

Head and Heart Data

HEAD DATA DEFINED

This is the data that comes in the form of hard numbers. These pieces of data are typically quantifiable and help to define the impact in a measurable way.

Head Data Points for Consideration

- Attendance
- Food Insecurity
- Free/Reduced Lunch Count
- Poverty Levels
- Single Parent Households
- Number of Children in Foster Care
- Children and Youth Homelessness
- Graduation or Dropout Rates
- Kindergarten Readiness
- Student Achievement (Reading/ Math)
- Household Income
- Abuse/Neglect
- Youth Drug/Alcohol Addiction
- Health/Wellness
- Youth Employment
- ACEs
- Number of Students Requests Responded to Within 24 Hours
- Volunteer Hours

Head Data Resources

- National Center for Education Statistics
- State Departments of Education
CLICK HERE TO VIEW ALL BY STATE
- School Student Information Systems
- Kids Count Data Center
- State Assessment Data
- United States Census Bureau
- United States Department of Agriculture
- Centers for Disease Control and Prevention
- Department of Health and Human Services

HEART DATA DEFINED

These are anecdotal data points that can evoke an emotional response from the intended audience. These pieces of qualitative data provide meaningful, personal context to opportunities for community engagement.

Heart Data Points for Consideration

- Letters and Notes from Impacted Children and Families
- Pictures Drawn by Children
- Social Media Posts
- Experiences/Testimonies Shared
- News Stories
- Other Anecdotal Data That Evokes Emotion

Heart Data Resources

- Champions
- Volunteers
- School Staff (not limited to teachers, nurses, and counselors)
- News Reporters
- Social Workers
- Law Enforcement
- Students
- Parents or Other Family Members
- Former Graduates
- Successful Community Members from Challenging Backgrounds
- Faith Leaders