MODULE 4A

Tell Stories with Data

Our Agenda

|		
Introductions, Curriculum Overview		5 min
Before Telling the Story…		20 min
Storytelling Formats		20 min
Telling a Story: 1. Connecting Data Facts		15 min
Break		5 min
Telling a Story: 2. Finding a Compelling Narrative		25 min
Telling a Story: 3. Styling the story		20 min

Introductions

Let's share our name, organization, and experience with SAVI.
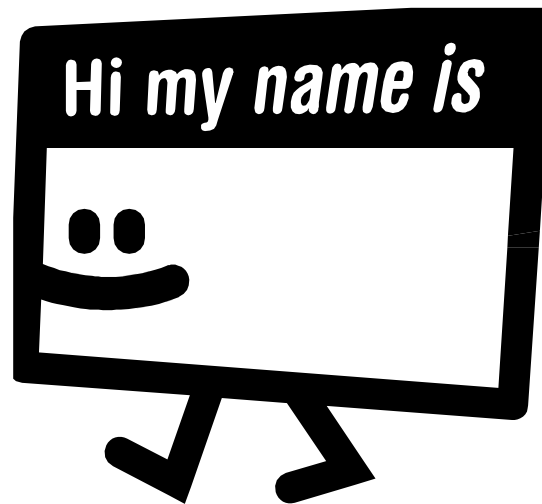
Where We Are in the Training Curriculum
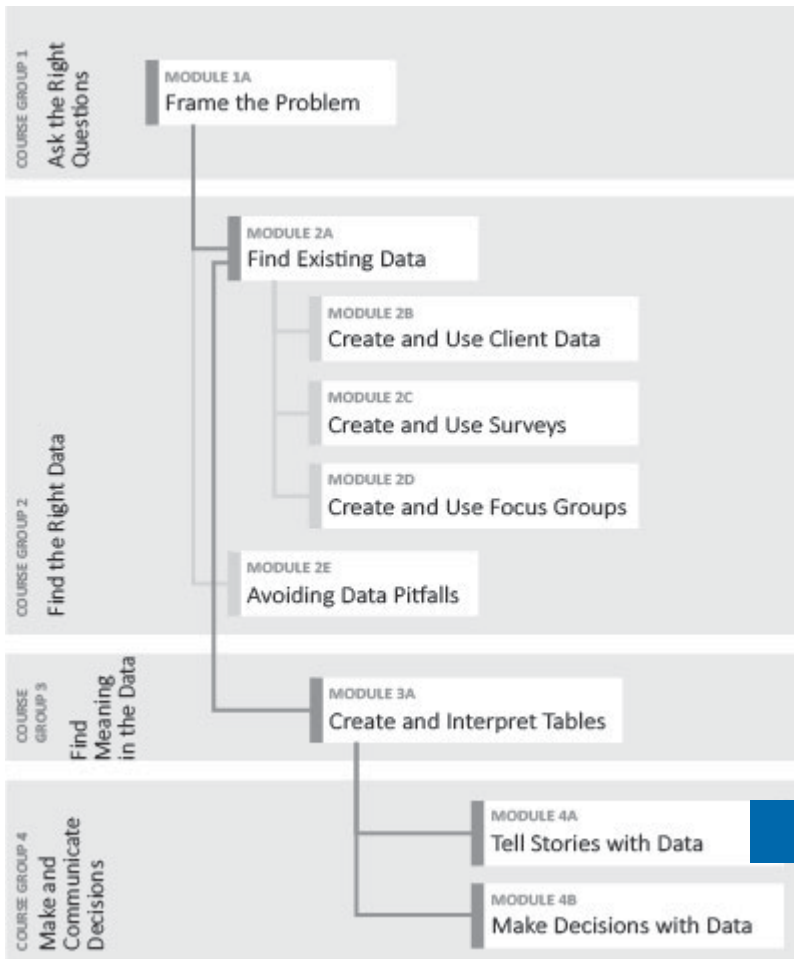
We are here, learning how communicate what you have learned from the data.

What We Will Learn

- To tailor your delivery to your audiences needs

- To connect facts in order to build a compelling argument

- To find a compelling narrative

- To use compelling graphics to communicate your point

Before telling a story...

Ask yourself "Which kind of story do I want to tell?"

Before telling a story

- Who is the audience?
    - Professionals? ¾ data, ¼ story/context
    - Foundation/agency? Half data, half story/context
    - General Audience? ¼ data, ¾ story/context

Before telling a story

- Who is the audience?

- What is the goal of the story?
  - Report outcomes/outputs?
  - Create a body of knowledge?
  - Analyze programs?
  - Informational?

Before telling a story

- Who is the audience?

- What is the goal of the story?

- What is your role as storyteller?
  - Entertain the audience?
  - Provide new knowledge/facts?
  - Help the audience understand something?

| Type of Audience/ Storyteller role	Entertain	Provide new knowledge/facts	Help the audience to understand
Professionals	• Infographics • Presentations	• Scholarly article • Report	• Scholarly article • Report • Dashboard • Interactive visualizations
Foundation/ Agency	• Presentation • Story maps • Interactive visualizations • Feature stories	• Report • Dashboard	• Report • Infographic • Flyer
General Public	• Presentation • Blogs • Story maps	• Dashboard • Infographic	• Flyer • Blogs • Story maps

Story Telling Formats

Story Telling Formats

- Scholarly/research article

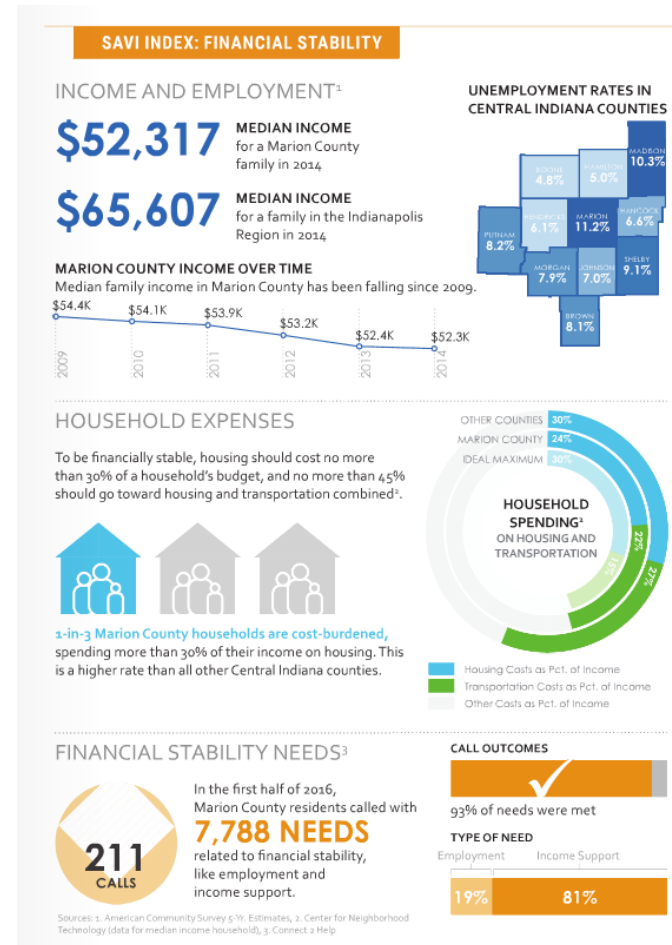# Story Telling Formats

- Scholarly/research article
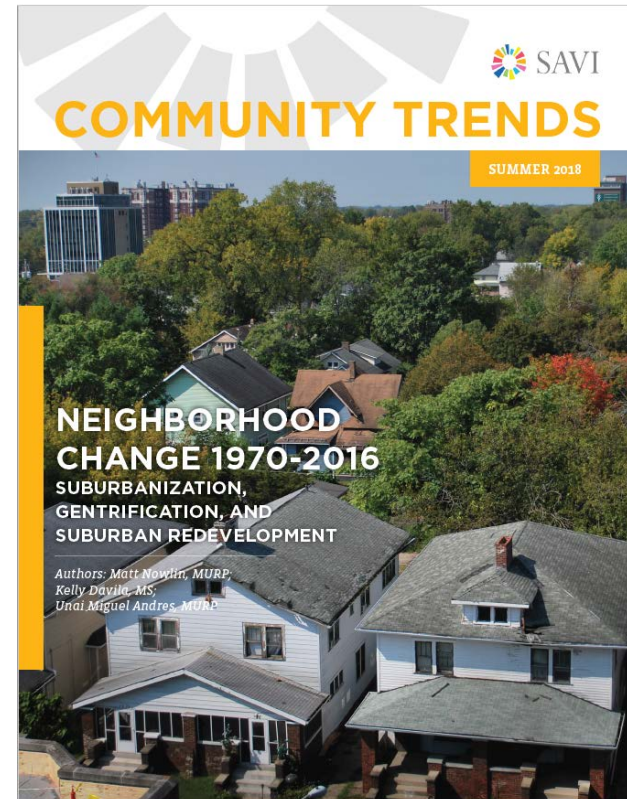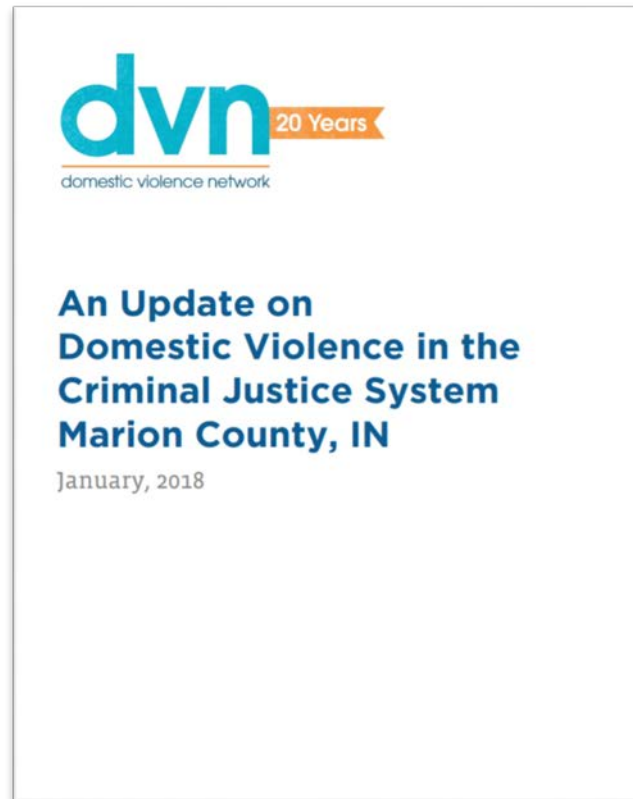
- Report

Story Telling Formats

- Scholarly/research article

- Report

- Dashboard

TOPIC ▾ INDICATOR	General Trends		Other N'hood Areas		County	Indy Metro	Indiana
	CURRENT VALUE	CHANGE SINCE 2010	CURRENT RANK	RANK CHANGE SINCE 2010			
➕ **OVERALL** *General Demographics and Overview Statistics*							
➕ **BUILT ENVIRONMENT** *Quality, Choice, Access*							
➖ **ECONOMY AND JOBS** *Quality Jobs and Shared Prosperity*							
Jobs ➕	19,514	-814	4th	0	N/A	N/A	N/A
Unemployment Rate ➕	11%	-3pt	71st	9	1.8pt	3.9pt	3.9pt
Labor Force Participation ➕	74%	3pt	19th	19	6.3pt	6.5pt	10.0pt
Per Capita Income ➕	$29,552	$571	34th	4	$4,344	$308	$3,435
Post-High School Degree ➕	50%	9pt	30th	4	13.9pt	10.2pt	17.3pt

How does the Neighborhood Area compare with...

Story Telling Formats

- Scholarly/research article

- Report

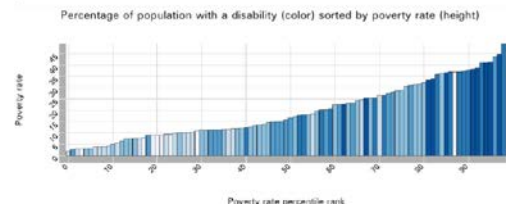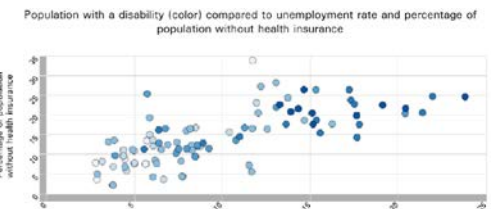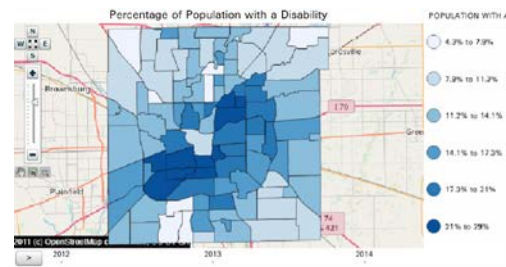- Dashboard

- Infographic

Story Telling Formats

- Scholarly/research article

- Report

- Dashboard

- Infographic

- Story Map

Story Telling Formats

- Scholarly/research article

- Report

- Dashboard

- Infographic

- Story Map

- Interactive visualization

Story Telling Formats

- Scholar/research article

- Report

- Dashboard

- Infographic

- Story Map

- Interactive visualization

- Blog

Are We Segregated by Educational Attainment?

🕐 April 25, 2018   👤 Matt Nowlin   📁 Education, Equity
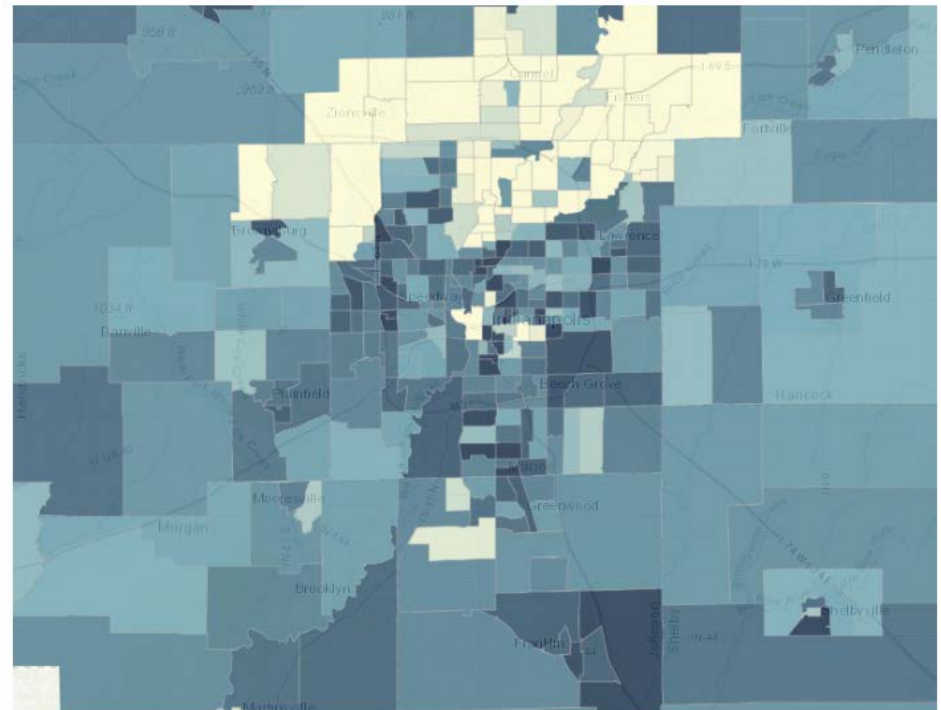
Telling a Story:
1. Connecting Data Facts

Our questions

Our questions:

1. How long have households been in their current house? Which neighborhoods are most transient?

2. Which neighborhood has the highest number of rental households? Percent rental households?

Let's Answer Our First Question

1. How long have households been in their current house? Which neighborhoods are most transient?

Table 1. Percent of Households by Move-In Period and Census Tract						
		Move-In Period				
Tract	2015	2010-2014	2000-2009	1990-1999	1980-1989	1979 or Earlier
18097356200	21.1	53.6	14.8	6	3.3	1.1
18097355900	5.5	42.7	25.4	10	7.7	8.7
18097357100	12.9	45.6	22.4	5.6	8.9	4.7
18097356900	8.2	35.7	28.5	14.2	4.6	8.8
18097357000	6	39.8	22.9	16.6	3.9	10.7
18097357200	4.9	40.6	24.4	15.7	6.3	8.1

The bulk of households moved in between 2000 and 2014. Tract 3562 is the most transient, in that it has the most new residents.

Table 1. Percent of Households by Move-In Period and Census Tract						
	Move-In Period					
Tract	2015	2010-2014	2000-2009	1990-1999	1980-1989	1979 or Earlier
18097356200	21.1	53.6	14.8	6.0	3.3	1.1
18097355900	5.5	42.7	25.4	10.0	7.7	8.7
18097357100	12.9	45.6	22.4	5.6	8.9	4.7
18097356900	8.2	35.7	28.5	14.2	4.6	8.8
18097357000	6.0	39.8	22.9	16.6	3.9	10.7
18097357200	4.9	40.6	24.4	15.7	6.3	8.1

Let's Answer Our Second Question

Which neighborhood has the highest number of rental households? Percent rental households?

Table 2. Owner and Renter Counts and Rates by Census Tract				
Tract	Pct. Owner	Pct. Renter	# Owner	# Renter
18097356200	36.2	63.8	305	538
18097355900	48.1	51.9	443	478
18097357100	40.4	59.6	341	504
18097356900	45.1	54.9	448	546
18097357000	46.4	53.6	415	479
18097357200	49.7	50.3	447	453

Tract 3569 has the highest number of rental households. Tract 3562 has the highest percent rental households.

Table 2. Owner and Renter Counts and Rates by Census Tract				
Tract	Pct. Owner	Pct. Renter	# Owner	# Renter
18097356200	36.2	63.8	305	538
18097355900	48.1	51.9	443	478
18097357100	40.4	59.6	341	504
18097356900	45.1	54.9	448	546
18097357000	46.4	53.6	415	479
18097357200	49.7	50.3	447	453

This brought up a few more Questions.

- Tract 3562 stands out as having a high rental rate compared to this area. What about compared to the whole city?

- Tract 3562 had a lot of new households move in 2015. Is this because it has such a high rate of rentals?

Tract 3562 stands out as having a high rental rate compared to this area. What about compared to the whole city?

Table 3. Renter Rates by Area			
	Tract 3562	Near Southeast Side	Median Indianapolis Neighborhood
Pct. Renter	63.8	55.5	50.0
Pct. Owner	36.2	44.5	50.1

Tract 3562 had a lot of new households move in 2015. Is this because it has such a high rate of rentals?

Table 4. Pct. Of Households that Moved In Since 2015, by Rental Rate		
	Above Marion Co. Rental Rate	At or Below Marion Co. Rental Rate
HHs Moved In Since 2015	16218	8132
All Households	184769	180703
Pct. HHs Moved In Since 2015	8.8%	4.5%

What story does this data tell?

What story does this data tell?

- Fletcher Place has a really high percentage of households that have been for a year or less in their current place.

- There is a high percentage of rental units as compared with the surrounding areas and Marion County.

- Therefore we can assume than fletcher place is a highly transient neighborhood.

Telling a Story: 2. Finding a Compelling Narrative

If I want to do a blog, what is missing from this story?

What is missing from the story?

- Who lives in this neighborhood?
  - Some neighborhood level statistics needed: lets go to Community Profiles.

Fletcher Place Neighborhood STATS

What is missing from the story?

- Who lives in this neighborhood?
  - Some neighborhood level statistics needed: lets go to Community Profiles.
- What is the history of the neighborhood? Where there any new developments in the area that maybe opened in 2014-2015?

Fletcher Place History and recent development

What is missing from the story?

- Who lives in this neighborhood?
  - Some neighborhood level statistics needed: lets go to Community Profiles.

- What is the history of the neighborhood? Where there any new developments in the area that maybe opened in 2014-2015?

- Why is it important that Fletcher Place has a high percentage of rental housing?

Telling a Story: 3. Styling the story

Styling the story

- Styling the text
- Styling the layout

Styling the story

- Styling the text
  - 3rd or 8th grade reading level
  - Lead with the conclusion. Don't build suspense.
  - Use headers to show how your argument is organized

Styling the story

- Brevity is key
    - Short paragraphs (3 sentences or so)
    - Short, simple sentences (avoid strings of nouns, like "state-adopted urban growth limit" or "school district enrollment capacity")
    - Remove extra words: "In an effort to" becomes "to".

Styling the story

- Styling the layout
  - If your organization doesn't have a style guide, choose your text fonts as soon as you start writing. If you are not sure you can always mix san serifs and serif fonts (by using them for different things).
  - Choosing the wrong colors can destroy your story! Changing the meaning of a color can be confusing for the reader.
  - Avoid using standard excel charts. Remove extra elements to make them simpler. Change the colors to match branding and get your point across. Title them with the meaning of the graph, not just the content.

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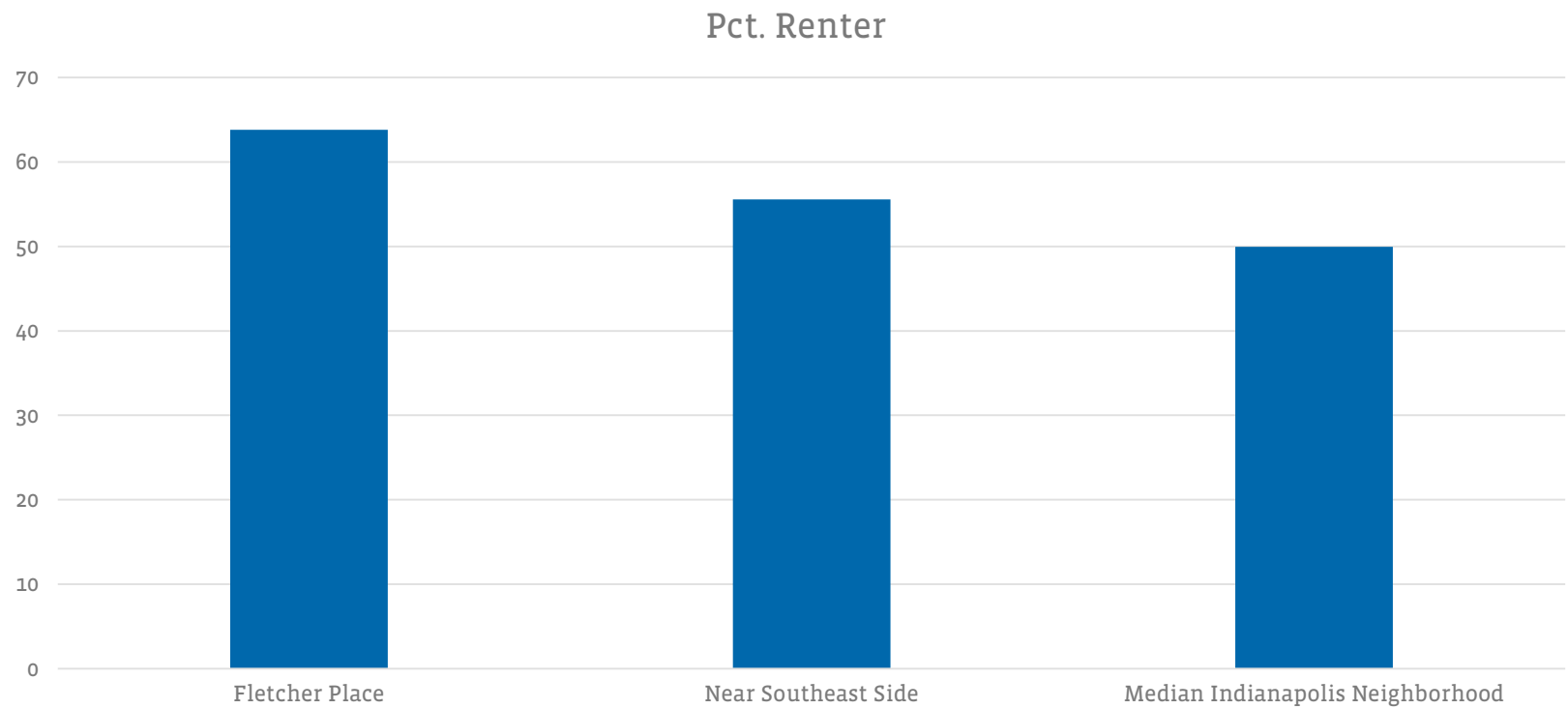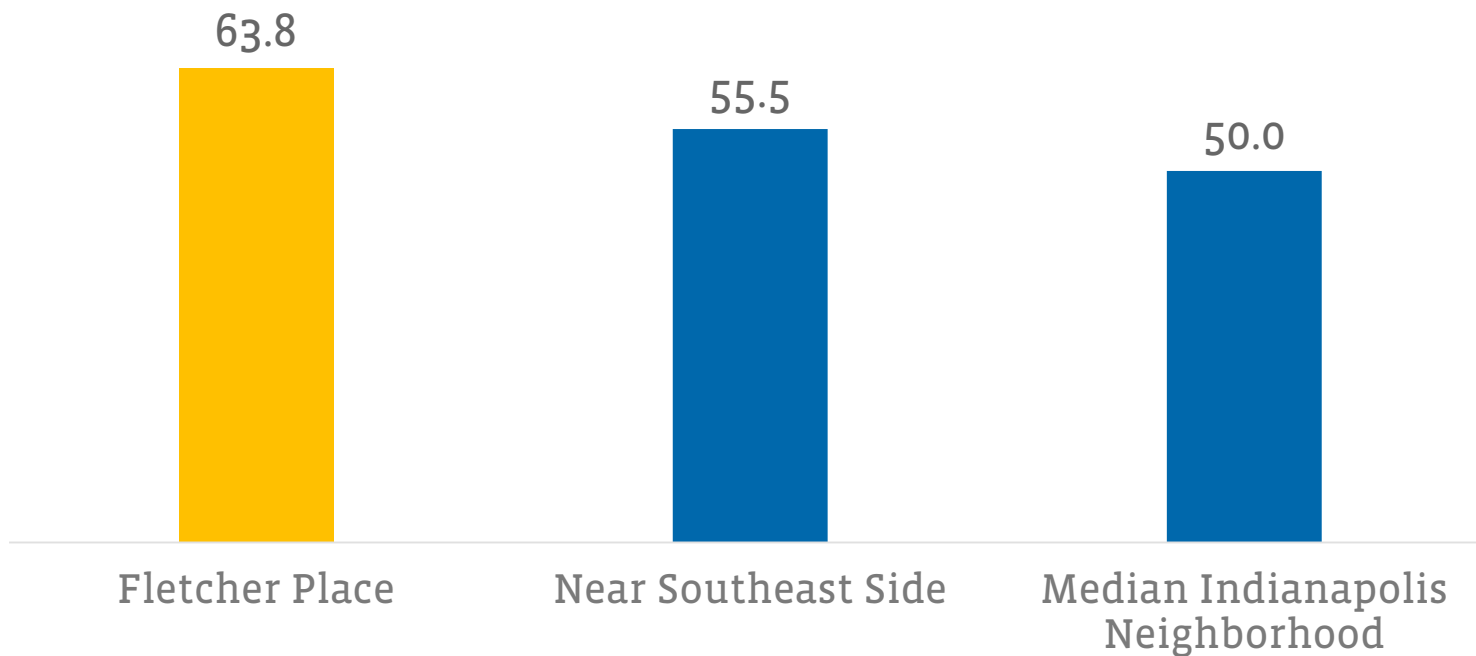Training Curriculum

Which chart is better?

Chart A

Pct. Renter

Styling our story

Styling our Story

- Task 1: Organize the story

- Task 2: Create charts