



WAVE 2014
15-17 SEPT 2014
17-20 SEPT 2014
23RD WORLD VOLUNTEER CONFERENCE

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11:30 am

Breakout 5

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GooglersGive

*Data is more than numbers;
turning research into action*

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Mission and Purpose

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The Googlersgive Team is here to encourage and enable Googlers to use their skills, talents and resources to have an extraordinary impact on themselves and the world.





Moving Beyond Metrics

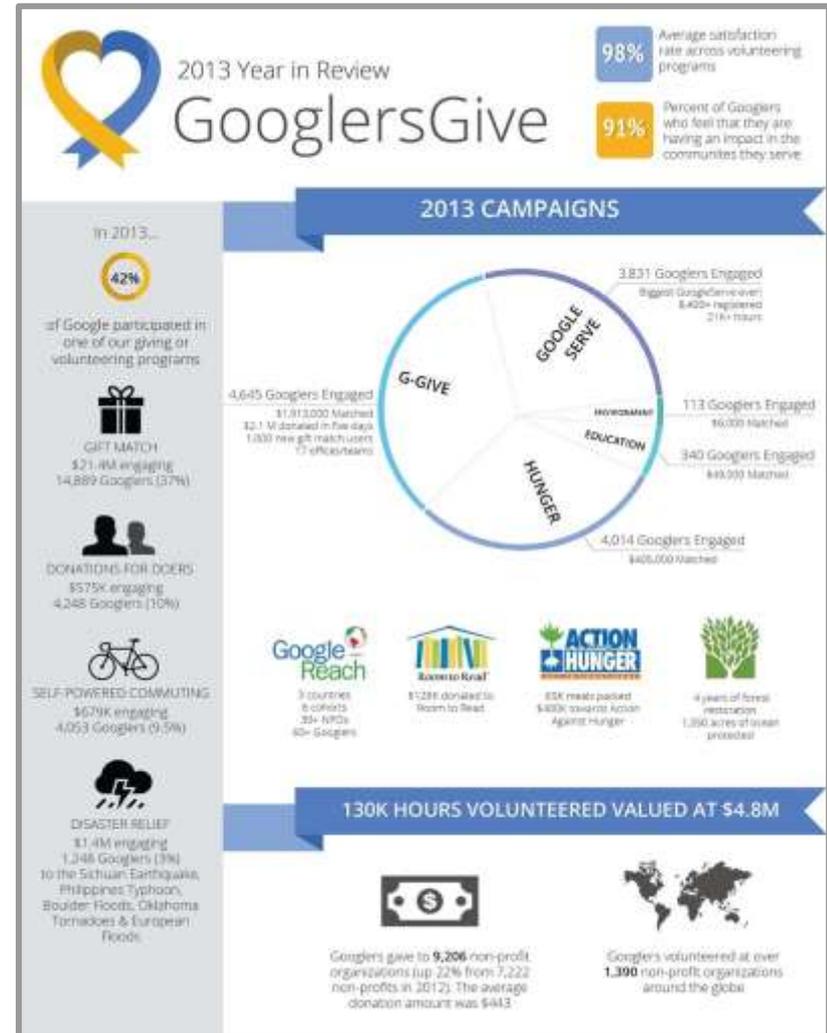
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To the world of actionable...

Landscape surveys

Programmatic surveys

Additional data sources





Landscape Surveying

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Evaluation of all GooglersGive programs

Purpose - know how to better engage Googlers in their volunteering and giving experiences

Launched survey to a random sample group of **2,500 Googlers globally** of which 400 were required for a 5% margin of error. The number of respondents was 457.

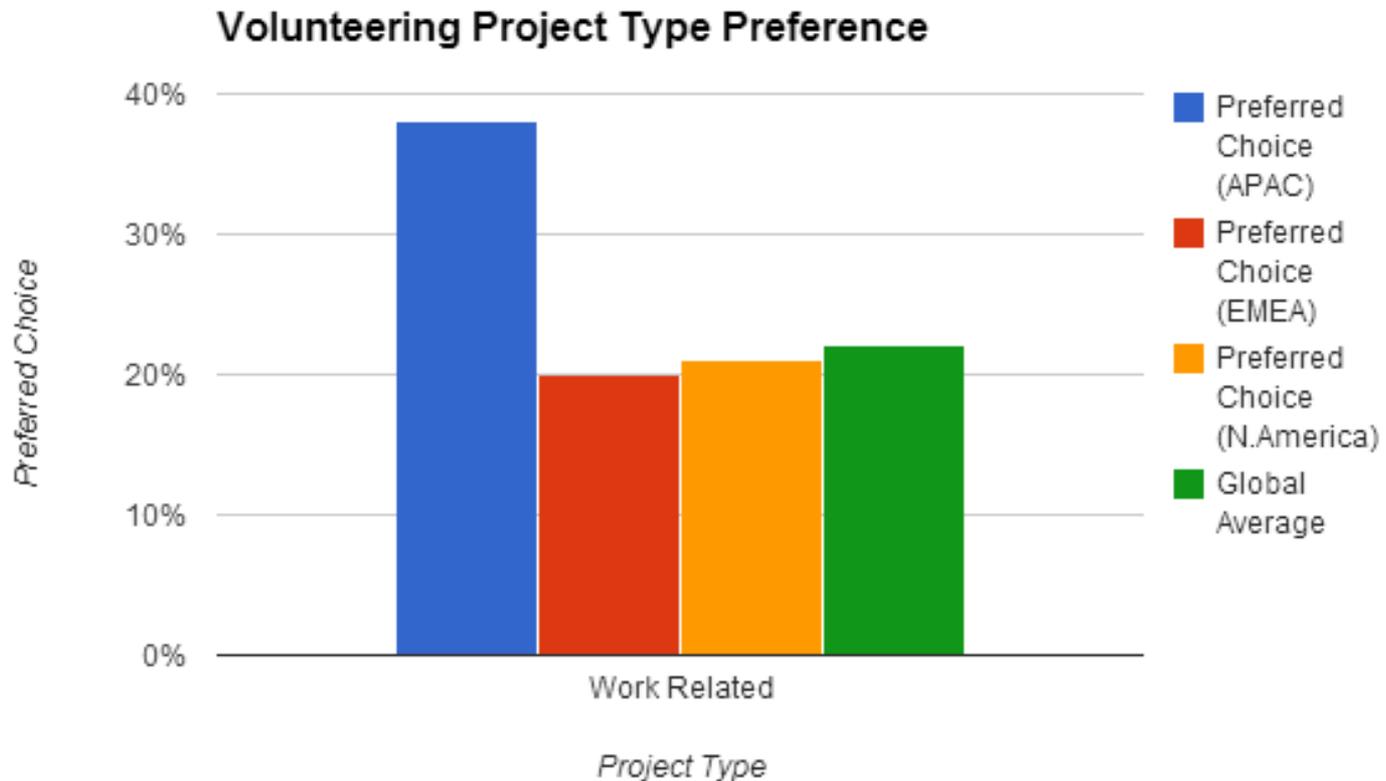
288 of respondents were in Engineering, 169 were non-Engineering*. All results shown are statistically significant based on a **90% confidence interval** from a Z-Test of proportions.



Summarize Results. Cut data.

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Volunteering Preferences





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Summarize & Make Actionable Suggestions

OBSERVATIONS	Actions
<p><u>Engineering Opportunities</u> 24% of engineers prefer using their work-related skills with their volunteering opportunities vs 17% of non-engineers</p>	<ul style="list-style-type: none">● Focus on providing engineering-specific opportunities● Launch targeted engineering marketing
<p><u>Googlers Cause Preferences</u> Globally, 76% of Googlers are interested in education-related social causes, 53% interested in environmental-related social causes, 43% in disaster-related social causes and 33% interested in women and hunger relief social causes</p>	<ul style="list-style-type: none">● Grow Education campaign● Scope Disaster Relief volunteer programs
<p><u>Program Investment</u> Volunteering and in particular, the GoogleServe program importance to Googler's experience at Google is increasing significantly year-over-year</p>	<ul style="list-style-type: none">● Continue to invest our efforts in marketing and branding GooglersGive and giving & volunteering as key pieces of our Google culture.



Programmatic Surveys

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1	We launch a program evaluation after every iteration of each of our programs (e.g. each class of our GoogleReach program)
2	Evaluate the program from both the participant perspective and the service partner perspective (e.g. NGO partners,, community members, etc).
3	Key control questions are included in all surveys in order to be able to compare across our team's programs and other team's programs at Google (e.g. Leadership Development Team, Benefits Team, etc.)





Programmatic Surveys

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1. Summarize Results

Part III: Please answer the following questions on the overall Google Reach program format:			
Survey Item (n=14)	Favorable	Neutral	Unfavorable
I found it valuable that the Google Reach participants came from different functions	100%	0%	0%
I found it valuable that the Google Reach participants came from different points in their career (for example, level and tenure at Google)	100%	0%	0%
I formed at least one valuable relationship with a Google Reach participant that I believe will continue beyond the program	93%	7%	0%
Overall, the leadership development and cultural training content provided by Google before arriving in India helped prepare me for my experiences in India	71%	21%	7%
The training and orientation materials that Grameen provided were helpful in preparing me for the project	71%	21%	7%

2. Summarize Observations and Make Actionable Recommendations

Googlers want more preparation pre- Reach by hearing some case studies and examples of previous work.

3. Make Change

→ Revamped Leadership and Development component





Control Questions

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GooglersGive Rule: All program surveys must have the following control questions (likert scale):

1	I was able to make a positive impact in my community
2	This program was valuable to my career development
3	This program was valuable to my personal growth
4	Overall I found this program worthwhile



Additional Data Sources

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Example Data Sources:

Annual company survey

Performance metrics

Attrition data

Keep in mind:

→ Hard to find statistically significant results

→ Analyze the analysis: Do the cost of the analysis outweigh the benefits?

Hypothesis

We hypothesized the following: Googlers who volunteered will have higher self-reported well-being scores on Googlegeist than Googlers who didn't volunteer.

Results

The results showed there was no significant difference with Googlers overall well-being and the total hours they volunteered. While there is a small 2% positive difference with overall self-reported well-being scores between the top 20% of volunteering Googlers and non-volunteering Googlers, but this does not meet the Googlegeist threshold of 5% for significance.

Next Steps

We will continue to explore the idea that there is a positive effect between Googlers that are involved with giving and volunteering and their well-being. Ultimately we will focus on using our specific program surveys that include a focus on well-being and not use GoogleGeist for this type of analysis.



Key Takeaways



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Asses the value

Metrics and research is a lot of work.

How will it be used?

Analyze your analysis - is it worth it?



Keep it grounded

Research can be done at a **too high level**

Do a **comprehensive analysis** of all programs but **cut the data** in **meaningful** ways (region, function, etc.)

Launch **scalable program surveys** for every program with tailored and **control questions**



Use it

Go beyond summarizing results.

Always **summarize observations** and **recommend actions...**and **share them!**

When you **see changes** made based on your analysis, it makes all the hard work worth it.



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| Thank You |

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