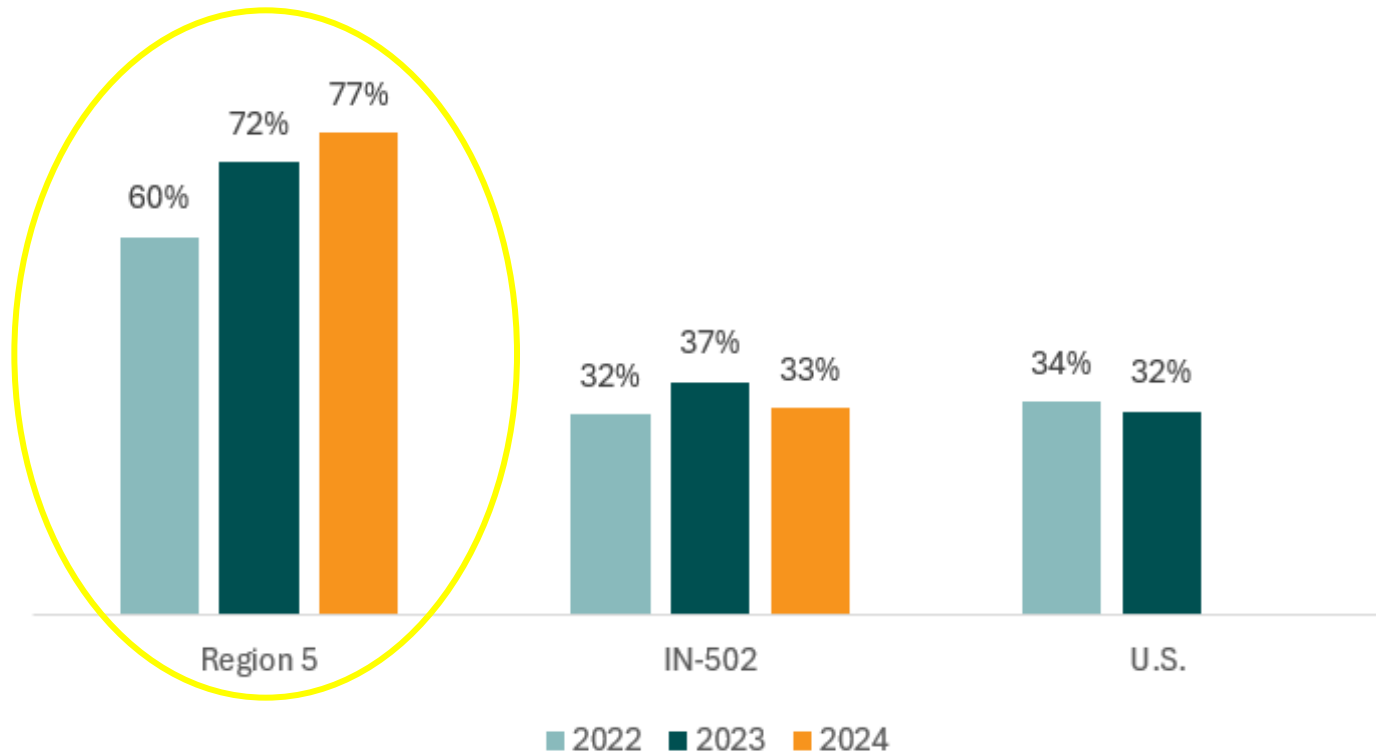


- How often do people return to homelessness?

- How many people are successfully exited to permanent destinations?

PRINCIPLE #3: ENSURE YOUR INSIGHTS ARE UNDERSTOOD

Region 5 has more than double the percentages of successful exits to permanent destinations compared to state and national averages

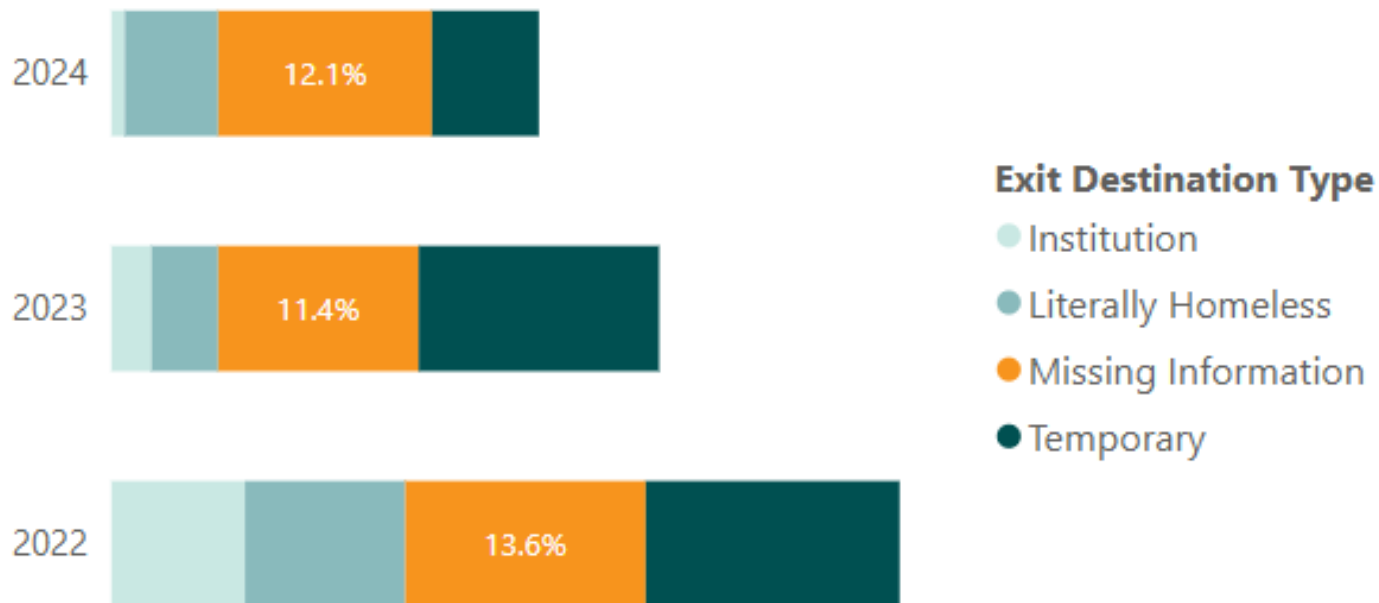


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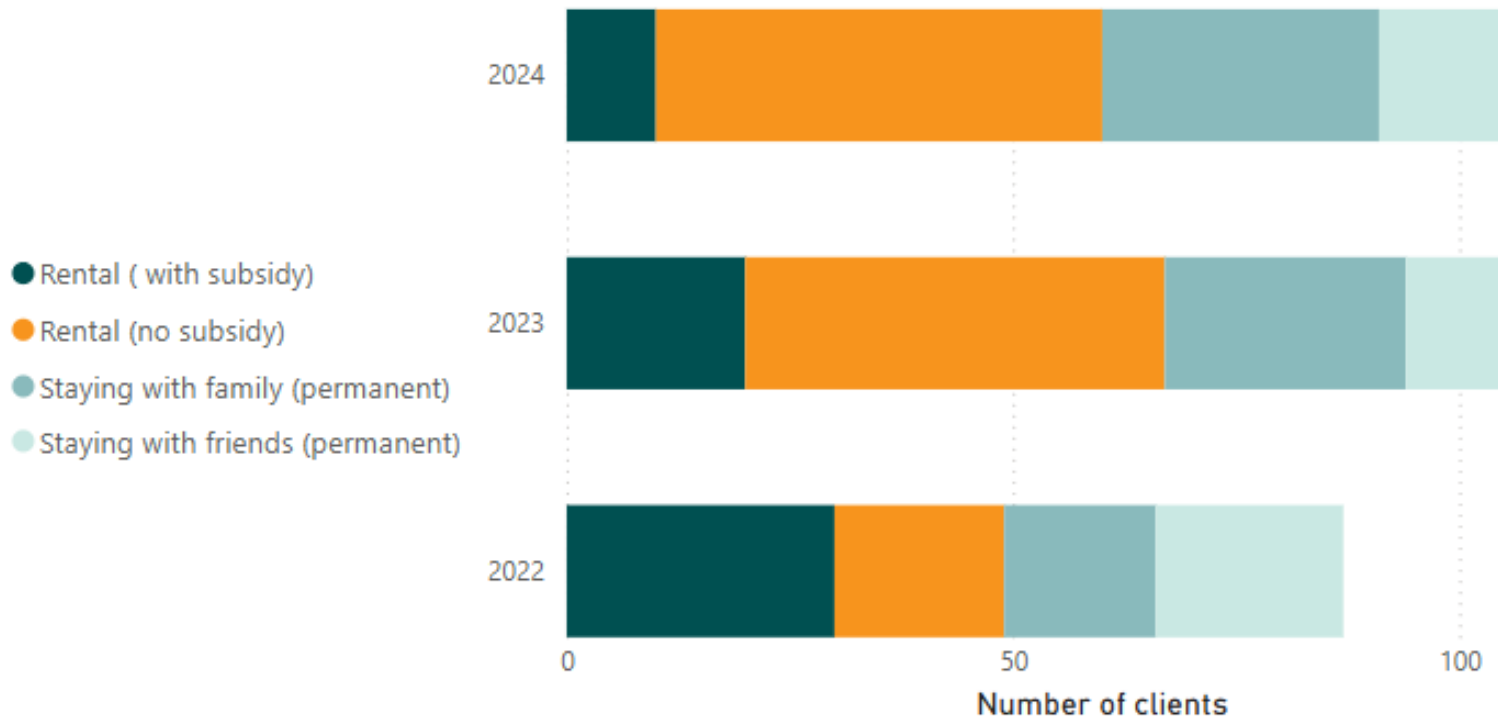
Principle #3: Ensure your insights are understood

Data quality remained consistent between 2022 and 2024



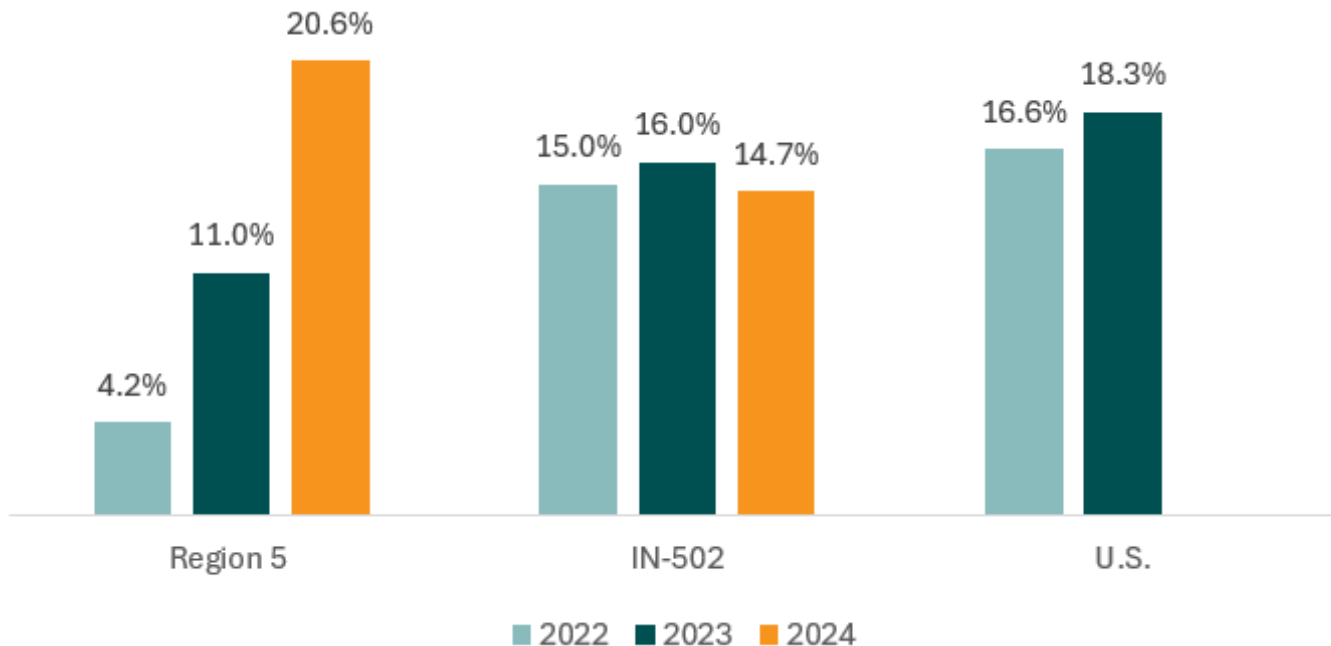
PRINCIPLE #3: ENSURE YOUR INSIGHTS ARE UNDERSTOOD

The number of clients exited to rentals with ongoing housing subsidy was the highest in 2022



PRINCIPLE #3: ENSURE YOUR INSIGHTS ARE UNDERSTOOD

Region 5 saw a spike in returns to homelessness in 2024, putting it slightly above average to state and national levels



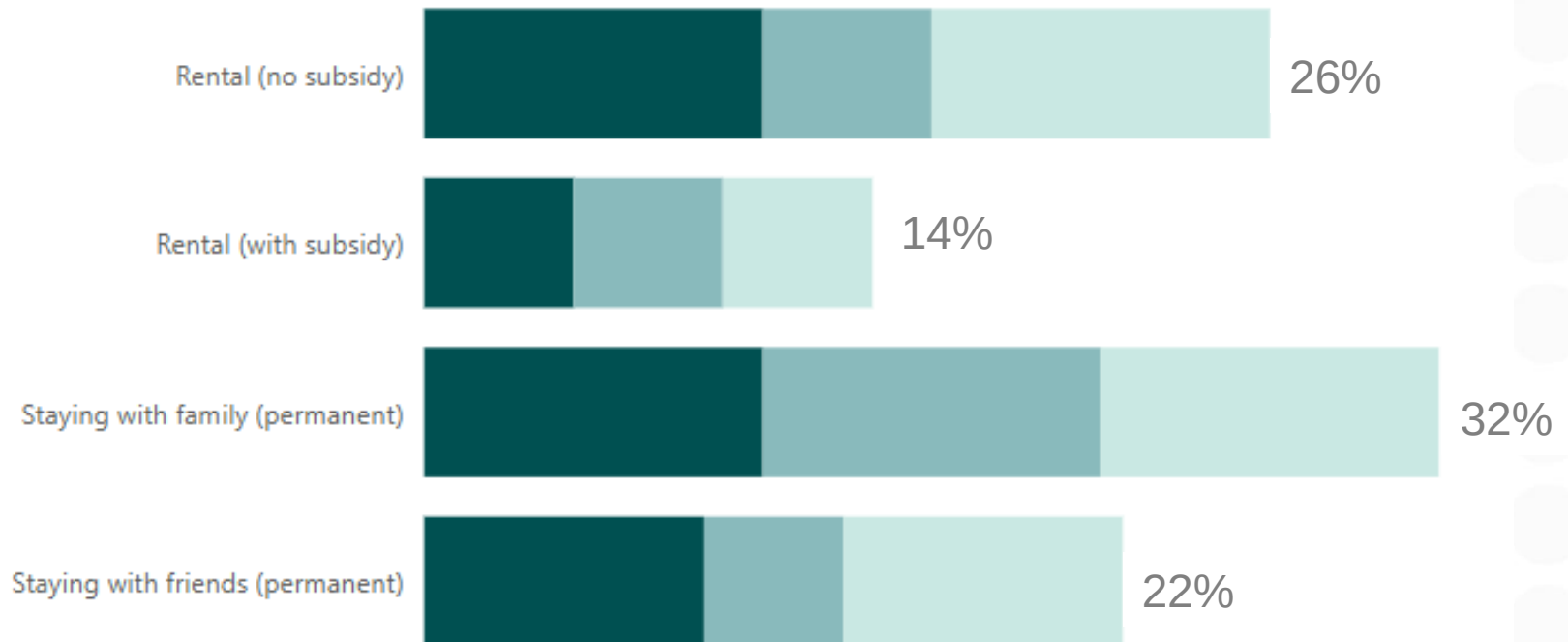
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PRINCIPLE #3: ENSURE YOUR INSIGHTS ARE UNDERSTOOD

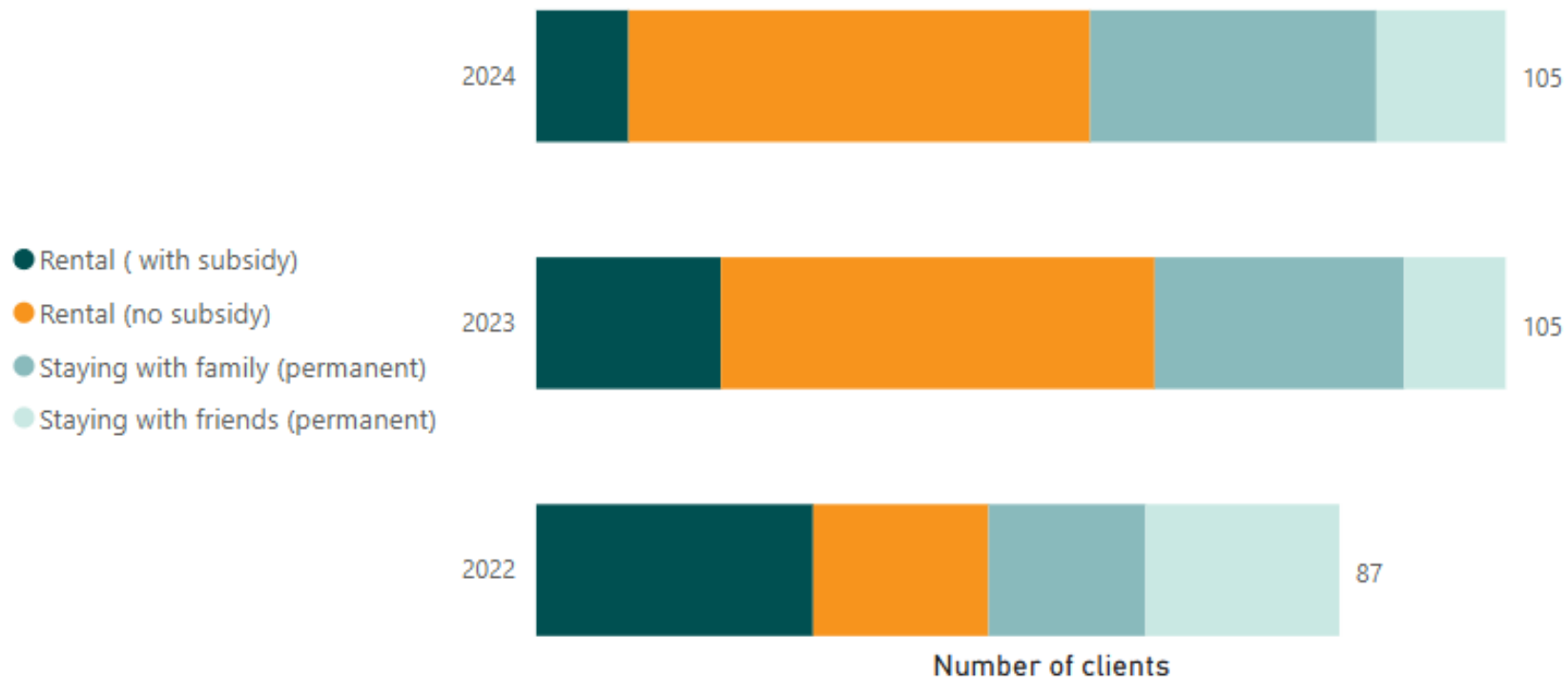
Rental with subsidy had the lowest returns to homelessness

● Returns under 6 months ● Returns between 6 and 12 months ● Returns between 13 and 24 months



PRINCIPLE #4: HIGHLIGHT THE PEOPLE BEHIND THE NUMBERS

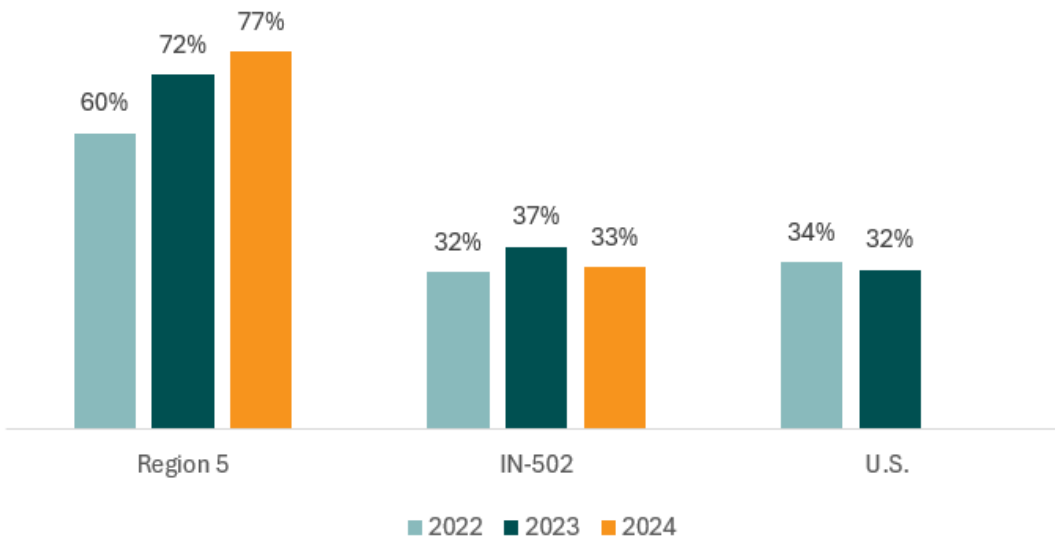
The number of clients exited to rentals with ongoing housing subsidy was the highest in 2022



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PRINCIPLE #5: USE VISUAL ANCHORS

Region 5 has more than double the percentages of successful exits to permanent destinations compared to state and national averages



THE FINAL PRODUCT

Despite a decrease in available rental subsidies, Region 5 continues to move people into permanent housing.

Destinations without subsidies are less stable. Region 5 is exploring ways to increase stability and prevent returns to homelessness.

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Region 5 has more than double the percentages of successful exits to permanent destinations compared to state averages



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