Use this worksheet to integrate questions about data needs, use, and governance into your strategic planning processes.

1. What is your organization's mission?

2. What digital data do you need to accomplish your mission?

3. How will the organization get the data it needs?
   a. In one year? Three years? Five years?

4. Do you need new expertise to use the data you need?

5. What kind of expertise and how will you get it?
   a. Factor this into your organization's strategic planning.
Digital Data and Strategic Planning, continued

6. How will you assess the ongoing effectiveness of your use of digital data?

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7. How can you involve data providers (your stakeholders) in developing your data practices?

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8. When and how will you assess your organizational policies for governing the use of the different kinds of data you have and need?

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See digitalIMPACT.io for related tools and policies.

Directions

- Group people into pairs, one board member and one staff, or pairs of staff from different areas of the organization.
- Give every pair Post-it notes and markers.
- For question 1: have each person write their answer to this question on a Post-it note—give them 30 seconds to do so.
- Pairs review their versions of the mission—make sure you're aligned!
- In pairs (for 90 seconds), generate answers to question 2. Discuss as a group. Collect all notes and post where the group can see.
- Group prioritizes the answers to question 2. Put each pair of participants in charge of one of the priority data types. Each pair should answer question 3 for each data type. Discuss.
- Repeat the step above for questions 4 and 5.
- Fold questions 6, 7, and 8 into your ongoing organizational development and evaluation planning.
- Follow the directions to create a single activity focused on these questions, or integrate versions of these questions into your process.

This worksheet is part of a series focused on the use and governance of digital data in organizations, from Philanthropy and the Social Economy: Blueprint 2017, available at grantcraft.org/blueprint17. 2016 Lucy Bernholz. This work is made available under the terms of the Creative Commons Attribution-ShareAlike 4.0 International, creativecommons.org/licenses/by-sa/4.0/