



# Using DASH data

## Advice for organisations on how to respond to their survey data

The DASH (Digital Attitudes and Skills for Heritage) project centres on the belief that the digital agenda means investing in people. Technology changes but engaged, motivated and digitally confident people will always be ahead of the curve. So, every question we ask in DASH is designed to help respondents reflect on their digital practices and interests, every answer is designed to give organisations the information they need to develop people better.

We know that developing people and their digital skills means attending to three issues:

1. The people themselves: their attitudes and preferences, the technologies they use in everyday life, their confidence to adopt and adapt
2. The digital practices demanded of them in their roles
3. The organisations they work in: how well they support (and how they can sometimes hinder) people's natural ability to share and apply their skills, and to learn new ones.

The survey is structured into these three areas.

### Tracking change through time

There are four questions that act as **key performance indicators**. You can use them to compare your organisation with the sector as a whole, and to track change through time. We also suggest that you consider filtering data by 'role', which allows you to compare the views and skills of people working in different roles in your organisation.

### Responding to your data

You do not have to undertake complex analysis to understand your response data. Carefully designed questions and a simple dashboard mean you can make sense of it straight away. In this document we make some further practical suggestions about how you might use the data from each question (see the table below; column 2).

The DASH question set is underpinned by a review of *priorities for developing digital skills* that are particularly relevant during this time of uncertainty and disruption in the heritage sector. Questions are mapped to these priority issues, where relevant (see table below; column 3).

The DASH survey can be used as a useful benchmarking tool that focuses on some common digital practices. However, it is not designed to provide a comprehensive audit of digital skills and practices as the heritage sector is too diverse and includes too many areas of specialist practice for that to be possible in a short survey. A small number of free text questions also allow you to build up a more detailed qualitative picture of your organisation. We would encourage you to share your collected data with staff and volunteers. Ask them to help interpret the findings, and involve them in deciding what actions you should take to build digital skills effectively from here.



## Mapping DASH questions to suggested organisational response

	DASH questions	Organisational value/use	Priority areas of digital practice
	<b>DEMOGRAPHICS</b>		
1	Which best describes your role in the organisation?	Partition data	Developing people
2	How old are you?	Partition data	Access and inclusion
3	What gender are you?	Partition data	Access and inclusion
4	Do you use any assistive technologies day to day? (e.g. screen reader, text magnifier)	Partition data; check experience of members who use assistive technology is comparable with those who don't	Access and inclusion
	<b>DIGITAL ATTITUDES</b>		
5	<b>Are you someone who:</b>	Understand the personal digital attitudes and preferences of members, to help target development and identify organisational opportunities/weaknesses	
	Helps other people use digital tools	Identify informal support networks and sources of support	Access and inclusion, developing people
	Shares advice and information on social media	Identify natural networkers and influencers	Openness, engagement and outreach
	Finds your own solutions to IT problems	Encourage self-direction and identify extent of self-help mindset	Adaptive mindset, self-directed approach
	Looks after your health as a digital user (e.g. takes screen breaks)	Encourage wellbeing agenda and identify extent of health and safety awareness	Safety and wellbeing, developing people
6	<b>What is your attitude to learning new digital skills? (Rating scale 0-10)</b>	KPI for benchmarking and tracking development year on year	Developing people
7	<b>What motivates you to develop your digital skills?</b>	Understand personal motivation to develop digital skills, and opportunities to engage members with a digital agenda	Developing people



	Solving immediate tasks or problems		Effective working, self-direction
	Trying new things		Adaptive mindset, innovation
	Developing myself / my career		Developing people
	Making new contacts		Collaboration, openness, partnership
8	<b>In the current coronavirus crisis, what new digital skill(s) have you learned (if any)? (free text)</b>	Understand skills being developed that now need to be consolidated. Identify gaps in skills development during the crisis.	Developing people, adaptive mindset
9	<b>Please give an example of a digital tool or app you find really useful in your daily life (free text)</b>	Share good practice and personal know-how (if you feed back the responses); identify range of apps in day to day use; support a 'bring your own device' agenda	Effective digital working
	<b>DIGITAL HERITAGE PRACTICES</b>		
10	<b>Are you able to carry out these digital activities?</b>	Identify generic digital skills, and the levels of confidence in them, among staff and volunteers	
	Use video conferencing (zoom, skype, teams etc) for remote meetings		Collaboration, remote working
	Use social media to promote an event		Engagement, outreach, online events, networking
	Digitally record an activity, place or object (e.g. photo, audio, video)		Digitisation, outreach, taking heritage online, novel experiences
	Use a collaborative work space (e.g. google docs, Basecamp, Slack)		Collaboration, effective working
	Analyse data from a spreadsheet or database		Effective working, handling data, research/evaluation
11	<b>Do you have any of these skills (tick all that apply)</b>	Identify specialist digital skills, and the levels of confidence in them, among staff and volunteers	
	Manage a digital collection or archive		Taking heritage online, openness, leadership
	Develop a social media strategy		Engagement, openness, safety and wellbeing, leadership
	Write relevant digital copy		Engagement, accessibility



	Design infographics and/or animations		Novel experiences, engagement, accessibility
	Publish content with open licencing		Engagement, openness
	Manage secure sharing of data with other organisations		Collaboration, data security
	Design a survey for online / mobile delivery		Engagement, research and evaluation
	Carry out online research (e.g. for funding opportunities)		Research, fundraising
	Choose a suitable IT subcontractor		Leadership, effective digital working, contract issues
	Assess digital risks and opportunities for the organisation		Adaptive mindset, leadership and governance
	Other (please tell us your specialist digital skill)	Audit a wider range of specialist skills than is possible in a closed question; allow members to self-assess and self-describe skills	
12	<b>What aspect of your organisation could be improved with digital ways of working? (free text)</b>	Show engagement with staff/volunteers; produce highly actionable feedback (compare with Q23). Could explore further through focus group(s) of respondents.	Effective digital working
13	<b>What makes it difficult for you to develop digital skills in your role?</b>	Understand barriers to developing digital skills and take action to remediate them	Developing people
	Not enough time		
	Not enough personal (face to face) support for digital skills		
	Not enough online training and resources		
	Lack of access to reliable devices and/or software		
	None of these		
14	<b>What level of digital skills does your current role require?</b>	Understand how different roles are perceived by role holders <b>KPI for benchmarking and tracking development year on year</b>	Developing people
15	<b>What level of digital skills do you bring to the role, or to the organisation?</b>	Understand any surplus (or deficit) in digital skills offered by people already within the organisation	Developing people



		<b>KPI for benchmarking and tracking development year on year</b>	
16	<b>What digital skill(s) would you most like to develop in your role?</b>	Plan staff development/training to meet members' interests and motives; also consider recruiting or subcontracting for 'missing' skills	Adaptation, developing people
	<b>ORGANISATIONAL SUPPORT</b>		
17	<b>When have you discussed your digital skills?</b>	Actionable data about when digital skills are discussed in the staff/volunteer journey - and opportunities currently being missed.	Developing people, wellbeing
18	<b>What software application(s) or data system(s) do you use most in your role? If you don't know the name please just tell us what kind of system it is e.g. bookings, HR.</b>	Information about systems in current use: information against which to assess responses to the following question (i.e. which systems are being judged)	Effective digital working
19	<b>If you use specialist software, do you find it ...</b>	Understand how staff experience digital infrastructure and systems they have to work with.	Effective digital working
	Fit for purpose (does what you need it to do)		
	Reliable (works consistently on the device and network you use)		
	Sector standard (as good as other organisations are using)		
20	<b>Which of the following does your organisation provide you with...?</b>	Identify areas of short-fall and best practice; identify differential views/experiences in the organisation (especially 'bottom up'); benchmark with sector	
	Help to set up your own digital device(s) (e.g. to work from home)	Ensure staff/volunteers have the support they need	Remote working
	Training in systems/software relevant to your role	Ensure staff/volunteers have the support they need	Developing people
	Chance to be involved in decisions about digital working	Ensure staff/volunteers feel they are acknowledged and consulted. Develop or better signpost relevant opportunities.	Engagement



	Opportunities to share digital practice with others in the sector	Ensure staff/volunteers feel they are acknowledged and consulted. Develop or better signpost relevant opportunities.	Collaboration
	Recognition for digital skills you bring to your role	Ensure staff/volunteers feel they are acknowledged and consulted. Develop or better signpost relevant opportunities.	Developing people, Wellbeing
	A digital lead/champion you can contact	Ensure staff/volunteers have local support they can turn to and/or clear leadership of digital issues	Leadership and governance
	None of these	Ensure staff/volunteers have the support they need	
21	<b>Which of the following does your organisation make you aware of...?</b>	Actionable data on how well organisations disseminate basic information in support of good digital practice; benchmark with others in sector	
	How to behave safely and respectfully online		Safety and wellbeing, outreach and engagement
	How to make digital media accessible to all		Access and inclusion, outreach
	How to handle data securely and within the law		Data handling, contract issues
	Digital licencing issues including open licencing		Openness, contract issues
	How to look after your health and wellbeing as a digital user		Wellbeing, developing people
	An organisational digital strategy	Partition by role to see who is most/least aware of your digital strategy.	Leadership, effective digital working
	None of these		
22	<b>How would you rate your organisation's support to develop your digital skills? (0-10 scale)</b>	<b>KPI for benchmarking and tracking development year on year</b>	Developing people, Adaptation and innovation
23	<b>What one thing could your organisation do to better support digital ways of working? (Free text)</b>	Show engagement with staff/volunteers; produce highly actionable feedback (compare with Q12). Explore with focus group(s) of respondents.	Developing people, Adaptation and innovation