

WestEd  
**ncsi**  
national center for systemic improvement

Transforming State Systems to Improve Outcomes for Children with Disabilities

# Using Infographics

To Tell Your Center Story

Kansas Inservice Training System

This slide features a white background with a blue and green geometric design on the right side. It includes the WestEd ncsi logo, a mission statement, the title 'Using Infographics To Tell Your Center Story', and the Kansas Inservice Training System logo.

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Kansas Inservice Training System

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# Introductions

This slide has a light blue background with a green geometric design on the bottom right. It features the Kansas Inservice Training System logo in the top right, the WestEd ncsi logo on the left, and the title 'Introductions' in the center.

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# Tell Me A Story...

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**The Power of Storytelling**



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**The Power of Storytelling**

- It's in our DNA
- Engage the reader/listener
- Stories elicit feelings/emotions
- Easy to remember

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**Storytelling Basics**

- Protagonist
- Beginning/Protagonist Desires
- Event/Uncertainty
- Challenges/Barriers
- Resolution

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## Story Audience

- Who are they, what is important to them?
- What turns them on/off?
- What challenges might they be facing?
- Why should they care about your story?

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## Activity

- Your Story
  - Goal
  - Type
  - Message
  - Audience

WET & COPY  
Handout

What is the title of your story?

What is the story about?

Based on the goal and message, what does this story tell us?

What is the main problem for your story?

What is important to them?

What turns them on/off?

What challenges might they be facing? Can these challenges be addressed in your story?

Why should they care about the story you want to tell?

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## Story Sharing

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### Strategic Value of Infographics

- Create learning partnerships across
  - Roles
  - Groups
  - Settings

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### Immediate Value

- Help tell a story
- Grab attention
- Convey complex information more simply
- Tap into creativity and allow some fun

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### Potential Value

- Learn other perspectives
- Negotiate the message
- Build relationships
- Gain new insights
- Stimulate dialogue

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### Applied Value

- Engage others
- Customize the learning activity
- Form learning partnerships
- Change practice

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### Realized Value

- What feedback do we expect?
- What do we expect to happen?
- How do we measure it?
- Do we seek a shared outcome?
- What is it?

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Break

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### Strategic Issues

- Communicate the shared value
- Translate content
- Build support
- Spread key messages
- Ask others to help spread practices

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### Strategic Value of Infographics

- Create learning partnerships across
  - Roles
  - Groups
  - Settings

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### Let's try it!

As you tell your story, please consider

- What feedback do you expect?
- What do you expect to happen?
- How can you measure it?
- Do you seek a shared outcome with others?
  - What is it?

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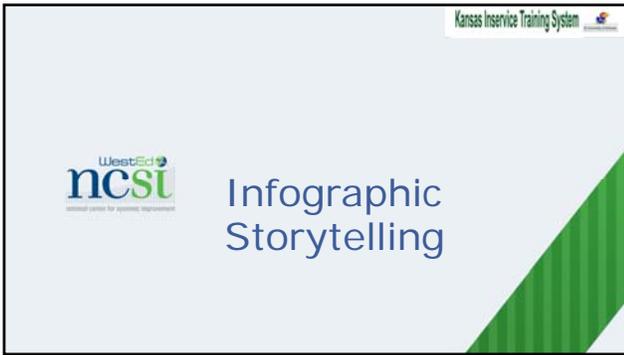
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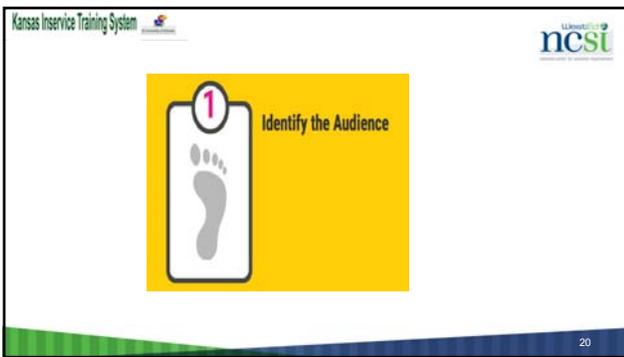
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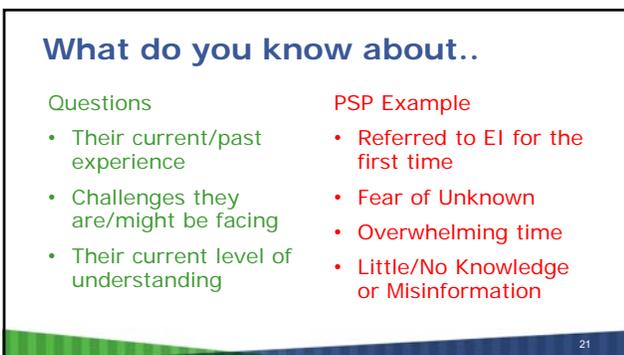
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### Points for Consideration

- Focus ONLY on the critical points of the story – to avoid overwhelming
- Include evidence that your points are supported by data and/or others who the audience respects
- \*Include a “call for action”

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### On Your Worksheet...

Record target audience information here		
Primary Audience	Their Challenges	Points to Consider

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 Summarize the Main Point of the Infographic and Create a Title



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## On Your Worksheet...

What is the primary point of your infographic?
What format will work best?
Add title here:

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Type	Point	Examples
Visual Article	Increase understanding of a topic or idea	Sharing information about particular service, method, new situation
Comparisons	Highlight similarities/differences Dispel myths Illustrate uniqueness Make a convincing argument	PSP vs Medical Model
Timelines	Illustrate change over time Simplify a complicated story Show how one thing leads to another	History of a Program Progress of an initiative
Process	Teach an ordinal task Understand what comes first, second, last	Accessing Services Proper documentation
Flowcharts	Illustrate how different situations can reach the same conclusion, or conversely how all start at the same place, but depending on the situation may end up at a different point	Decision Trees
Data-Visualization	Simplify facts/statistics making it easier to understand	Charts graphs or graphics to visualize numbers (e.g. size comparisons)
Maps	Compare places/locations	Identify where services are located

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Visual Article

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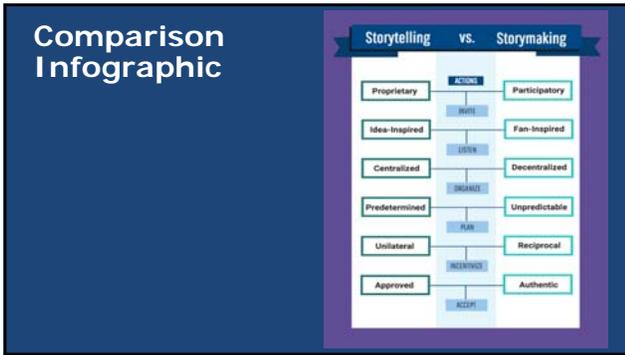
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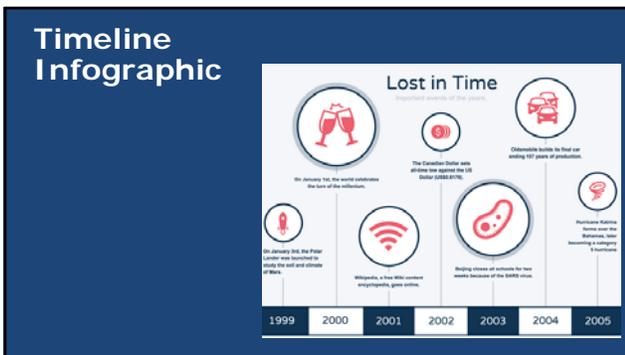
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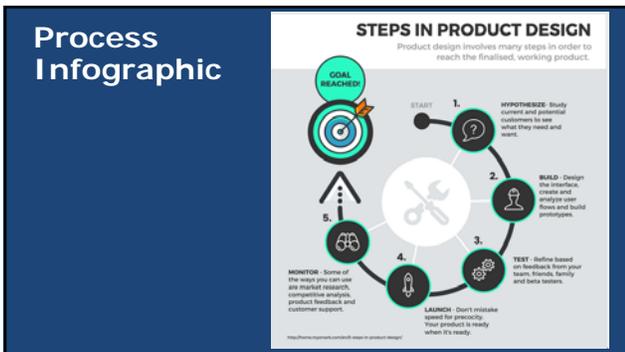
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**Statistical Infographic**

**Sweet 'Blue' STORIES & DATA**

**This is Awesome**  
 Sweet 'Blue' is the most popular...  
 Sweet 'Blue' is the most popular...  
 Sweet 'Blue' is the most popular...

**Numbers Don't Lie**  
 Sweet 'Blue' is the most popular...  
 Sweet 'Blue' is the most popular...  
 Sweet 'Blue' is the most popular...

**This is a Sweet Pictogram and Chart**

**2015**  
 Sweet 'Blue' is the most popular...  
 Sweet 'Blue' is the most popular...  
 Sweet 'Blue' is the most popular...

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**Geographic Infographic**

**The Impact of Data Visualization on Audience Engagement**

**20x Engagement** Higher Engagement  
**63x Views** Higher Content Views  
**30x Creativity** Higher Creativity

69% 70% 68%

7 out of 10 are more engaged with visualizations

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Kansas Inservice Training System  

**3** Identify Key Words/Phrases/Ideas

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### Example: PSP Infographic

Key Words-Phrases-Ideas
The PSP approach is the service delivery approach used in Kansas Part C
One Person (PSP) works directly with the family/child
The PSP routinely engages with a full team of professionals
Services are provided in the home or other natural environment
PSP approach is supported by IDEA, DEC, KDHE

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### Example: Items Omitted

- A formal definition of Primary Service Provider
- How often the PSP and teams meet
- What exactly joint visits are, why they might happen
- A full description of EI services available

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### On Your Worksheet...

Key Words-Phrases-Ideas

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**4**  
Organize Information  
into Categories

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### Example: PSP Infographic

Headings <sup>❶</sup> <i>List Categories of Information below</i> <sup>❷</sup>	Words/Phases/Ideas <sup>❸</sup>	Sub Headings <sup>❹</sup> <i>List Sub-Categories (if applicable)</i> <sup>❺</sup>	Words/Phrases/Ideas <sup>❻</sup>
What is it? <sup>❶</sup> <sup>❷</sup>	PSP is the type Service Delivery Approach used in Kansas Part C <sup>❸</sup>	NA <sup>❹</sup>	NA <sup>❻</sup>
How does it work? <sup>❶</sup> <sup>❷</sup>	One Person (PSP) works directly with the family/child <sup>❸</sup> The PSP routinely engages with a full team of professionals <sup>❸</sup>	NA <sup>❹</sup>	NA <sup>❻</sup>
Where does it happen? <sup>❶</sup> <sup>❷</sup>	Services are provided in the home or other natural environment <sup>❸</sup>	NA <sup>❹</sup>	NA <sup>❻</sup>
Who else supports this? <sup>❶</sup> <sup>❷</sup>	PSP approach is supported by IDEA, DEC, KDHE, etc. <sup>❸</sup>	NA <sup>❹</sup>	NA <sup>❻</sup>

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### Other ways to organize information:

- Sequence of events
- Steps in a process
- Timeline
- Comparison
- Analogy, metaphor simile

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### On Your Worksheet...

Headings	Words/Phrases/Ideas	Sub Headings	Words/Phrases/Ideas
List Categories of Information below		List Sub-Categories (if applicable)	

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Identify Visual Representation

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### Example: PSP Infographic

Key words/phrases/ideas	Potential visual representations
PSP is the type Service Delivery Approach used in Kansas Part C	No visual- but will be included in the title
One Person (PSP) works directly with the family/child	Icon or actual picture of one person Icon or actual picture of a family
PSP Routinely engages with a full team	Icon or actual picture of a team
Services are provided in the Home	Icon or actual picture of a family Icon or actual picture of a home
PSP is supported by IDEA, DEC, KDHE, etc.	Logo representing each organization

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## On Your Worksheet...

Step 5: Identify Potential Visuals/Icons		
List Key Words-Phrases-Ideas	Identify Potential Icons/Pictures	508: Describe Icons/Pictures Selected

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nCSI  
National Center for Statewide Inservice



6 Identify Supporting Information and/or Data

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## Example: PSP Infographic

Supporting Data	Where data is located? How will it gathered?	How will it be visually presented?
Law supporting PSP <ul style="list-style-type: none"> <li>• IDEA</li> </ul> Agencies supporting PSP <ul style="list-style-type: none"> <li>• KDHE</li> </ul> Organizations supporting PSP <ul style="list-style-type: none"> <li>• DEC</li> <li>• tinyK Early Intervention</li> </ul> Other: <ul style="list-style-type: none"> <li>• Mission &amp; Key Principals</li> </ul>	Internet  Google search for pictures, icons, or logos, then downloaded as a picture	Picture of Logos inserted into the infographic

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## On Your Worksheet...

Step 6: Identify Supporting information and/or Data		
Supporting Data	Where data is located? How will it gathered?	How will it be visually presented? *508 Describe

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 University of North Carolina



7  
Join an Infographic  
Service and Select a  
Template

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### Family Centers are using infographics!

 University of North Carolina

 Kansas State University

Center for Parent Information and Resources

Webinar on Creating Infographics

- Listen to the webinar
- Download the PowerPoint presentation
- Print/download the handouts
- Adapt the infographics to adapt it for your own Center

Webinar Date: Thursday, Aug 10, 2016

Host: Center for Parent Information and Resources (CPRI)



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## Infographic SSIP Phase I-CIPR

**Catching Up with RDA**  
A Success Story in 4 "Stage" Steps

- 1. Establish a Vision and Mission Statement:** The first step is to establish a clear vision and mission statement that aligns with the organization's goals and values. This involves identifying the organization's purpose, its core values, and its long-term vision.
- 2. Develop a Strategic Plan:** Once the vision and mission are established, the next step is to develop a strategic plan. This involves identifying the organization's key strategic initiatives, setting measurable goals, and determining the resources needed to achieve these goals.
- 3. Implement the Strategic Plan:** The third step is to implement the strategic plan. This involves putting the plan into action, monitoring progress, and making adjustments as needed.
- 4. Evaluate and Refine:** The final step is to evaluate and refine the strategic plan. This involves regularly assessing the organization's performance, identifying areas for improvement, and making adjustments to the plan as needed.

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## Our Examples:

**Kansas SSIP**

**Engagement Sampler**

**Are You Managing or Engaging Your Stakeholders?**

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[www.venngage.com](http://www.venngage.com)

VENNGAGE

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Make Infographics For Free

Everything you need to create and publish infographics online.

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### Step by Step Guide to Creating an Infographic in Vennage

The screenshot shows the Vennage website interface with several steps highlighted:

- Go to the Vennage website.** <https://vennage.com/>
- Open a free account. Log in.** (Fields for email and password are visible)
- Browse infographic templates from the drop down menu.** (A dropdown menu is shown with various template options)
- Click on the template and start creating your own infographic.** (A template titled 'STORIES & DATA' is selected)
- Add widgets to your infographic.** (A sidebar of widgets is shown)
- Undo, copy or move your text.** (Editing tools are shown)
- Edit the widget settings.** (A settings panel for the selected widget is shown)
- Publish!** (Publishing options are shown)

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The infographic features a yellow background with a white footprint graphic. Inside the footprint, the number '8' is written in a blue circle. To the right of the footprint, the text 'Share the Infographic' is displayed.

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### Consider Accessibility and 508 Compliance

- Design an infographic with accessibility in mind
- Build the infographic with a clear reading order
- Select high-contrast colors for people who are color blind
- Avoid using color alone to convey important information
- Use adequate font size (10pt+)
- Provide alternative text for all images that can be read by screen readers
- Include a full text version of the infographic

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Practice Your New Skill and Keep Learning

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Blank Worksheet  
PSP Infographic

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The contents of this document were developed under a grant from the U.S. Department of Education, #1234567890. However, these contents do not necessarily represent the views of the U.S. Department of Education, and are strictly not to be disseminated by the Federal Government. Project Officers: Holly Williams and Shelley Highsmith... (November 2014)



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