

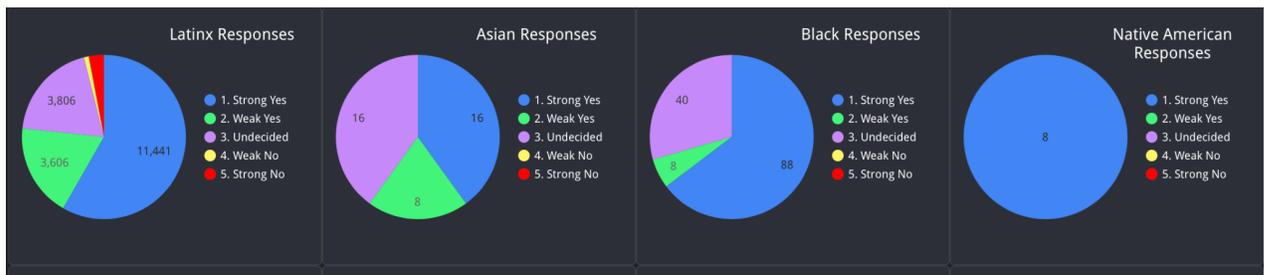
Building an Electoral Powerhouse: Data Infrastructure & Technical Support

2022 Plan

Community Change Action is supporting state partners with wraparound data and technical assistance to fill immediate gaps in this important election year and build long-term grassroots data infrastructure. Gone are the simple days when we would say “if it isn’t in VAN, it doesn’t exist.” Today, partners are using multiple sophisticated field contact tools and creating massive data sets — but often lack the internal expertise and resources to track, analyze, and quickly make data-driven decisions to optimize their programs.

Data was one of the biggest pain points for the progressive field movement in the 2020 electoral cycle. Data personnel and infrastructure are chronically under-resourced with real on-the-ground costs to grassroots electoral programs. For example:

- *Building comprehensive reports is time consuming and often requires multiple clicks, as well as repetitive downloading and uploading of files. This cumbersome process is prone to mistakes, and is time and talent intensive. Supporting partners to build real-time automated reporting systems saves precious resources and provides accurate data for programs. This ensures our partners' campaigns are not underreporting their issues or candidate IDs, and can utilize complete data sets to drive their decision making.*
- *Our programs are committed to building power with voters of color. However, partners often lack detailed information on issue or candidate IDs by race and ethnicity. In the past, customizing reports with detailed information on scripts by race was tedious or virtually impossible. New syncs to a data warehouse built by Community Change Action will provide reporting on voter response by race, ethnicity, or sex. This allows for real-time adjustments to customize voter contact.*



Community Change Action has launched a multi-year effort to tackle the data challenges our partners have historically faced. We have a phased approach focusing on a pilot group of organizations who represent our statewide electoral partners in 2022 (AZ, GA, MI, NM, NV, WI) for timely and deep infrastructure investment to achieve their voter engagement and organizing goals. And, at the same time, we will offer a slate of wide-ranging support in the form of training, technical assistance, access to tools, program analysis, and peer learning to dozens of additional state partners. Following the 2022 cycle, we will evaluate progress in order to build on this pilot and add additional organizations and infrastructure in the future.

Our vision at Community Change Action is to meet state partners where they are, whether or not they have dedicated data staffing, to achieve their electoral goals. We seek to provide state partners with reliable data support and access to data infrastructure to match the scale, sophistication, and rapid pace of our electoral programs. Building on lessons learned, we are scaling up our data department to encompass the requisite skill sets and resources to provide robust support to our partners, including:

- **Maintaining a stable national data infrastructure** that offers economies of scale for partners to receive technical support that supplements their capacity or fills gaps.
- Supporting partners in **establishing and managing data flows** between multiple tools through the creation of data syncs from various sources into a single repository. Automated systems cut down on hours or even days of manual list pulling that is time consuming and technically challenging.
- Implementing and maintaining **data standards** nationally while supporting state partners to maintain clean, consistent data entry. We will ensure that data is being tracked across states in a scalable way with clear systems and documentation.
- Leveraging data brought into a data warehouse for quick analysis, tracking trends and progress to goals. We will support building both **automatic and custom reports** and tailoring reporting to partner's needs to deliver insights to support informed program decision making and swift pivoting.
- Creating **dashboards and visualizations of data** that are accessible and recognizable to various audiences. Examples might include heat maps to show universe coverage or simple graphs and charts that illustrate script completion and ID collection.
- Supporting state partners in **defining key metrics** as well as adopting the appropriate systems to track them. We will assist state partners in setting goals for evaluating program impact and progress, as well as adjusting those goals as needed.
- Supporting state partners in utilizing data to **vividly demonstrate the strength of our programs** for narrative setting and telling the story of the election, as well as post-analysis on our footprint and contribution to electoral wins by voters of color.

For more information, please contact Grecia Lima — National Political Director of Community Change Action and Executive Director of Community Change Voters — at glima@communitychangeaction.org.

Community Change Action is a 501(c)(4) advocacy organization — with Community Change Voters (PAC) its connected organization. These entities share a common mission and vision for the world, and work in full compliance with state and federal campaign finance law.