



TRANSFORM
— CONSULTING GROUP —

Using Collective Impact to Support Your Community

August 20, 2019



Overview

1. Introduction
2. Collective Impact - why, what and how
3. Examples
4. Tools and Resources for Action
5. Next Steps

Who We Are

Transform Consulting Group (TCG) is a woman-owned, strategic, and data-driven consulting firm. We provide solutions that help our clients to facilitate, build, and mobilize.



Who We Help



Government



Nonprofits



Education



Communities

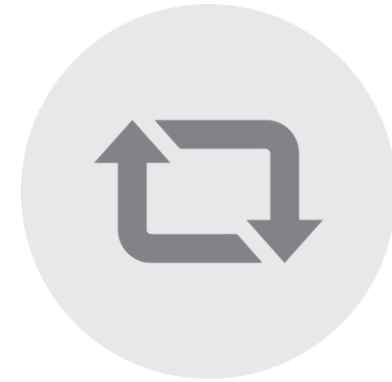
Our Solutions



Facilitate Evaluation,
Research, & Analysis



Build Capacity



Mobilize Communities,
Partners, & Systems

Our Approach



Collaborate



Assess



Facilitate



Create

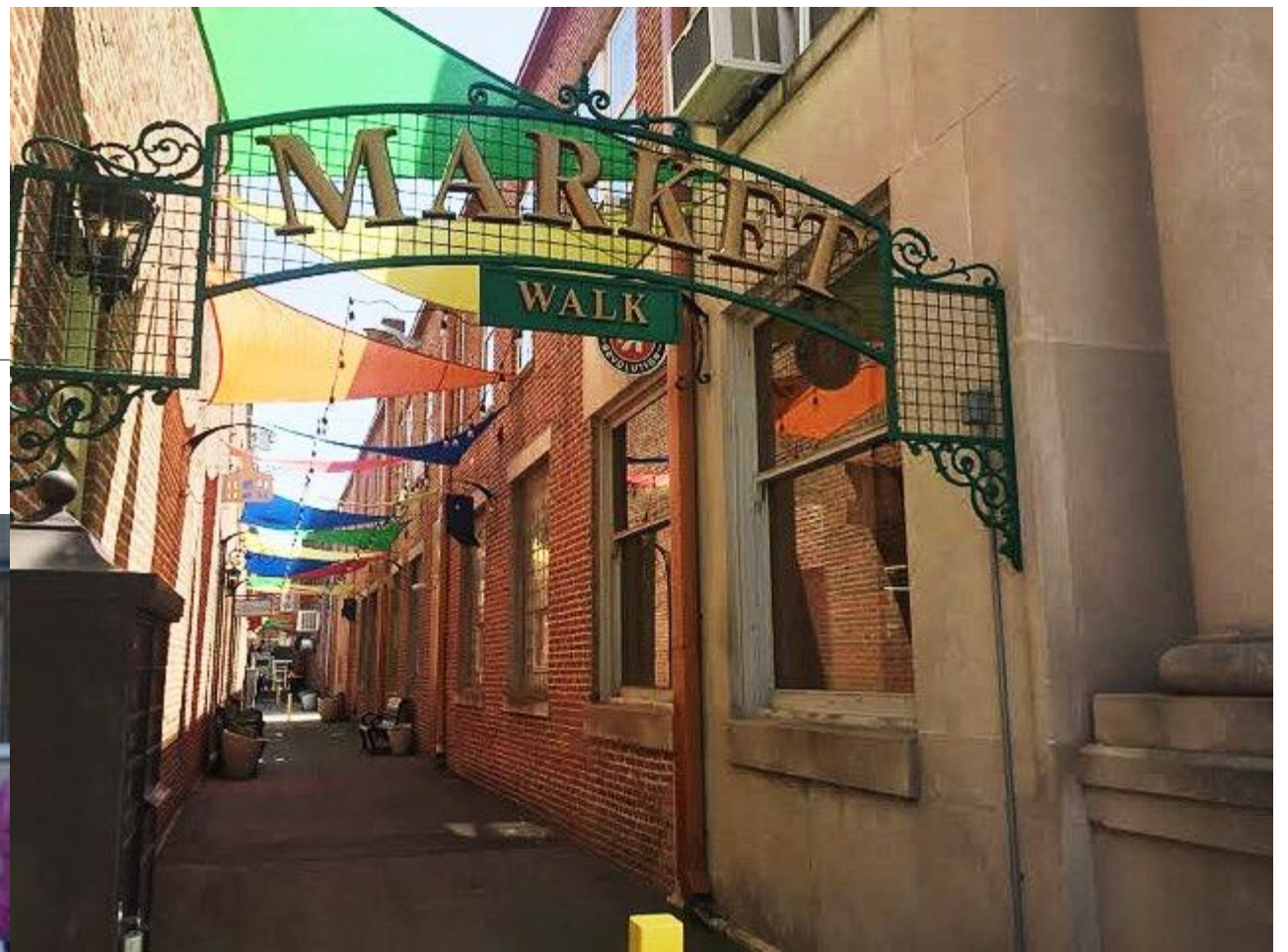
Practice of Community Collaboration



My Main Street









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Why did your community form your main street organization?

How do we get better at the
practice of collaboration?

Why are some community
collaboratives more **effective**?

Many times community collaboratives fail because there is no agreed upon **process** of engagement.

The Practice of Community Collaboration



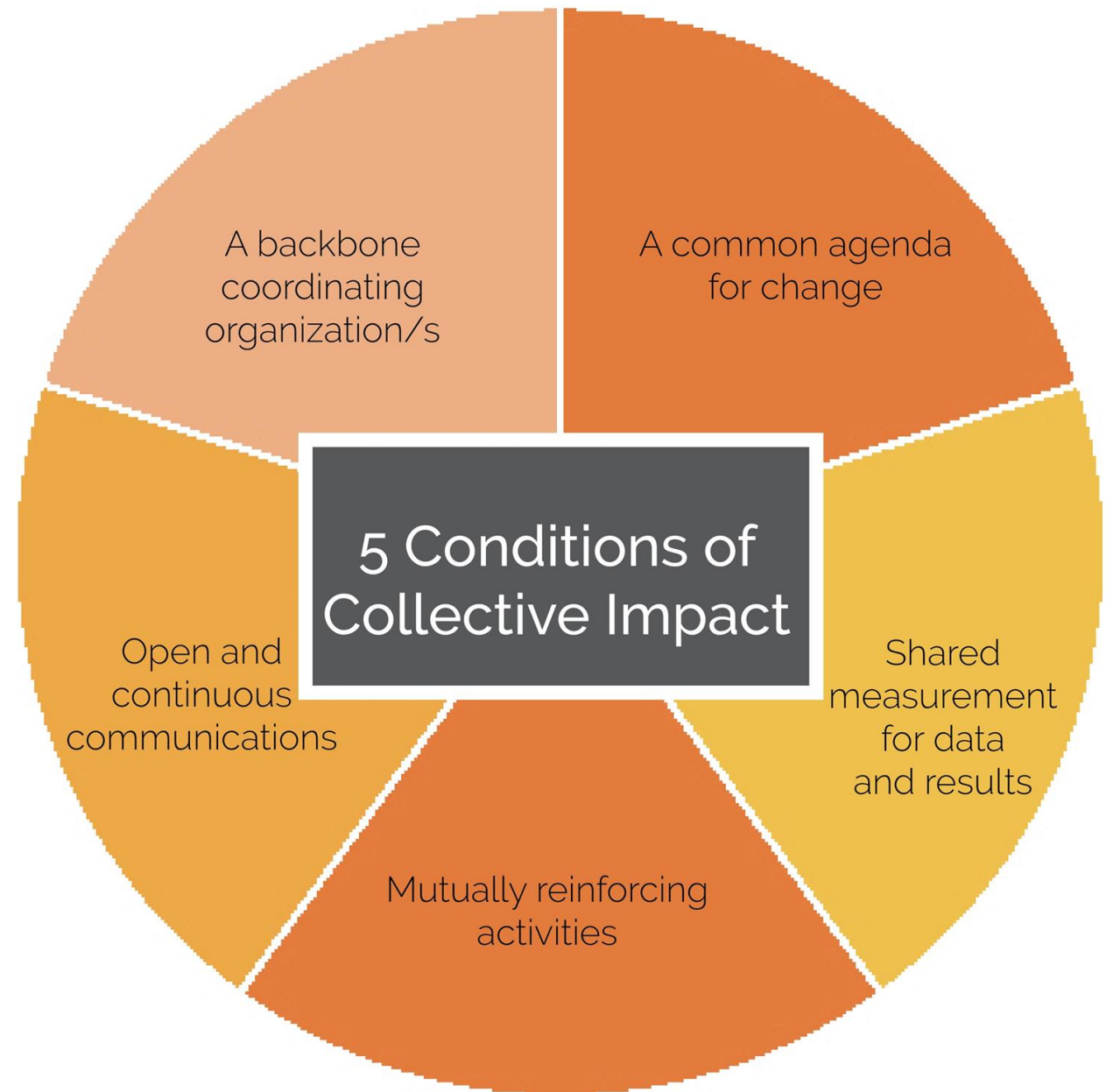
Stakeholder + Collective
Engagement Impact

Collective Impact

- You have an issue that you are wanting to address that is bigger than what one organization can solve on their own?
- It's a framework, not a program.
- What are the issues that your main street organization is wanting to address?

5 Components of Collective Impact

** Must have agreement on the “compelling challenge” to come together



1. Common Agenda for Change



- Agreement on the “compelling challenge” to address
- Who’s at the table
- Identify key stakeholders to engage on the issue
- Comprehensive, multi-sector engagement

2. Shared Measurement for Data



- Create a “baseline understanding” of where you are today in regards to the issue
- What questions do we want to answer?
- What information do we want to know?
- Agreement on key indicators
- Ongoing tracking of results and impact

3. Mutually Reinforcing Activities



- Create a plan for the future
- Reach consensus with all partners to adopt and integrate plan / strategies
- Build ownership and buy in – community will
- All working towards common goal (not just benefiting own organization)



4. Continuous Communication TRANSFORM — CONSULTING GROUP —

- Clear channels of communication
- Clear decision-making process / committee structure
- Dissemination of information internally and externally
- Transparency

5. Backbone Organization

- Whose job is it to think about this every day?
- Someone(s) need to be responsible to move the work forward, bring everyone together, gather the resources, etc.
- Integrate within an organization and/or hire consultant / organization



Case Study Example

- Wabash County – compelling challenge

Geography	Population change					Components of population change							
	2018	Change from 2017		Change from 2010		Change from 2017				Change from 2010			
		#	%	#	%	Natural increase	Net migration			Natural increase	Net migration		
							Total	Int'l	Domestic		Total	Int'l	Domestic
Adams	35,636	214	0.60%	1,249	3.63%	409	(194)	5	(199)	3,034	(1,793)	49	(1,842)
Allen	375,351	3,141	0.84%	20,016	5.63%	1,919	1,244	553	691	17,547	2,769	5,361	(2,592)
DeKalb	43,226	404	0.94%	997	2.36%	121	284	(11)	295	1,055	(33)	(42)	9
Huntington	36,240	1	0.00%	(883)	(2.38%)	22	(20)	11	(31)	94	(966)	81	(1,047)
Kosciusko	79,344	334	0.42%	1,990	2.57%	296	44	64	(20)	2,727	(680)	404	(1,084)
LaGrange	39,330	108	0.28%	2,200	5.93%	450	(343)	(8)	(335)	3,951	(1,751)	17	(1,768)
Noble	47,532	148	0.31%	(8)	(0.02%)	132	19	14	5	1,262	(1,256)	29	(1,285)
Steuben	34,586	165	0.48%	413	1.21%	62	105	8	97	584	(144)	65	(209)
Wabash	31,280	(130)	(0.41%)	(1,608)	(4.89%)	(61)	(69)	2	(71)	(596)	(1,009)	38	(1,047)
Wells	28,206	192	0.69%	569	2.06%	119	77	16	61	655	(70)	148	(218)
Whitley	34,074	297	0.88%	784	2.36%	91	211	10	201	735	70	109	(39)
NEI-11	784,805	4,874	0.62%	25,719	3.39%	3,560	1,358	664	694	31,048	(4,863)	6,259	(11,122)

Sources: U.S. Census Bureau, Population Division, Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2018 [Table PEANNRES]; U.S. Census Bureau, Population Division, Estimates of the Components of Resident Population Change: April 1, 2010 to July 1, 2018 [Table PEPTCOMP]

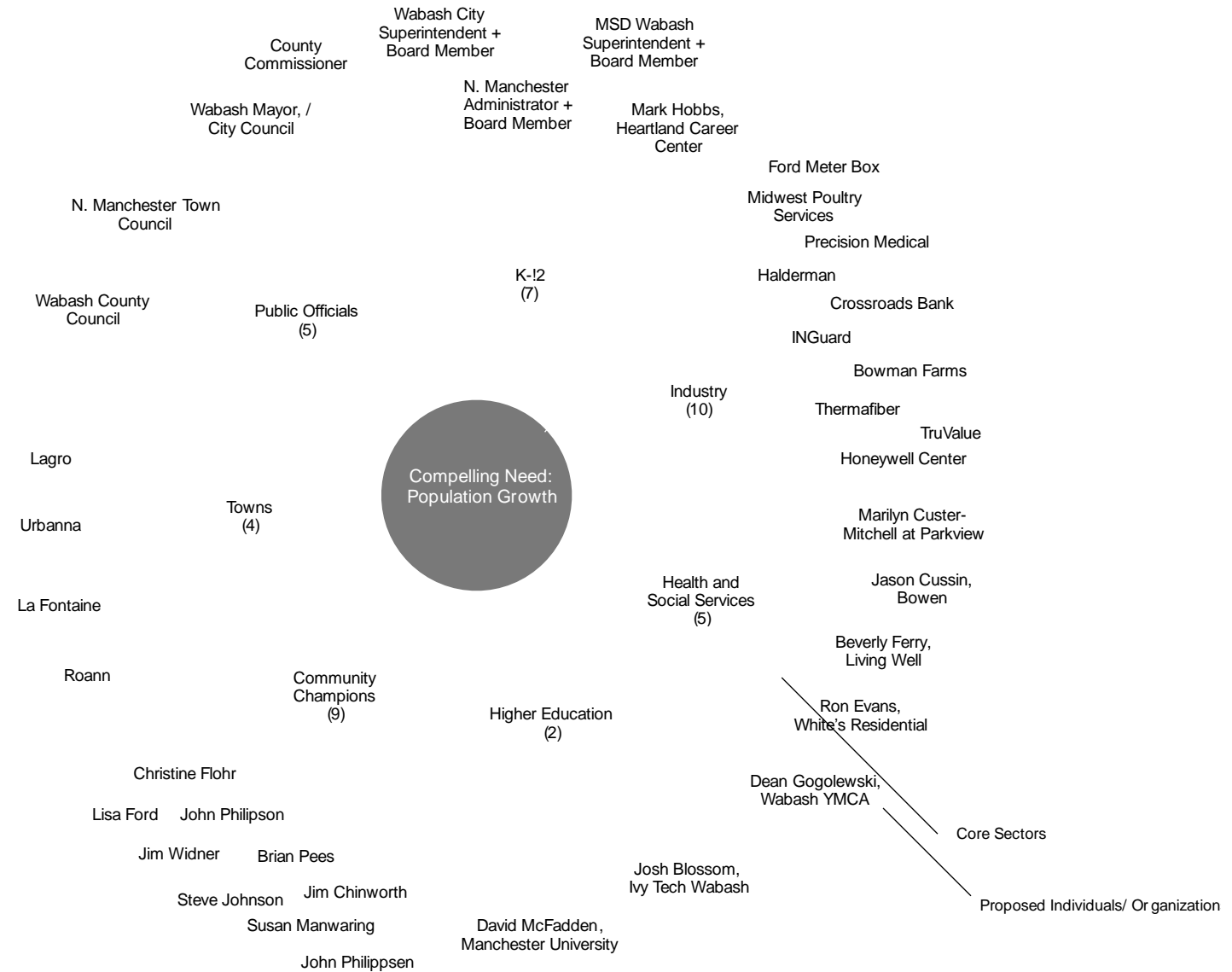
Compelling Challenge

How can we work together to change the trajectory of our population decline?

Identifying Stakeholders

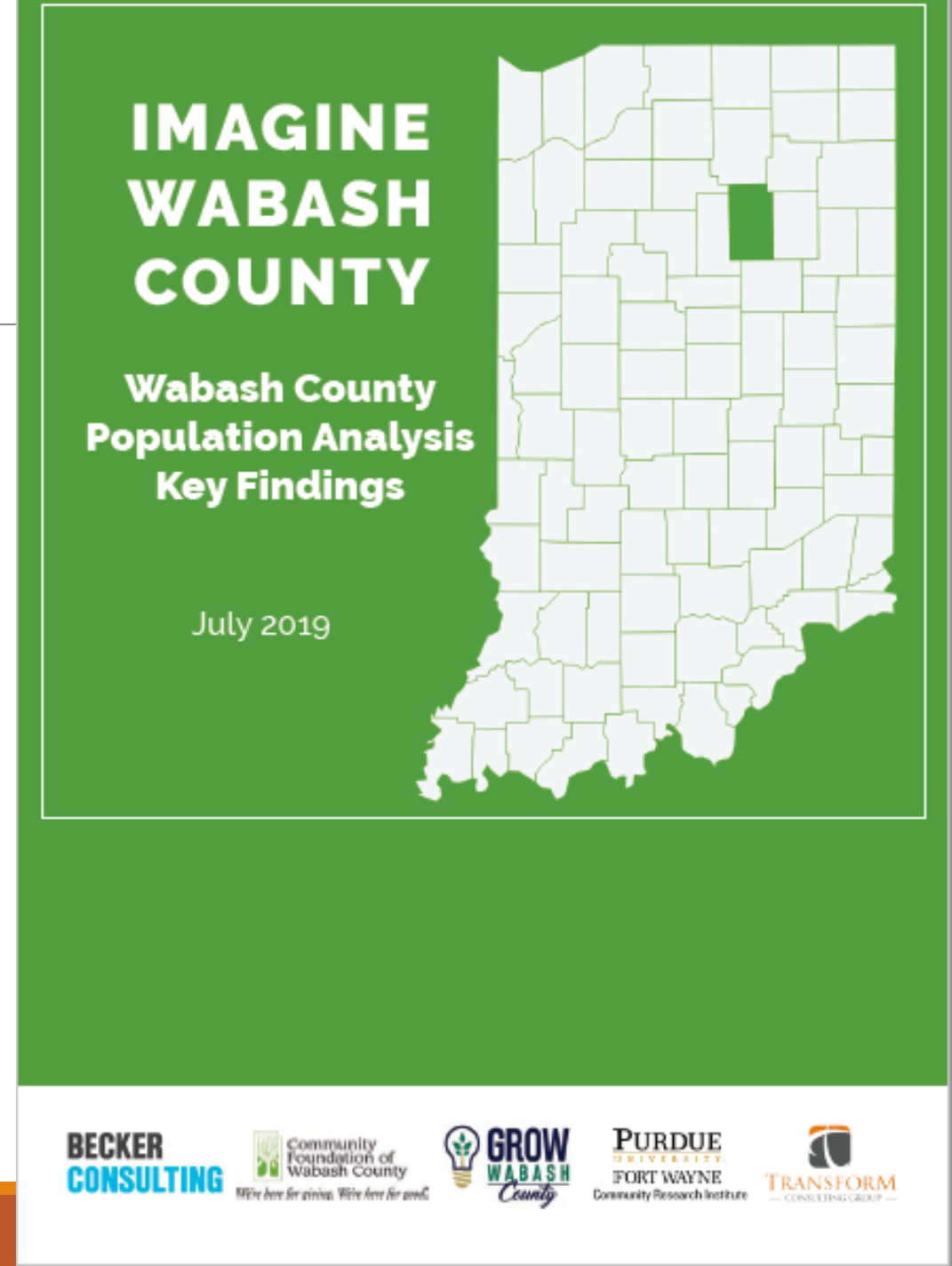
Our Partners

1. Identified core sectors
2. Identified individuals and organizations
3. Considered diversity of geography and demographics



Wabash Baseline Data

- Completed a study on population decline
- Included data trends and projections
- Qualitative feedback from millennials and out of county residents



"I DON'T PLAN TO LIVE HERE IN 5 YEARS"

WHERE DID WABASH COUNTY GO?



"WE DIDN'T HAVE ENOUGH CUSTOMERS"

-Wabash County Business Owner



Did you know?

- Wabash County declining population
- If a wall was built to exit, the County would...
- Wabash County's population is growing at a faster rate when...

IMAGINE

Wabash County

August 20, 5:30 PM
Honeywell Center
275 West Main Street
Wabash, IN 46787



We're here for giving. We're here for good.

LEARN MORE ABOUT THE FUTURE OF WABASH COUNTY ON AUGUST 20 AND AUGUST 22!



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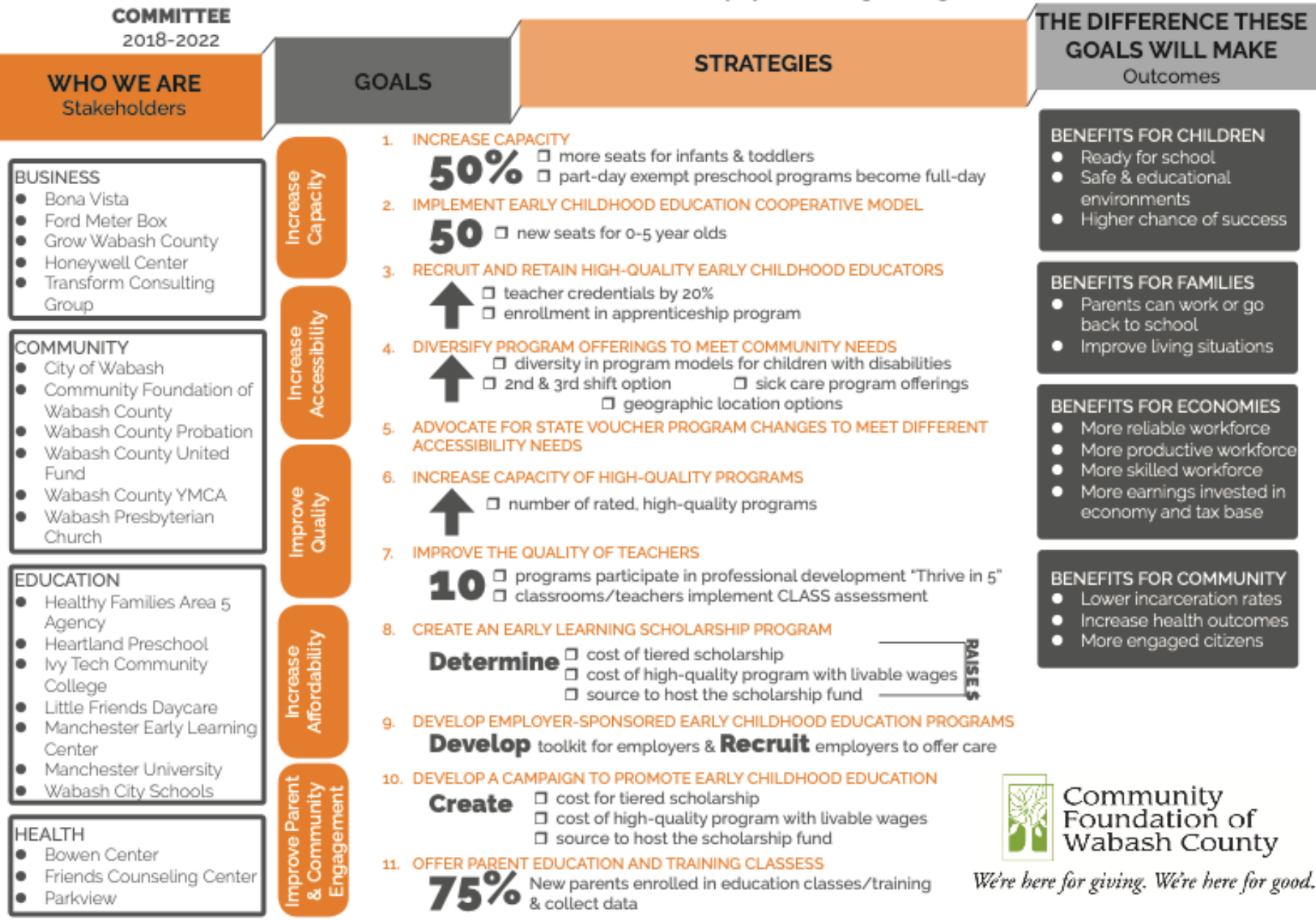


Crafting shared outcomes



Mutually Reinforcing Activities

- Our Plan for the Future
- Buy in and ownership



The **Early Learning Advisory Committee (ELAC)** was appointed by the Governor to assess the availability, affordability and quality of early childhood programs statewide and make best practice recommendations for interventions to improve and expand early childhood education.

2014

- Clear plan for the future

WHAT IS THE VISION?

The Grand Challenge

Working to ensure that children ages birth to 8 years and their families have access to affordable, high quality early childhood education programs that keep children healthy, safe and learning.

How will ELAC accomplish this work?

ELAC has identified the key audiences that contribute to the accomplishment of the vision: the **children** themselves, their **families**, the **providers** of early childhood education services and their **staff**, and funding sources. Seven multi-disciplinary workgroups have been formed to recommend initiatives that: **1)** optimize the effectiveness of each audience; **2)** establish data sources to track progress; and **3)** evaluate the outcomes of these initiatives.

WHAT ARE THE GOALS?

The Few Things That Matter



WHAT ARE THE OBJECTIVES?

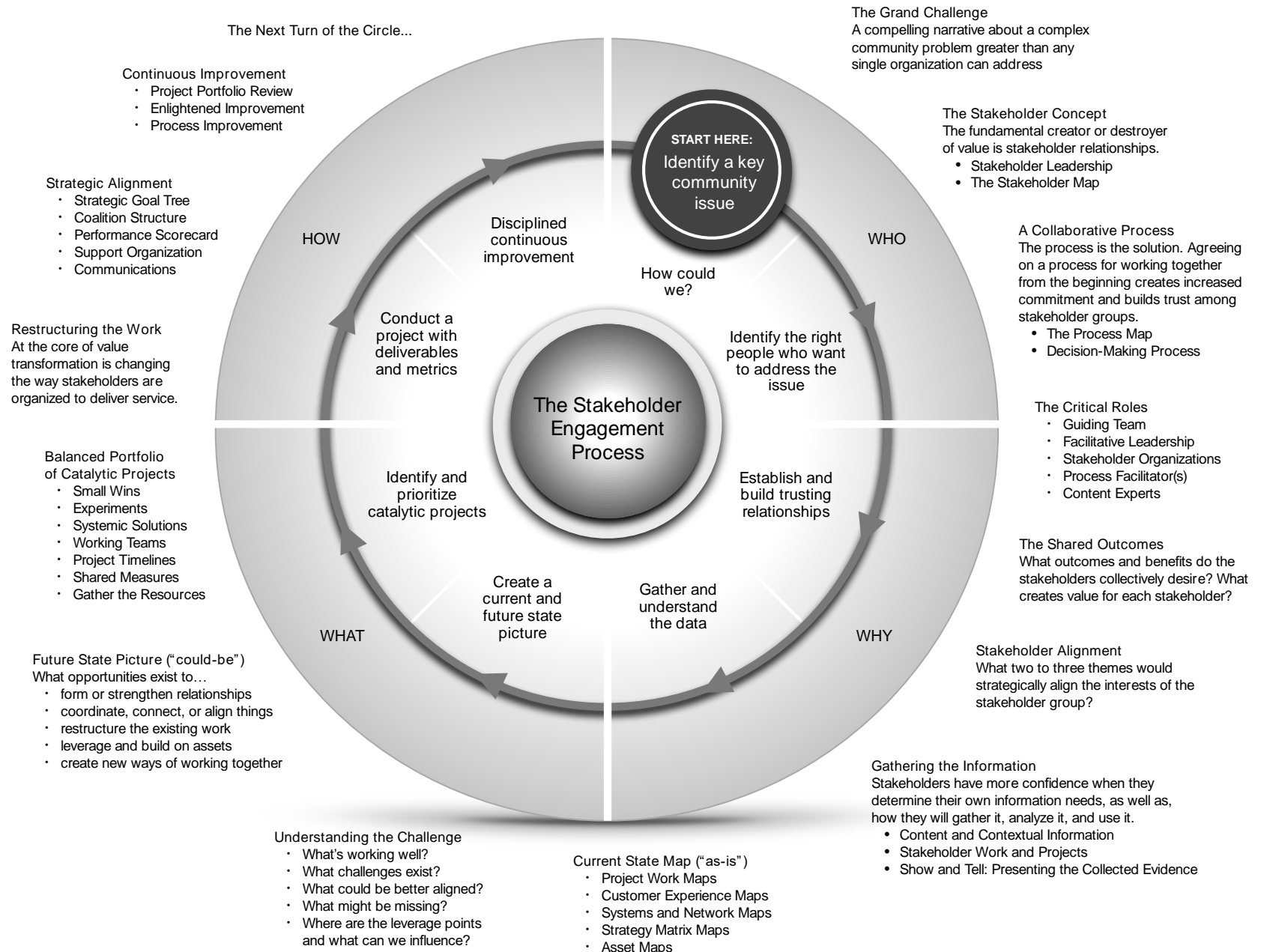
The Strategic Focus Areas



WHAT IS OUR WORK?

The Primary Responsibilities

Stakeholder Engagement Process



Continuous Communication

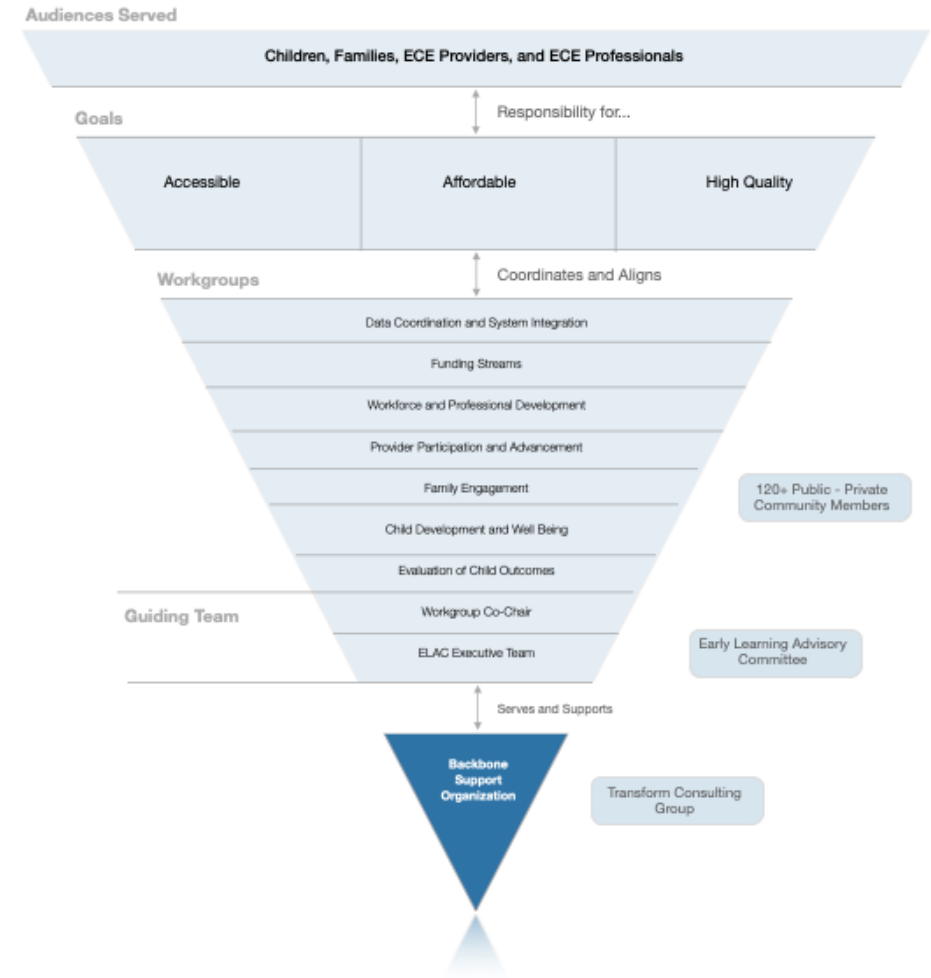
- Formed a Steering Committee “Guiding Team”
 - Guide monitor work/ alignment
- Committees/ workgroup meet
 - Implement the agreed upon plan / activities
- Bring everyone together annually to check in and update

Continuous Communication

- Clear explanation of who is involved and role(s)
- Backbone Support organization

Early Learning Advisory Committee (ELAC)

Vision: Working to ensure that children ages birth to 8 years and their families have access to affordable, high quality early childhood education programs that keep children healthy, safe and learning.



How to Get Started

- Stakeholder Map
- Organization Structure
- Stakeholder Engagement Process

Reflection

- How can you apply the key elements?
- What would be different in your community with this process?



Questions and Next Steps

- **Sign up** for our newsletter here:
<https://transformconsultinggroup.com/contact/>
- **Contact me** with any questions or to talk further about how we can help you!
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