

CASA's Data and Evaluation Principles

The following document outlines *CASA's Data and Evaluation Principles*. These principles provide the foundation for developing a robust set of data practices that are critical to developing a culture of effective data use.

Continuous Improvement: *Data allows staff at CASA to understand how each program is performing at any point in time, and their role in measuring progress toward the organization's strategic goals.*

- Data should be used for *continuous improvement*, and not only for accountability purposes. High-quality reports can provide critical information for the funders and also drive the work of staff on a daily basis. To inform our programmatic activities and progress towards our strategic goals CA`SA relies on both process (formative) and impact (summative) evaluations.

Accountability: *Data plays a vital role in ensuring that CASA is accountable to all stakeholders, including our members, funders and the public.*

- As the largest Latino-based organization in Maryland, CASA is responsible for providing high-quality services to its 70,000 lifetime members. Data is crucial to understanding how we are serving our membership, and if necessary, implement changes in order to improve our services
- As a non-profit organization, CASA is supported by multiple investors including the federal government, the State of Maryland, Prince George and Montgomery counties, corporations and foundations. At CASA, staff use data to measure how we are fulfilling our obligations outlined in our funding proposals.
- CASA has gained national and international recognition for its work. Given its lofty standing, the organization plays a critical role in helping to shape the perception of Latinos. Data on its services can serve as a reliable source

for members of the public to examine the current and future status of Latinos.

Shared responsibility. *Each member of CASA's staff has a role to play in helping to establish a culture of effective data use.*

- In order for CASA to remain a leader in providing services to and advocating for immigrants in the Latino community, all staff are responsible for using data as a way to identify problems, develop solutions and measure progress toward outcomes.

Actionable: *Data should be displayed in a way that staff can interpret and understand.*

- At CASA, data should be used to inform our practices and not for compliances purposes. To this end, staff should be able to *act* after reviewing data. To help facilitate this process, data should be easy to read and presented in a format that staff can understand.

Discrete: *At CASA, we protect the privacy, security and confidentiality of all data.*

- Secure and ethical data practices are critical to the effective and *meaningful* use of data. To ensure the privacy, security and confidentiality of all information, CASA provides role-based access to all of its staff.

Multiple Approaches: *A mixed-method approach to storytelling.*

- CASA de Maryland incorporates both quantitative and qualitative methods in order to tell the story of how we are improving the quality of life of low-income immigrant communities in Maryland.