



How to Get Authentic Data

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Purpose/Goals

1. Get an authentic grasp of how to initiate work
2. Explore the collective focus of the project and the reasonings behind it
3. Build up a strong team that are fully in alignment of the project's Values
4. Begin an objective data collection process



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Complete a Situational Analysis

- Check within the community to see if the data is truly needed
 - Residents
 - Stakeholders
 - Business owners
 - Investors



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Acknowledge the History of the Community

- Do your research: What has already happened here?
- What needs to happen to help this community grow?
- What will this project do to be able to assist?
- Once the project becomes public, will there be enthusiasm or caution circled around this project by the community?



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Decenter Power

- Understand that the true Value/Key/Elements of your project is not who is funding it, but ultimately the people that it's serving



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Establish Project Values

Include all planners in an exercise in order to get a collective agreement on what Values will be guiding your work. Then grow your mission and vision statements from these Values



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Include the Community

- Be sure to include vested community people as advisors on the project
- Let them have a say in the direction of the project as well as the purpose and outcomes



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Authentically Invest in the Community

- What equity will this project provide?
- How do you plan on ensuring that equity?



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Establish Trust

- Be transparent about your intentions and strategic plan/outline from the beginning of the project



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Build Relationships

- Establish Common and continuous exercises to keep the transparency open
 - Exercises
 - Outings
 - Icebreakers
 - Check Ins
 - Check Outs



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Revert back to Values as Needed

- When intentions and plans become unclear, revert back to your intentions to ground the purpose of the project and everyone attached to it.



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THEN, and only then, attempt to collect data.

- This is the last and final step!



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Action Items

- Complete a situational analysis
- Acknowledge the history of the community
- Decenter power
- Establish project values
- Include the community
- Authentically invest in the community
- Establish trust
- Revert back to values as needed
- NOW, collect data



Shameless Plug



THE EAST BALTIMORE RESEARCH PROJECT

COMMUNITY-DRIVEN, SOLUTION-ORIENTED,
PURPOSE-FILLED.



Questions?



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