

## TECH3501-18 Community Media Leadership

### Workshop 005: CiviCRM Data

#### 1 Activity - CiviCRM Planning

- Log in to <https://civic.our.dmu.ac.uk>
- Open the dashboard for CiviCRM.
- What are the main functions of CiviCRM, and how are they grouped?
- What are the main functions that CiviCRM offers?
- What kind of tasks does CiviCRM allow users to undertake?
- How might you be able to use CiviCRM to support a community media project?
- What does the user guide tell you about CiviCRM and the way it is adopted and used?

<https://docs.civicrm.org/user/en/latest/>

<https://docs.civicrm.org/sysadmin/en/latest/>

#### 2 Discussion: Community Media Data

- What are the key attributes of data and information that you need collate in preparation for running the International Community Media expo?
- Who will you include in the database?
- What types of people or groups do you need to characterise?
- How will you differentiate between groups, individuals and organisations, so that you know what their function and role might be?
- What contact details do you need to identify, and how is this information stored in CiviCRM?
- What forms of communication might you develop, and how can you send different messages to different groups?
- What types of events might you develop, and how can you invite different groups to different events.

#### 3 Activity: CiviCRM Data Management

- Visit the CiviCRM user guide <https://docs.civicrm.org/user/en/latest/>
- Look at how CiviCRM organises or 'maps' data that you enter in.
- Identify any relevant issues that might need to be considered before developing a data management plan, for example: How will you avoid duplication? How will you identify multiple members of the same group? How will you identify people who are aligned with multiple groups?
- CiviCRM has a 'group' function. What does this do and how can you take advantage of it?
- Why should you use tags and what are the limitations of their use?
- What groups and tags are you going to need?
- Once you have looked at these issues, use the whiteboard to map essential issues in a mind map.
- List these development tasks on the International Community Media Expo wiki development page [https://wiki.our.dmu.ac.uk/w/index.php/International\\_Community\\_Media\\_Expo](https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Expo)

#### 4 Activity: Data Protection Regulations

- Visit the website of the Information Commissioners Office <https://ico.org.uk/for-organisations/guide-to-data-protection/>
- Read through the introduction guide – either on the webpage or download as a pdf.
- Note what the definition of 'data' is that is used in the guide.
- Note how does the guide identifies the difference between 'automated' and 'non-automated' data.
- Note the definition of 'personal' data.
- What is noted about the use of 'sensitive' personal data?
- What is a 'data subject'?
- What is a 'data controller'?
- What are the sanctions if a group is found to be in breach of the Data Protection legislation? [https://united-kingdom.taylorwessing.com/uploads/tx\\_siruplawyermanagement/NB\\_000168\\_Overview\\_UK\\_data\\_protection\\_law\\_WEB.pdf](https://united-kingdom.taylorwessing.com/uploads/tx_siruplawyermanagement/NB_000168_Overview_UK_data_protection_law_WEB.pdf)

- What are the DMU policies related to data protection? <http://www.dmu.ac.uk/documents/about-dmu-documents/quality-management-and-policy/information-security/policies/dpa-policy-web-v1-0.pdf>
- What are the DMU policies for ethical research, and how do they relate to data protection? <http://www.dmu.ac.uk/research/ethics-and-governance/research-requiring-ethical-approval.aspx>
- Once you have noted this information, use the whiteboard to identify any issues of concern that you might have noticed when reading through the introduction to this guide.
- Discuss how you will build-in data protection principle to the development of the CiviCRM database.
- Is data protection a role for everyone to undertake and be aware of, or can it be allocated as a task to one person?

## **5 Activity – Blogging & Wiki Planning**

- What data gathering tasks do you need to undertake to run the International Community Media Day?
- How will specific responsibility for these tasks and roles best allocated?
- How will you recruit others to help you?
- How will you promote the development of these tasks?
- How will you communicate and share information?
- How will you keep a check of your progress?
- Are there any resources or support that you need to help along the way?