The Impact of GlamourGals

A Quantitative Analysis of Senior Home and Volunteer Feedback
# Data Analysis Through Excel

## 1. Raw Data

- I feel because of my GG experience, I am more understanding of the issue of elder isolation.
- My overall experience as a GlamourGals volunteer was...
- I feel because of my GG experience, I feel more confident overall.

<table>
<thead>
<tr>
<th>Email Address</th>
<th>Strongly agree</th>
<th>Very positive</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:kerri.stanley@parks.k12.mn.us">kerri.stanley@parks.k12.mn.us</a></td>
<td>Strongly agree</td>
<td>Very positive</td>
<td>Agree</td>
</tr>
<tr>
<td><a href="mailto:258531@edu.iowastate.edu">258531@edu.iowastate.edu</a></td>
<td>Strongly agree</td>
<td>Very positive</td>
<td>Agree</td>
</tr>
<tr>
<td><a href="mailto:suzanne.walter@gmail.com">suzanne.walter@gmail.com</a></td>
<td>Strongly agree</td>
<td>Very positive</td>
<td>Agree</td>
</tr>
<tr>
<td><a href="mailto:suzanne.walter@gmail.com">suzanne.walter@gmail.com</a></td>
<td>Strongly agree</td>
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<td>Agree</td>
</tr>
<tr>
<td>pepsi.dee@<a href="mailto:jeanette@gmai.com">jeanette@gmai.com</a></td>
<td>Strongly agree</td>
<td>Very positive</td>
<td>Agree</td>
</tr>
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<td>Agree</td>
</tr>
</tbody>
</table>

## 2. Clean Data

<table>
<thead>
<tr>
<th>Value</th>
<th>I feel because of my GG experience, I am more understanding of the issue of elder isolation.</th>
<th>I feel because of my GG experience, I feel more confident overall.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>0.27%</td>
<td>0.54</td>
</tr>
<tr>
<td>Neutral</td>
<td>0.03%</td>
<td>0.13</td>
</tr>
<tr>
<td>Positive</td>
<td>0.70%</td>
<td>0.33</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>0.70%</td>
<td>0.33</td>
</tr>
</tbody>
</table>

## 3. Pivot Table
Data Analysis Through R Programming

```
# Load required packages
library(tm)
library(ggrepel)
library(wordcloud)

# Read text from file
text <- readLines(file.choose())

docs <- Corpus(VectorSource(text))

# Convert the text to lower case
docs <- tm_map(docs, content_transformer(tolower))

inspect(docs)

toSpace <- content_transformer(function (x, pattern) 
  gsub(pattern, " ", x))

dtm <- TermDocumentMatrix(docs)
m <- as.matrix(dtm)
v <- sort(rowSums(m), decreasing=TRUE)
d <- data.frame(word = names(v), freq=v)
head(d, 10)

set.seed(1234)
wordcloud(words = d$word, freq = d$freq, min.freq = 0, 
  max.words=250, random.order=FALSE, rot.per=0.25, 
  colors=brewer.pal(6, "Dark2"))
```

Reduces duplicate words caused by different letter case

Reduces duplicate words caused by unnecessary spacing

Creates a table for the frequency of each word

Creates the word cloud
Currently 101 chapters located in 17 states + Canada
GlamourGals’ expanding reach during COVID-19

#MyDearFriend

5000+ 50
100% of senior home administrators said GlamourGals positively impacts the seniors and recommend GlamourGals to another senior facility.
Volunteers describe GlamourGals in one word

Fulfilling
Inspiring
Amazing
Eye-opening
Innovative
Unforgettable
Valuable
Uplifting
Incredible
Glamorous
Important
Educational
Enlightening
Influential
Personal-growth
Humbling
Wonderful
Growth
Heartwarming
Empowering
Heartfelt
Genuine
Remarkable
Insightful

6
Are more understanding of senior isolation because of their GlamourGals experience.
Are more confident overall because of their GlamourGals experience.
100% of GlamourGals volunteers have a positive experience
Increased confidence in communication skills

Increased confidence in leadership skills
Increased confidence in themselves overall

Increased confidence in communication skills

Increased confidence in collaboration skills
Are interested in continuing to volunteer with GlamourGals after graduating
Fall Programs

Survey of volunteer preference for GlamourGals' fall programs

- #MyDearFriend Kind Note Campaign: 87%
- Intergenerational Movie Club: 46%
- Painting Positivity Rocks for a Rock Garden for the Seniors: 93%
- Pen Pal Program with Seniors: 87%
- Share GG Coloring Book with younger kids: 59%
- Share GG Coloring Book with Seniors: 67%
- Virtual Calls with Seniors: 56%