Analytics Academy: How Raleigh empowers employees to make data-driven decisions
Who we are

Mary Vigue
• Budget and Management Services Director

Monica Chaparro
• Strategic Planning & Performance Manager for the City of Raleigh
• Academy Co-Founder

Rafael Baptista
• Senior Strategic Planning & Performance Analyst
What we do

- Run Raleigh’s Strategic Planning and Performance Analytics Academy

- We provide high quality training on topics of Strategic Planning, Performance Analytics, Continuous Improvement and Budgeting to City Employees
Selected List of Topics

• Principles of Departmental Business Planning
• Data Integrity
• Budget Boot Camp
• How to Analyze and Use Data in Decision Making
• Behavioral Economics
• Principles of Continuous Improvement
• Logic Modeling
• Data-Driven Decision Making
Our Results

- 296 employees attended
- 759 total attendance
- 20 topics over three years
- Number of negative evaluations in FY19: 0
- % of Departments reached: 100%
- Return Rate: 53%
Participant Activity

• What are unmet needs in your organization around strategic planning, innovation, continuous improvement and performance analytics?

• What support is currently provided for those areas in your organization?
How we manage the Academy and select topics

- Managed by the Budget and Management Services Department
- Advised by Academy Steering Committee
- Assess progress of strategic plan
- Look at departmental business plans
- Academy schedule approved by City Manager's Office
Participant Activity

• Who could be possible partners for you?

• What are potential information sources that could help you pick course topics?
How we run our sessions

- Highly interactive
- Candy and Play-Doh
- Attendees get all session materials after the session
- Pull examples from within the organization whenever possible
Some activities from our sessions

- Developed performance measures for a bakery
- Balanced City budget with budget simulation tool
- Developed a business case for their program
- Identified ways to improve Fire turnout times
- Identified process improvement opportunities in their program
Keys to Our Success

- The importance of executive buy-in
- The importance of piloting things
- Training topics align to Corporate Business needs
- We put a lot of thought and effort into each presentation
- We put the right people teaching the right classes
Lessons Learned

- If teaching a complex subject, have multiple instructors present
- Be willing to adapt and change
- Need for resource bank
The future of the Academy

• Offering different tiers of training
  • Foundational vs Advanced

• The City did Innovation Academy, Lean Six Sigma and Behavioral Economics this year to test cohort project based training
Time for Questions

Any Questions?
Thanks for Coming

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