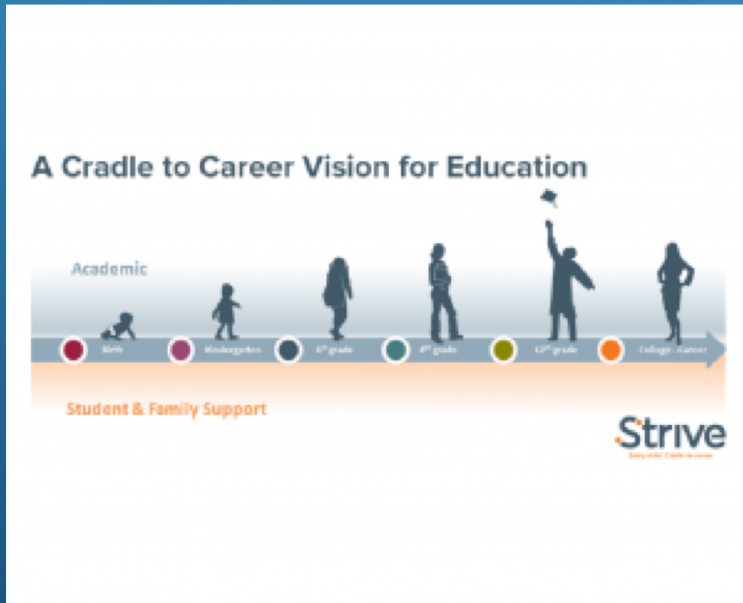


COLLECTIVE IMPACT AND BUILDING AN INITIATIVE FOR SOCIAL CHANGE



Matt Biggar, Ph.D.
Connected to Place



Save Lives. Unite Oklahoma.
April 30, 2018

- ▶ Brings people together, in a structured way, to achieve social change
- ▶ Leverages the strengths of multiple organizations
- ▶ Five conditions of success

COLLECTIVE IMPACT APPROACH

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- ▶ Community
- ▶ City
- ▶ Region
- ▶ State



COLLECTIVE IMPACT IS PLACE-BASED

Collective Impact Conditions	Description
Common Agenda	A common understanding of the problem, shared vision, and a joint approach to solving it
Shared Measurement	
Mutually Reinforcing Activities	
Continuous Communication	
Backbone Support	

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A photograph of three young children of diverse backgrounds playing outdoors on a dirt ground. They are gathered around a large, flat wooden log, using smaller logs and pinecones as toys. One child, a young girl with braids, is in the foreground, focused on the activity. Another child is partially visible on the right, and a third is on the left. The scene is brightly lit by sunlight, creating strong shadows. The image is framed by a blue border with white diagonal lines on the right side.

Vision: Nature Connection for Every Child, Every Day

Core Values: Equity. Nearby Nature. Children's Needs.

Our mission is to **equitably improve nature connection for children and youth in San Francisco** through

- ▶ advancing institutional and public support
- ▶ using data to identify inequities and measure change over time and
- ▶ supporting coordinated planning and action among a diverse set of local organizations and agencies.

MISSION STATEMENT

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- ▶ *ChangeScale (California)*: Forge community partnerships with schools that expand access to environmental education for **150,000 K-12 students in the Bay Area**. (embedded mission)
- ▶ *Mission: Graduate (New Mexico)*: At the heart of our work is a big goal, around which all of our activities are oriented: **60,000 new college degrees and certificates** in central New Mexico **by 2020**.

SHARED RESULT- EXAMPLES

Please share your feedback, recommendations and questions regarding:

Shared Result: Save Rate of 90% by 2025, including the gathering and use of data to identify needs and measure progress.

Common Agenda: Establishing a vision, mission, core values, and goals in support of achieving the shared result.

YOUR INPUT

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Backbone Support	

- Early Childhood Education
- Nature Connection Design
- Community & Youth Engagement
- Measurement & Data



WORKING GROUPS- EXAMPLE

- ▶ EatWell
- ▶ MoveWell
- ▶ BreatheWell (tobacco-free)
- ▶ MindWell
- ▶ EngageWell (social)
- ▶ BEWell (built environment)
- ▶ ResearchWell



WORKING GROUPS- EXAMPLE

Please share your feedback, recommendations and questions regarding:

Mutually Reinforcing Activities: Building upon and coordinating the existing activities of organizations, including through working groups.

YOUR INPUT

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Shared Measurement	Collecting data and measuring results consistently across all participants
Mutually Reinforcing Activities	Coordinated activities of multiple organizations
Continuous Communication	Consistent and open communication to build trust, and assure mutual objectives
Backbone Support	Dedicated staff to serve the entire initiative and coordinate participating organizations

Please share your feedback, recommendations and questions regarding:

Backbone Support: Staff and/or committee(s) dedicated to supported the initiative through leadership, coordination and consistent communication.

YOUR INPUT

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BUILDING THE INITIATIVE: STAGES

Visionary Leadership



Convene the Right People



Develop Common Agenda



GETTING STARTED



Education	Environ. Stewardship	Health and Wellness	Youth Development	Social Equity	Livable City
Cal Academy	GGNPC	Public Health	DCYF	LEJ	Public Works
Educ. Outside	GGNRA	YMCA	OCOF	Youth Outside	Parks Alliance
First 5 SF	Presidio Trust				Planning
OECE	Botan Garden				Public Utilities
Public Libraries	Dept of Env				Rec and Park
SFUSD					
< Mayor's Office >					
Red= non-profit; black= govt					

CONVENE THE RIGHT PEOPLE- EXAMPLE

Shared Measurement



Develop Strategies (Mutually Reinforcing Activities)



Develop Governance



DEVELOPING THE PLAN



Group	Role
Work Groups	<ul style="list-style-type: none"> - Plan and execute collaborative strategies, led by the Steering Committee
Executive Council	<ul style="list-style-type: none"> - Shapes overall direction for common agenda and collaborative strategies - Ensures institutional support
Backbone Team	<ul style="list-style-type: none"> - Provides backbone support: operations management, budgeting, monitoring and logistics for strategies and communications - Decides collaborative processes and structures

GOVERNANCE STRUCTURE- EXAMPLE

Early Wins and Long-Term Success



Organizational and Personal Alignment

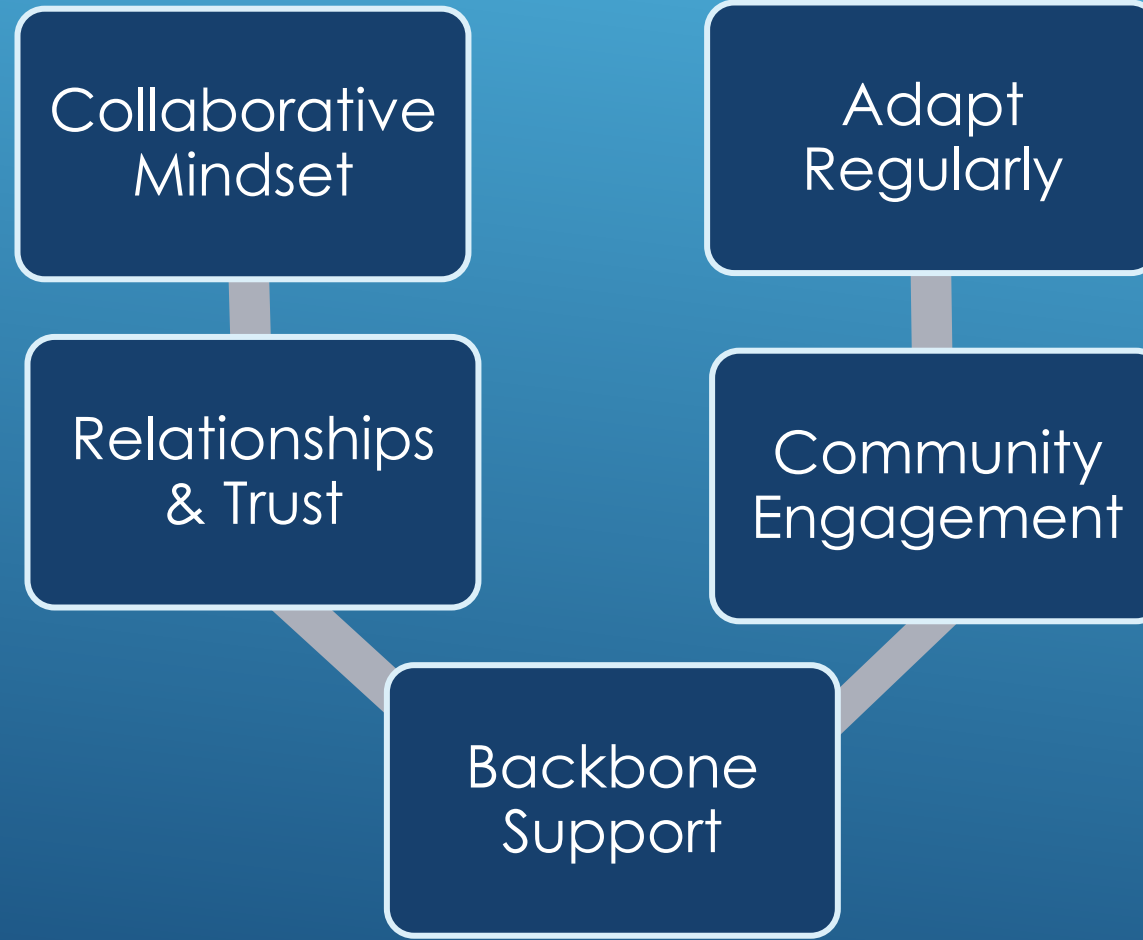


Working Groups



GETTING TO ACTION





THROUGHOUT THE INITIATIVE

- ▶ How might your organization like to participate, collaborate, or contribute to Save Lives Unite Oklahoma?
- ▶ Fill out Level of Interest section on back page.



INPUT SHEET