

# Dina the Director

## About me:

- I am 49 years old and a proud mother of 3 high school aged girls.
- I grew up in Boise, Idaho.
- I studied psychology at Boise State University and received my master in public administration from the University of Idaho.
- I have been working in this position for 8 years and still feel we can always do better.
- I like worldly travel, scuba diving and holding dinner parties with my close friends.



**"I know we have our successes.  
I know we need to improve.  
The question is how?"**

## I want:

- The "Big Picture" to be clear.
- Our local legislators and stakeholders to see a quick and easy way to understand an overview of our successes.
- Better tools to show the agency's outcomes quickly and consistently.
- Effective data flow strategies and best practices to inform agency decisions.
- Impact on every level of the organization.
- Improved communication with funders and stakeholders and legislators.
- Assurance that we are addressing the changing needs of our community members.

## Pain points:

- I wish I could see how all our programs are measuring up.
- I have trouble getting information and reports on short notice.
- I know we do great work, but I wish I could see the extent of it over certain periods of time.
- Sometimes I feel like our programs are too disconnected.
- I feel that it would be easier to have one central database to get the information instead of "ninety".
- Unfortunately, my agency can't do everything the community needs. There's not enough resources.