



**COLLECTIVE
IMPACT FORUM**



Welcomes you to the

Getting Started with Collective Impact Webinar Series

Presented by:



REIMAGINING SOCIAL CHANGE



Welcome from the Collective Impact Forum

- Join the Collective Impact Forum: collectiveimpactforum.org
- Download today's presentation and handout material at the Collective Impact Forum
- We want to hear from you! Keep close to your computer to answer polls and ask questions.



Robert Albright
*Associate Director,
Collective Impact Forum*

Poll:

How many people are watching
at your location?



Thank you for joining

Join the conversation

1

Ask a question

Send questions via the box at the bottom left of your screen. Click the heart icon to “up vote” others.

2

Share on Twitter

#collectiveimpact
@CIForumTweets
@FSGtweets
@Child_Wellbeing

Technical assistance

Use the “**Tech Support**” chat tab at the bottom left of your screen

-or-

E-mail custserv@krm.com

The background of the slide is a teal color with a pattern of interlocking puzzle pieces. The pieces are arranged in a way that creates a sense of depth and movement, with some pieces appearing to be in the foreground and others receding into the background. The text is overlaid on this background.

Setting the scene
for

COLLECTIVE
IMPACT

Three key questions

How do we **identify champions** and **form a cross-sector group**?

How do we **invite them**?

How do we **include the voices of community members**?

Today, you'll be hearing from...




John Kania
FSG



Cheryl McCarver
Health & Wellness
Alliance for
Children



Erin White
FSG



WHAT IS SO
IMPORTANT ABOUT
THE STEERING
COMMITTEE?

Steering Committee key responsibilities



PROVIDE GUIDANCE



**WORK CLOSELY WITH
THE BACKBONE**



**REVIEW DATA & DEVELOP
A LEARNING AGENDA**



CHAMPION THE EFFORT

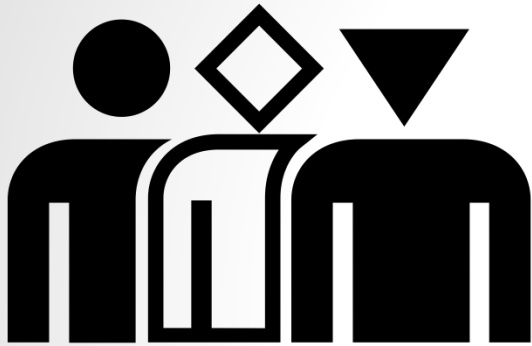
There are a few best practices for Steering Committees:

1. TWO CO-CHAIRS
2. MEETINGS AT LEAST QUARTERLY
3. DIVERSE, CROSS-SECTORAL MEMBERSHIP
4. COORDINATED ACTIVITIES
5. REGULAR COMMUNICATION
6. REPORT-OUTS TO THE COMMUNITY
7. COMMITMENT TO LEARNING



HOW DO WE
DETERMINE
WHO TO INVITE?

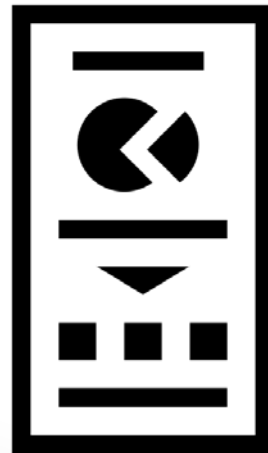
Starting with good data will help you decide who to invite



DEMOGRAPHICS



**IMPORTANT
STAKEHOLDERS**

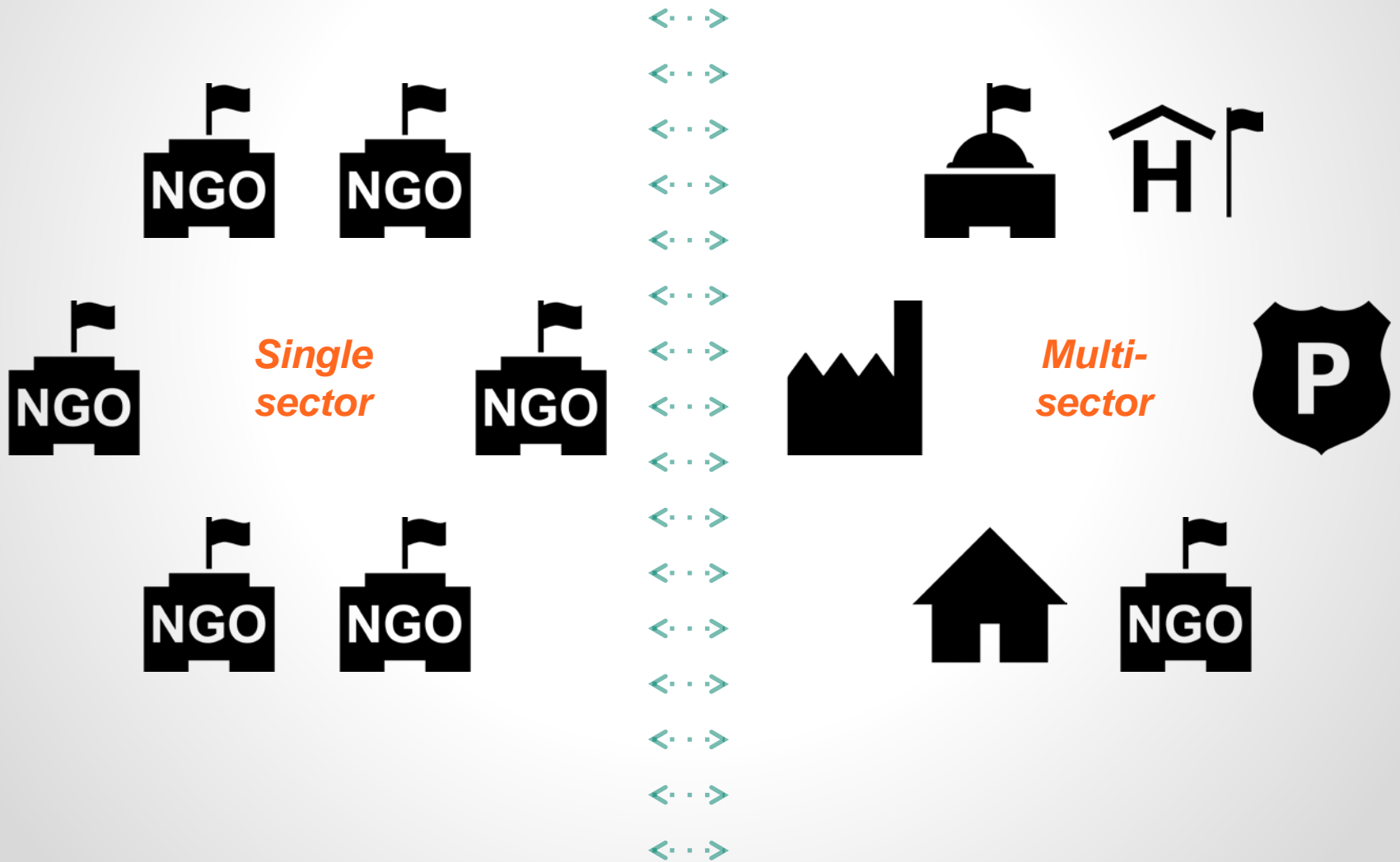


INFO ABOUT THE PROBLEM

There are a few questions you can ask to identify members:

1. WHAT ORGANIZATIONS OR INDIVIDUALS REPRESENT PIECES OF THE SYSTEMS WE ARE TRYING TO CHANGE?
2. WHO HAS DECISION-MAKING AUTHORITY?
3. WHO HAS RELATIONSHIPS AND NETWORKS THAT ARE RELEVANT TO THE WORK?

It is vital to have a multi-sector Steering Committee



Ideal characteristics of Steering Committee members:

1. DECISION MAKERS
2. REPRESENTATIVE OF KEY SECTORS AND COMMUNITY
3. INFLUENTIAL CHAMPIONS
4. CONTENT EXPERTISE/PRACTITIONERS
5. PASSION AND URGENCY
6. FOCUSED ON THE GREATER INTEREST
7. COMMITMENT TO THE ISSUE AND LEARNING

Poll:

For those who already have, or are currently, putting together a Steering Committee –

what data have you used to understand who to bring to the table?

A story from Dallas

THE STEERING COMMITTEE
INCLUDES LEADERS FROM:

- HEALTHCARE DELIVERY ORGANIZATIONS
- HEALTH SYSTEMS / PAYERS
- SCHOOL DISTRICTS
- STATE AND MUNICIPAL GOVERNMENT AGENCIES
- SOCIAL SERVICE PROVIDERS
- CHILD CARE PROVIDERS
- FAITH-BASED ORGANIZATIONS



Parkland



Understanding the problem helped us identify members



Asthma trigger reduction is achieved by environmental regulators, school leadership and landlords

Asthma management is created by **doctors**, **school nurses**, and **community health workers**

A foundation for wellness is supported by **family** and **community**

The background is a teal-tinted image of a stack of books. The books are stacked vertically, with the spines and pages visible. The text is overlaid on this background.

HOW DO WE
GET THEM TO
COME?

Poll:

Before we begin, for those who already have, or are currently, putting together a Steering Committee –

which group have you found the hardest to bring to the table?

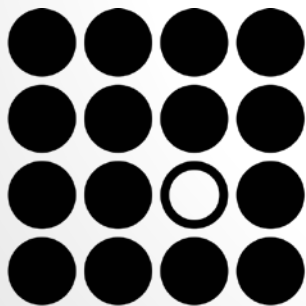
Come prepared to every conversation with:



**DATA ON THE
PROBLEM**



**INFORMATION ABOUT
COLLECTIVE IMPACT**



**THE UNIQUE ROLE THEIR
ORGANIZATION PLAYS**

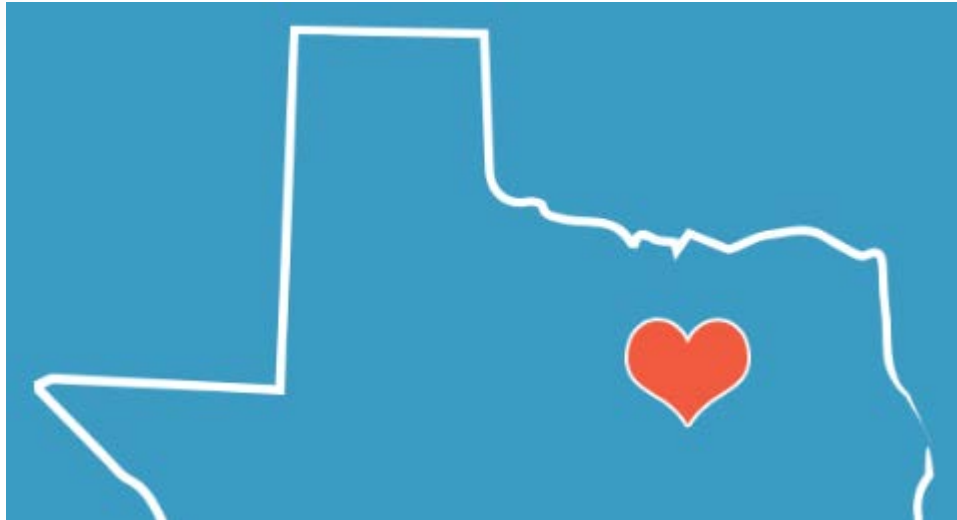


**WHO ELSE IS AT THE
TABLE**

Best practices for the in-person invitation

1. DESCRIBE THE PURPOSE FOR HAVING A CI EFFORT ON THIS ISSUE
2. IDENTIFY THE UNIQUE PERSPECTIVE AND/OR EXPERTISE THAT THE INVITEE WILL BRING
3. DESCRIBE THE ROLE AND RESPONSIBILITY OF A STEERING COMMITTEE MEMBER
4. SHARE THE COMMITMENT EXPECTED IN TERMS OF TIME AND LEADERSHIP

Applying lessons from Dallas in Collin County



"MEET THE NEIGHBOR"
AND
DATA ANALYSIS



Questions about identifying and
inviting Steering Committee
members?

A photograph of a man in a brown jacket shouting into a red and blue megaphone at a night protest. He is surrounded by other people, some holding signs, in front of a modern building with lit windows. The text "HOW DO WE INCLUDE THE VOICES OF COMMUNITY?" is overlaid in large white letters.

HOW DO WE INCLUDE THE VOICES OF COMMUNITY?

Who is the “community”?

The **person with the lived experience** of the problem:

He or she **wakes up each day** in the midst of the problem,

and **deals with its impact** on his or her daily life,

and its **impact on the lives of the people around him or her.**

Why engage community?

To develop strategies:
testing, piloting,
getting feedback

To sustain change:
to do with, not to



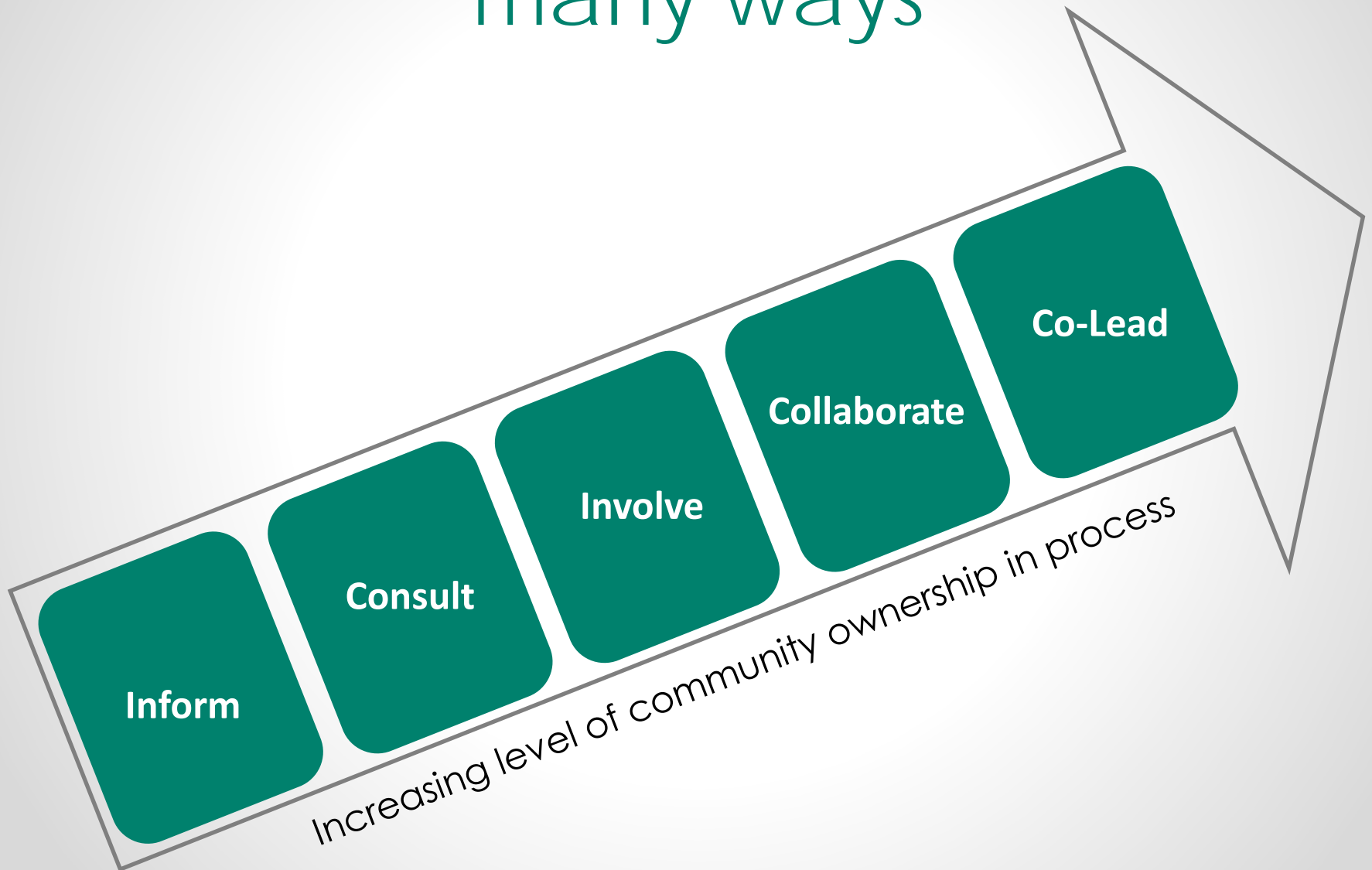
To gain foundational understanding of
the challenges
and
build empathy with those who live them

Poll:

For those who are currently engaged in collective impact –

how have you engaged the community?

You can engage community in many ways



Challenges in engaging community

understanding
who to engage
and how

balancing
efficiency and
effectiveness

overcoming
obstructive
norms

Essential steps in engaging community



**DEFINING YOUR
COMMUNITY**



**GETTING
FEEDBACK**

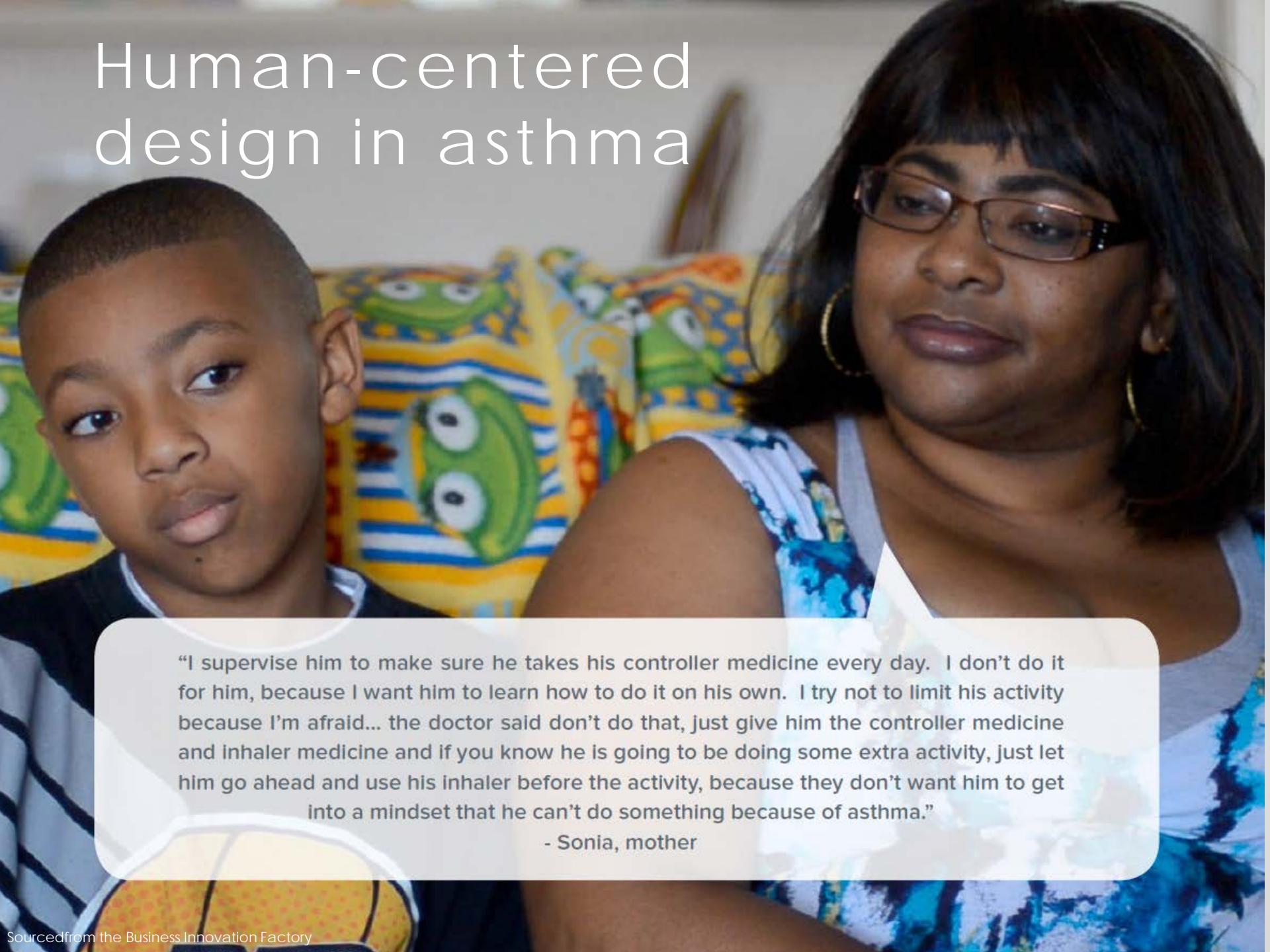


**ADDRESSING
TENSION**



**CHOOSING THE
RIGHT METHODS**

Human-centered design in asthma



“I supervise him to make sure he takes his controller medicine every day. I don’t do it for him, because I want him to learn how to do it on his own. I try not to limit his activity because I’m afraid... the doctor said don’t do that, just give him the controller medicine and inhaler medicine and if you know he is going to be doing some extra activity, just let him go ahead and use his inhaler before the activity, because they don’t want him to get into a mindset that he can’t do something because of asthma.”

- Sonia, mother

Community ownership in Dallas



Community member sharing her 2024 vision for South Dallas

Some final Steering Committee lessons learned:



1. RELATIONSHIPS > OUTPUT



2. THIS TAKES TIME



3. SPEED VS. INCLUSION



4. FACILITATION MATTERS



5. GROUPS ARE FLUID

Steering Committee roles and membership will evolve over time



Figuring out who needs to be at the table - and getting them there

Getting to know and trust each other

Leveraging member expertise and relationships

Bringing on new voices





Any final questions?

Final thoughts



Thank you!



John Kania
FSG



Cheryl McCarver
Health & Wellness
Alliance for
Children



Erin White
FSG



Continue Your Journey in Our Upcoming Webinar

Collaborating to Create a Common Agenda
November 3rd, 2015

Join us as we demonstrate how to develop the initiative's vision and shared goals.



Join the Collective Impact Forum – A Free Online Community for Collective Impact Practitioners, Partners, and Funders

The screenshot shows the homepage of the Collective Impact Forum. At the top left is the logo for the Collective Impact Forum, which consists of a circular pattern of teal dots. To its right is the FSG logo. The navigation menu includes links for 'ABOUT US', 'PROFILE DIRECTORY', 'BLOG', and 'LOGIN'. A search bar is located to the right of the navigation menu, and social media icons for Facebook, LinkedIn, Twitter, YouTube, and Google+ are in the top right corner. Below the navigation menu is a teal banner with the following menu items: 'WHAT IS COLLECTIVE IMPACT', 'GETTING STARTED', 'FEATURED STORIES', 'COMMUNITY', 'RESOURCES', and 'NEWS & EVENTS'. The main content area features a large background image of a group of people. On the left, the text reads 'Welcome to the COLLECTIVE IMPACT FORUM' in a mix of serif and sans-serif fonts. Below this is a paragraph: 'This is the place for those practicing collective impact to find the tools, resources, and advice they need. It's a network of individuals coming together to share experience and knowledge to accelerate the effectiveness and adoption of collective impact.' A teal button labeled 'LEARN ABOUT THE COMMUNITY' is positioned below the paragraph. On the right side of the main content area, there is a section titled 'Visit Our Community' with the text 'Select your role to visit the collective impact community most relevant to you.' Below this text are three buttons: 'FUNDER OF INITIATIVES', 'BACKBONE ORGANIZATION', and 'PARTNER ORGANIZATION', each with a corresponding icon. At the bottom of the page, there is a dark teal footer with two sections. The first section has a circular icon and the text 'What is Collective Impact? LEARN MORE >'. The second section has a book icon and the text 'Where do I find help and the resources I need? FIND RESOURCES >'.

Sign up at

www.collectiveimpactforum.org