



# JOHNSON CENTER

AT GRAND VALLEY STATE UNIVERSITY

## Collective impact, community data, and the pursuit of social justice

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# Mission

The Dorothy A. Johnson Center for Philanthropy is a university-based center leading a systems-based, comprehensive approach to serving nonprofits, foundations, and others seeking to transform their communities for the public good.



# Key Areas of Work

- Capacity Building for Nonprofits
- Education for Grantmakers
- Research Design and Analysis
- Information and Insight for the Field



# Our Work

Institute for Foundation and Donor Learning

Nonprofit Services

Community Research Institute



# CRI

## Facilitating Data-Informed Decision Making

Community Responsive Data

Research & Evaluation

Interactive Data Tools



Source: Community Foundation of Tompkins County, [www.cftompkins.org](http://www.cftompkins.org)



# Objectives: you will understand...

1. Advantages and disadvantages of **shared measures** of success in a community
2. Process of **facilitating data collection** among multiple organizations
3. How collective impact and community data affect the **pursuit of social justice**



# What is collective impact?

- Group of individuals from different sectors **committed to a common agenda** for solving specific social problems





# Structural Components

- Common agenda
- Mutually reinforcing activities
- Continuous communication
- Backbone support organizations
- Shared measurement system



<b>Structural Component</b>	<b>Example</b>
Common agenda	All children in the county have an opportunity for economic prosperity.
Mutually reinforcing activities	Diverse stakeholders develop strategies to address educational achievement gaps.
Continuous communication	Stakeholder groups meet consistently to refine the strategies. What is working? What isn't?
Backbone support organizations	Executive Director Project Manager Process Facilitator
Shared measurement system	Success measures defined by the work groups displayed in a Data Dashboard.



# Role of Data Partner

- Facilitate **selection** of a measure with reliable and consistent data
- Increase **efficiency** of data sharing
- Be **transparent** in data limitations and data interpretation



# Shared Measurement System

- Community-level benchmarks as **shared** measures
- **Track** progress and changes over time
- Increase data **transparency** and applicability
- Development of **dashboard** to track key measures



## DATA DASHBOARD



### Home & Family Stability

#### Family Income Threshold (Lagging)

Baseline 2013:  66.5%  
Current 2015:  66%

#### Family Income Threshold (Leading)

Baseline 2013:  52.3%  
Current 2016:  53.2%

#### Basic Needs Index



### Prenatal - 3rd Grade

#### 3rd Grade English Language Arts (ELA)

Baseline 2015:  52.5%  
Current 2016:  50.2%

#### Kindergarten Readiness



### 4th - 12th Grade

#### 7th Grade Science

Baseline 2015:  25.6%  
Current 2016:  26.7%

#### 8th Grade Math

Baseline 2015:  39.1%  
Current 2016:  36.8%

#### Graduation Rate

Baseline 2013:  78.2%  
Current 2015:  77.4%

### High School + Career

#### Associates or Higher

Baseline 2013:  49.1%  
Current 2015:  48.3%

#### Employment Rate

Baseline 2013:  89.6%  
Current 2015:  92.1%



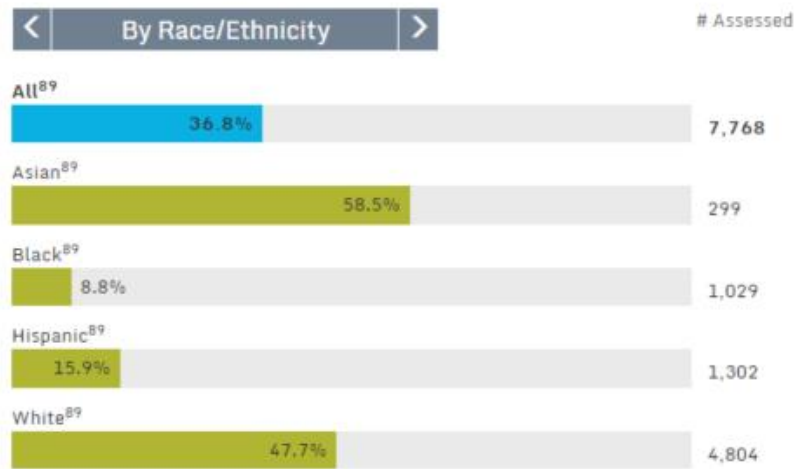
## 8th Grade MSTEP Math Proficiency

Location: All Schools in Kent County ISD

Year: 2016



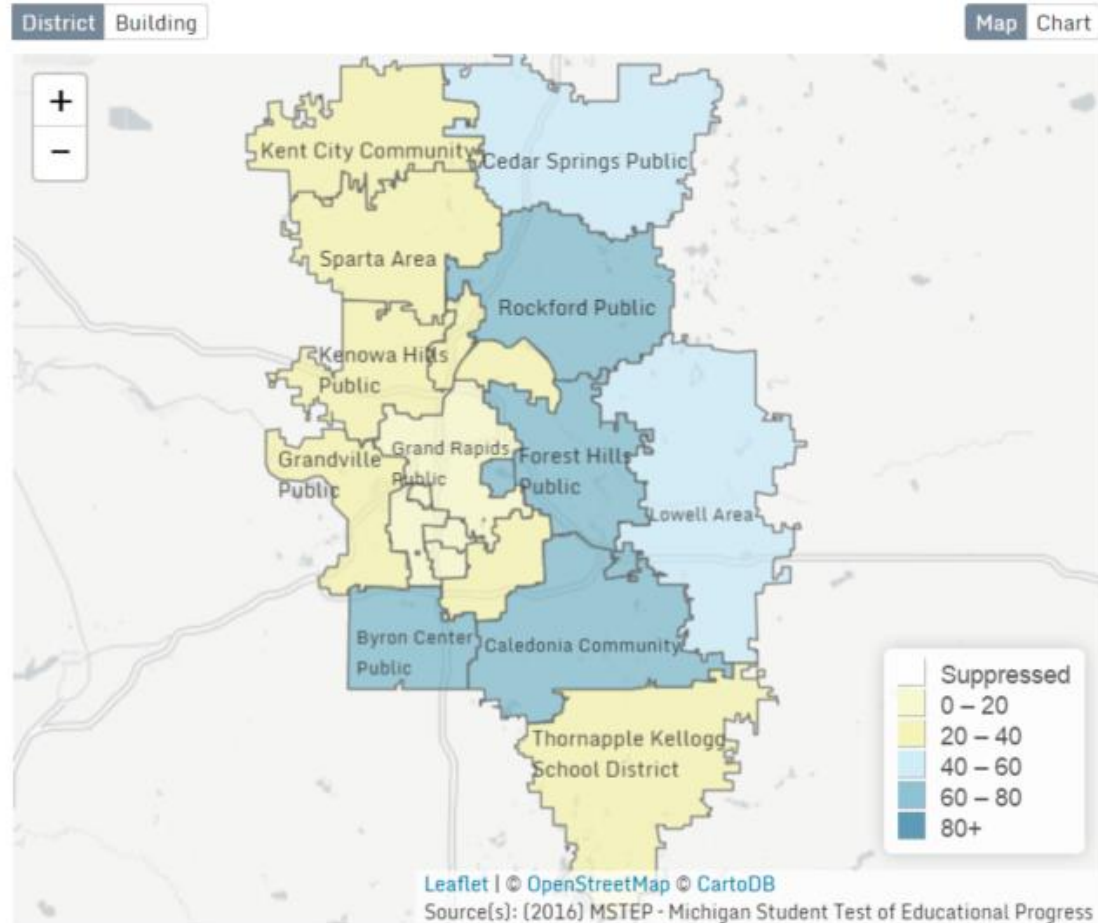
Source(s): (2016) MSTEP - Michigan Student Test of Educational Progress



Source(s):

<sup>89</sup> (2016) MSTEP - Michigan Student Test of Educational Progress

Note: S = suppressed value



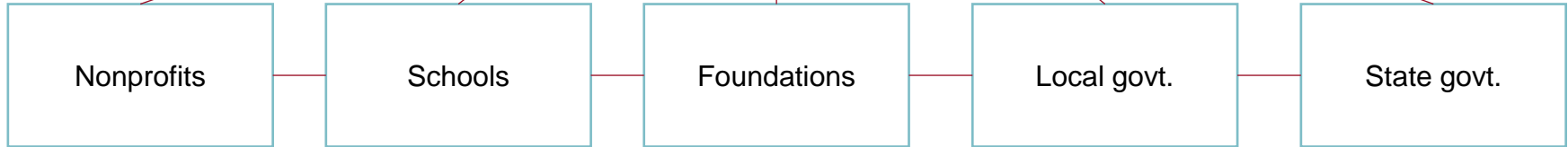


# Advantages

- Understand **impact** at a community-level versus program by program
- **Track** change in a consistent way
- Strategic **decision-making** based on reliable data

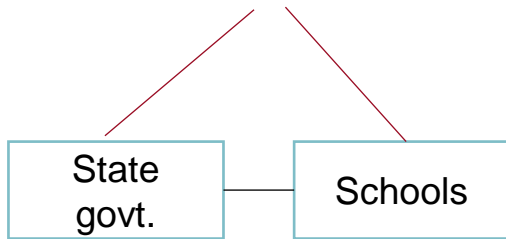


## 3<sup>rd</sup> Grade ELA - MSTEP

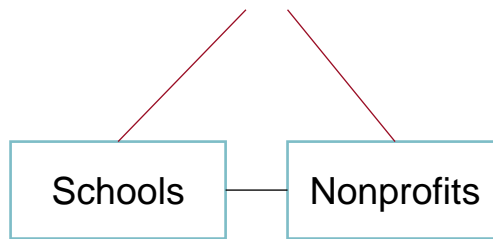


## Measuring Reading Proficiency: Two Examples

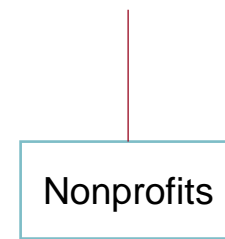
### 3<sup>rd</sup> Grade ELA-MSTEP



### Classroom assessment



### Reading Proficiency Test







# Disadvantages

- “One size fits all” – **applicability** and ability to understand individual impact
- **Alignment** of data collection measures can be burdensome and time-consuming
- Areas may be missed because all organizations are working in the same **direction**



# Kindergarten Readiness

- Many types of preschool: Head Start, Great Start Readiness, licensed centers, private faith-based
- No standard measure of K-readiness – each center uses their own or none at all
- **Is a shared measure of success realistic?**



# Facilitating Data Across Multiple Organizations

- Data sharing agreements
- Informed consent process
- Relationship-building between backbone organization and supporting organizations
- Secure transfer and storage of data
- Cleaning and restructuring data for collective use



# Social Justice

“The fair and proper administration of laws conforming to the natural law that all persons, irrespective of ethnic origin, gender, possessions, race, religion, etc. are to be treated equally and without prejudice.”

Social justice. (n.d.) In *Business Dictionary*. Retrieved from <http://www.businessdictionary.com/definition/social-justice.html>

“Social justice is the view that everyone deserves equal economic, political, and social rights and opportunities.”

National Association of Social Workers. (2008). *Code of ethics of the National Association of Social Workers*. Washington, DC. NASW Press.



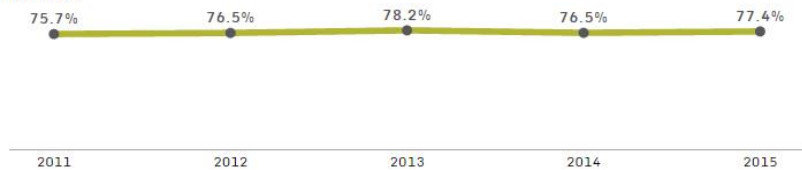
# Aid the Pursuit of Social Justice?

- Increase ability to **identify disparities** that may not be visible otherwise
- Stronger **system-level change** to address disparities at root cause



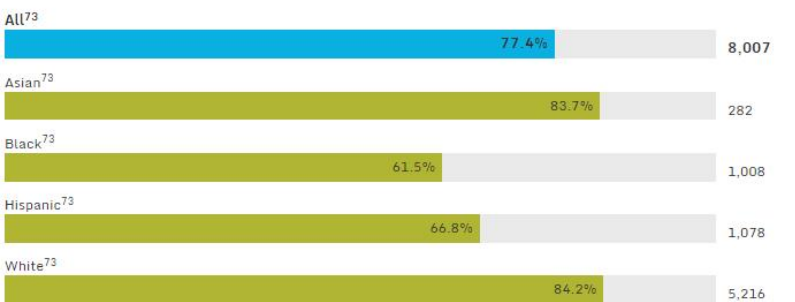
### Students who graduate in 4 years or less

Location: All Schools in Kent County ISD  
Year: 2015

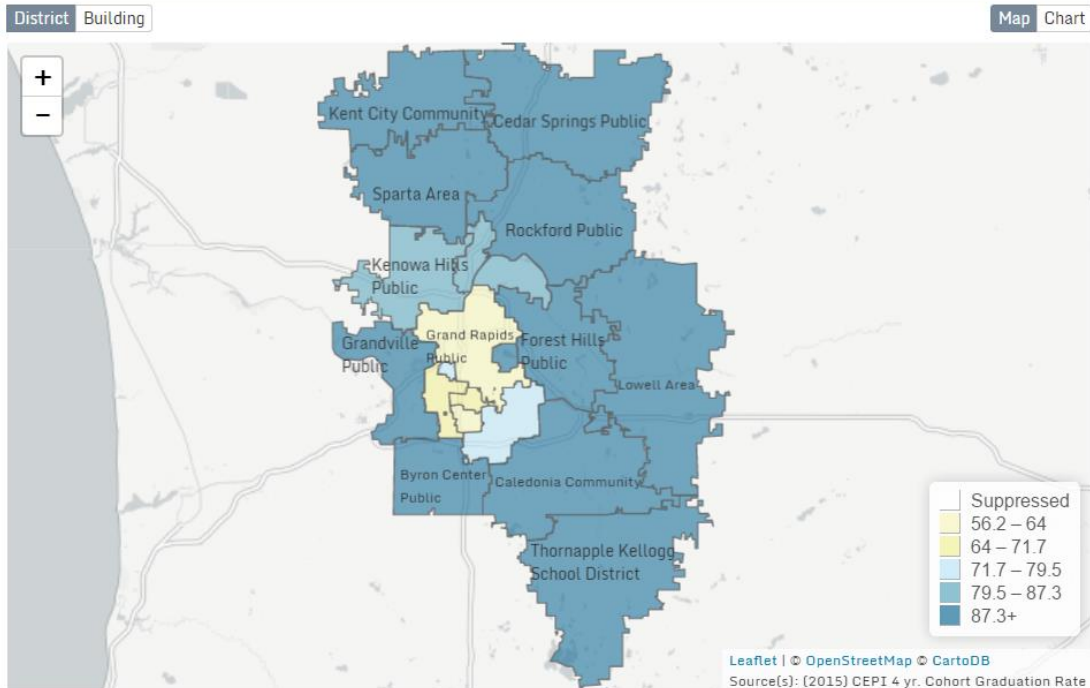


Source(s): (2015) CEPI 4 yr. Cohort Graduation Rate

#### By Race/Ethnicity



Source(s):  
<sup>73</sup> (2015) CEPI 4 yr. Cohort Graduation Rate  
Note: S = suppressed value





# Basic Needs Workgroup

**Goal:** Ensure that the basic needs of all students are fulfilled so that they arrive at school each day ready to learn.

**Activities:** Convene organizations focused on a variety of basic needs including health, housing stability, food security, transportation, and financial literacy.



# Hinder the Pursuit of Social Justice?

- Selection of a measure may be based on **availability of data** rather than what is the best measure
- Steers organizations in a direction that may not be their strength
- **Inflexibility** of measures may hinder progress and hide the true needs of the community



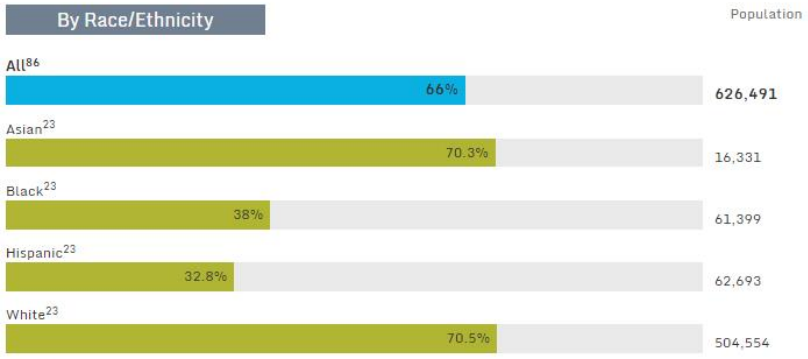


## Population at 200% Poverty and Above

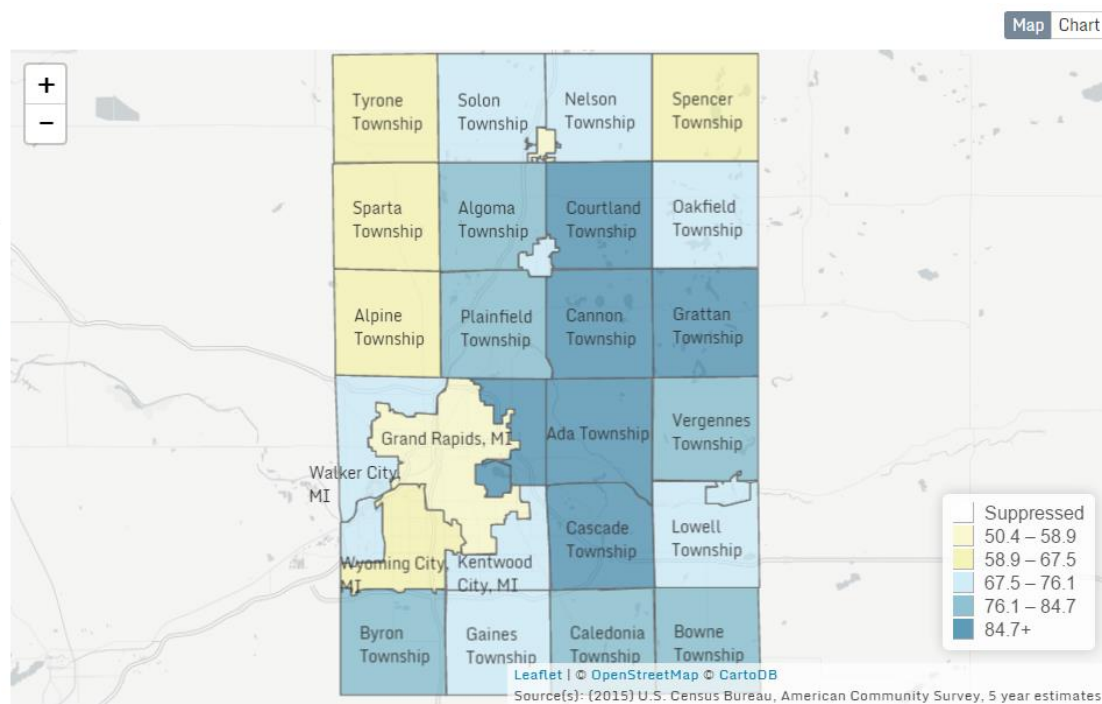
Location: Kent County  
Year: 2015



Source(s): (2015) U.S. Census Bureau, American Community Survey, 1 year estimates



Source(s):  
<sup>86</sup> (2015) U.S. Census Bureau, American Community Survey, 1 year estimates  
<sup>23</sup> (2015) Public Use Microdata Samples (American Community Survey 5 Year Estimates)  
 Note: S = suppressed value





# Discussion Question

Do the advantages of collective impact and community data outweigh the disadvantages when it comes to pursuing social justice? Why?