

CaribData Quarterly Reports

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Period: June 2024 – July 2025

Quarter 1: June – August 2024

Overview

This quarter focused on laying the foundation for CaribData's engagement in data storytelling, proposal development, and relationship building. Key early efforts were made to support CaribEquity and RICCH, while also initiating RedCap-related activities and stakeholder consultations.

- Assisted in preparation of CaribEquity Proposal including mindmapping and document review
 - Orientation to RICCH
 - Led writing retreat for RICCH's Author Fellowship Programme
 - Assisted with RedCap project requests
 - Created RedCap survey to determine eligibility for project creation
 - Conducted exploratory conversations with NSOs and regional stakeholders on training needs discussion
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Quarter 2: September – November 2024

Overview

The second quarter emphasized early development of training and evaluation tools, and deepened engagement with NSOs through exploratory conversations and survey creation. Planning for the Author Fellowship writing retreat also featured prominently.

- Created first drafts of data storytelling evaluation tools and checklists.
 - Continued exploratory conversations with NSOs and regional stakeholders on training needs discussion
 - Assisted in creation of training needs survey and information sheet and consent forms
 - Planned January writing retreat for RICCH's Author Fellowship Programme including developing programme, recruiting speakers and creating promotional materials.
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Quarter 3: December 2024 – February 2025

Overview

Quarter three marked the formal rollout of CaribData's visibility efforts and engagement strategies. The team planned and hosted a webinar, created a LinkedIn presence, and conducted high-profile interviews to inform the structure of upcoming training and storytelling materials.

- Continued planning and executed January writing retreat for RICCH's Author Fellowship Programme, liaising with registrants and emailing programme materials and evaluation forms
 - Planned data storytelling webinar scheduled Jan 15, 2025. Tasks included developing topic, recruiting speakers, creating promotional materials and chairing webinar.
 - Created a LinkedIn account for CaribData
 - Coordinated interview with renowned international journalist Kevin Maurer, in order to curate content and structure for our data course for NSOs and inform process for data story telling
 - NB: Was out on sick leave for Feb 2025
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Quarter 4: March – May 2025

Overview

This was a high-output quarter where CaribData released three public stories, launched its LinkedIn newsletter, established its YouTube channel, and expanded its CRM. It also finalized the data storytelling checklist reinforcing its operational and content development capacity.

- Developed a 43-item data storytelling checklist and data storytelling flowchart
- Developed and published March Story and launched CaribData's LinkedIn Newsletter strategy.
- Created voiceover for CaribData AI introduction
- Created CaribData YouTube channel
- Developed and published April Story ("Beyond the Salt Shaker") in both article and YouTube formats.
- Ran engagement campaigns tied to Salt Awareness Month, including polls and interactive posts.
- Published May Story ("From Missed Opportunities to Shared Solutions") on LinkedIn and YouTube.
- Drafted CRM with contributors and stakeholders from multiple sectors.
- Prepared resources and templates for upcoming NSO workshops.
- Continued exploratory conversations with NSOs and regional stakeholders on data story development

Quarter 5: June – July 2025

Overview

This quarter focused on internal organization, reporting, and planning for the next round of stories. The team created supporting materials for June content, refined the CRM, and continued outreach and content development with key contributors and regional offices.

- Created newsletters and accompany stakeholder introductory letters for each target audience for the June stories
 - Met with Asia Williams and the Bureau of Statistics Guyana to develop Aug, Sep and Oct stories.
 - Prepared first draft for Asia's story to be published in August
 - Developed and emailed interview schedule and information sheet for Guyana's September story.
 - Attempted contact with Crystal Drakes for potential data story.
 - Created draft of CRM tools required for OpsHub
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