



Social Impact Consultants

Discovering better ways
to solve social problems

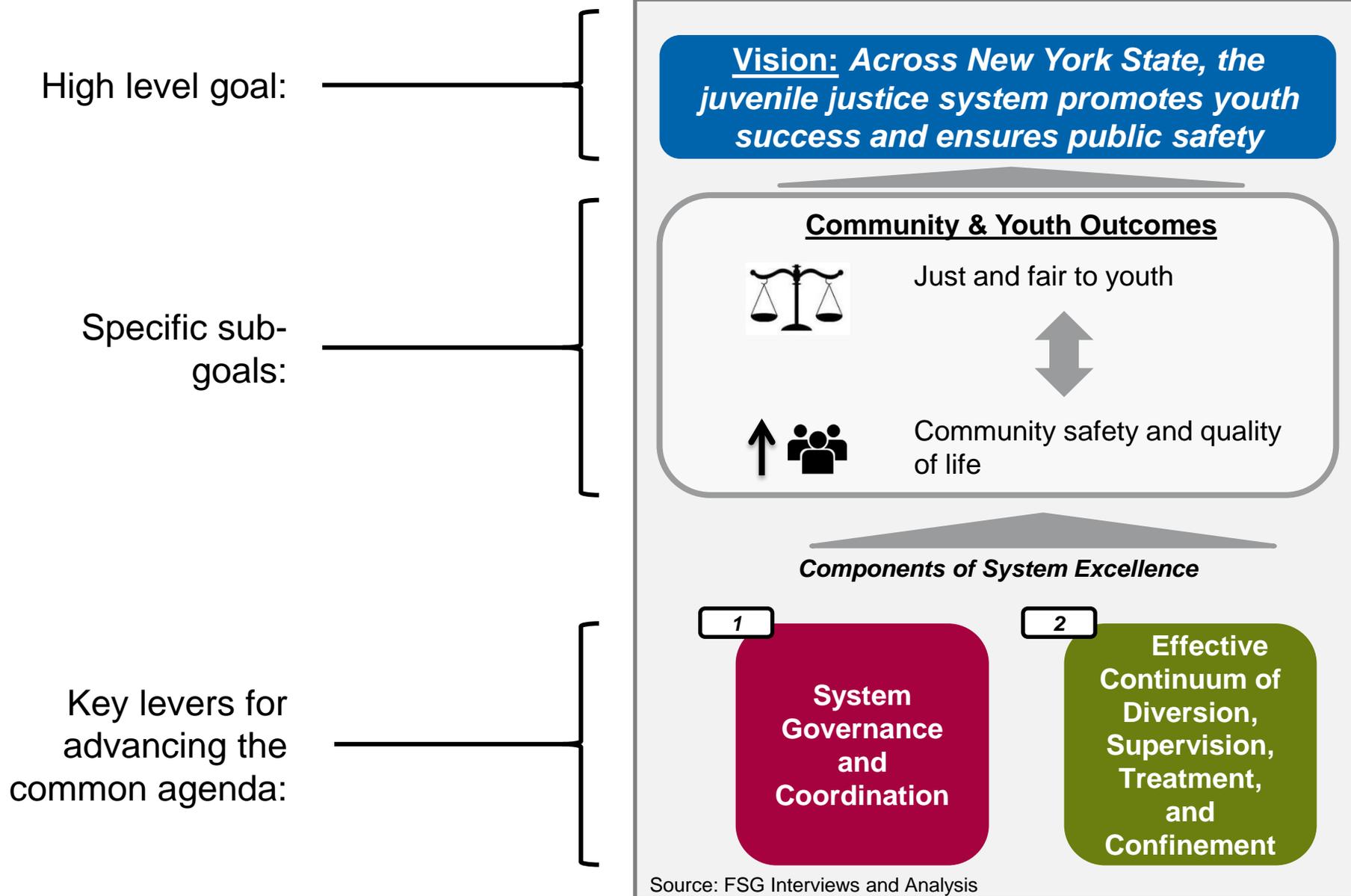
Setting a Common Agenda

2014

This document provides a summary of a collective impact common agenda, one of the five principles of collective impact.

The following slides contain relatively straightforward examples, but it should be known that coming to the common agenda is rarely straightforward. The process is highly complex, requires extensive iteration and input from the community (including a broad set of stakeholders), and evolves over time.

Common Agendas Often Contain Three Components



Developing a Common Agenda Requires Creating Boundaries for the Initiative and Developing a Strategic Action Framework

Creating Boundaries

- **“What’s in” and “What’s out”:** Establishing boundaries for what issues, players, and systems to engage in the project is essential to its successful execution
- **No Set Playbook:** Determining boundaries is a situation-specific judgment call
- **Loosely-Defined and Malleable:** Boundaries change over time and subsequent analysis or activity may draw in other issues, players, or systems
- **Apply to Geography:** Discerning geographic boundaries requires same type of judgment (e.g., city, state, national or global engagement)

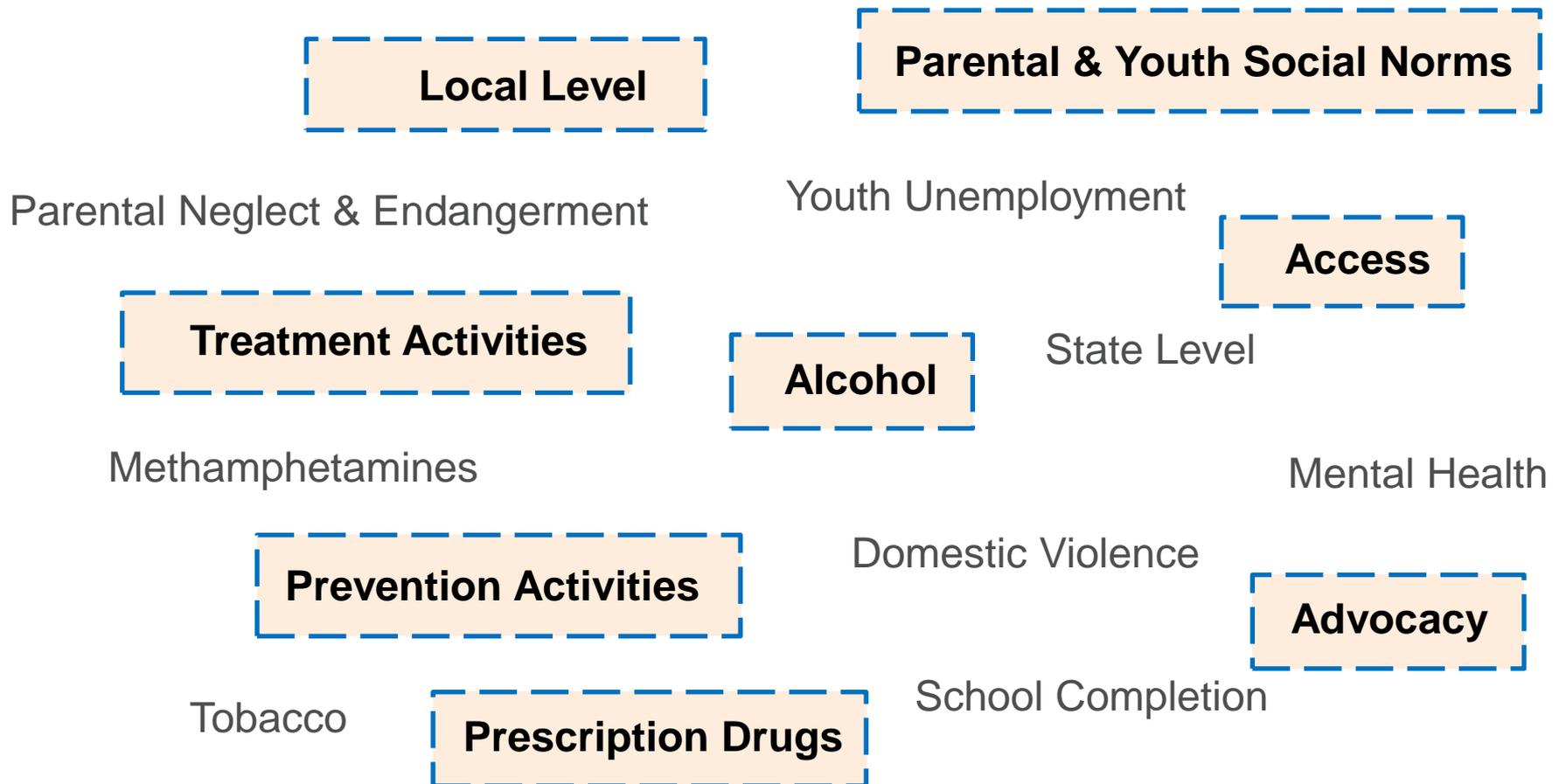
Developing a Strategic Action Framework

- **Molding the “Mental Model”:** The strategic action framework shapes the strategic thinking of the group, helps determine allocation of scarce resources, and guides monitoring and evaluation
- **Flexibility:** The framework must be flexible to changes in project hypothesis
- **Key Components:**
 - Description of problem (informed by research)
 - Clear goal for change
 - Portfolio of key strategies
 - Set of principles to guide group’s behavior
 - Approach to evaluation

While the project boundaries and strategic action framework must be clearly defined, they also require flexibility to adjust to changing project dynamics

In Setting Boundaries for a Project, the Critical Component Is Determining Where Partners Can Have the Greatest Impact

*Setting Boundaries Example: Teen Substance Abuse in Staten Island, New York**



NYJJ's Steering Committee Agreed on High-Level Outcomes and Components of an Excellent Juvenile Justice System

Vision: Across New York State, the juvenile justice system promotes youth success and ensures public safety

Community Outcomes



Community safety and quality of life



Delinquent acts



Victims have a voice in the process



Youth Outcomes



Just and fair to youth



Services to meet youth development needs



Successful reintegration of youth

Components of System Excellence

1

System Governance and Coordination

2

Effective Continuum of Diversion, Supervision, Treatment, and Confinement

3

Accountability of System and Organizations Within the System

4

Shared Data and Information Driven Decisions and Policy

The Road Map Project (Seattle)



“The Road Map Project’s goal is to double the number of students in South King County and South Seattle who are on track to graduate from college or earn a career credential by 2020.”

We are committed to nothing less than closing the unacceptable achievement gaps for low income students and children of color, and increasing achievement for all students from cradle to college and career.”



RE-AMP's Goal is an 80% Reduction in Global Warming Pollution in the Midwest by 2030

THE PROCESS

THE GOALS

Steering Committee

RETIRE OLD COAL

STOP NEW COAL

Clean Up Coal Working Group

Media Center

1 Synthesis at Each Level

2 Information Combined

3 Analyze and Plan

80% Reduction in Global Warming Pollution by 2030

INCREASE ENERGY EFFICIENCY

INCREASE NEW CLEAN ENERGY

FUNDER Working Group

PARTICIPATING ORGANIZATIONS

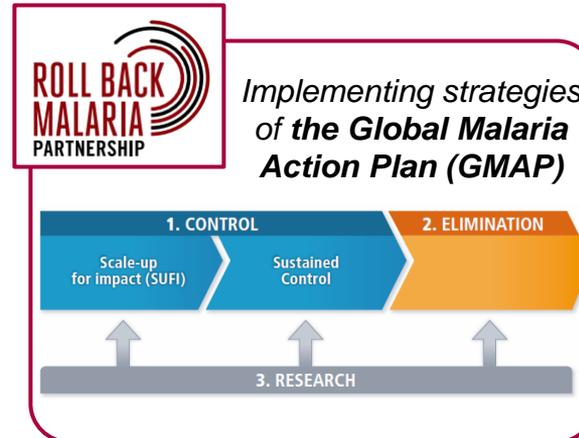
Working group reports and online platform promote transparent process and continuous communication

This specific, ambitious, and shared goal helps motivate partners and drive greater cohesion between members

Further Common Agenda Examples (1 of 3)

Common Agenda

- **Problem Definition:** Malaria kills 1 M+ annually, most in sub-Saharan Africa, where it leads as cause of death for children; although many had worked towards fighting malaria, coordinated action was needed
- **Solution:** The RBM Partnership launched in 1998 to provide a coordinated global response to malaria. In 2005, RBM wrote the Global Malaria Action Plan with common goals of malaria control: (1) *scaling-up for impact (SUFI) of preventive and therapeutic interventions*, (2) *sustaining control over time*



Common Agenda

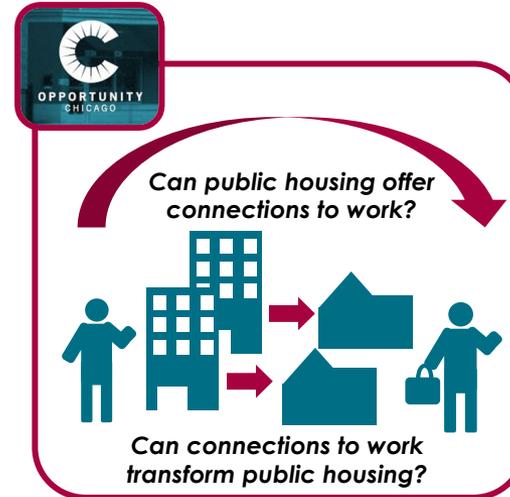
- **Problem Definition:** In 2005, realization among leaders that region faced challenges in crime, workforce quality, competitiveness, and education
- **Solution:** Ambitious roadmap and solid public / private partnership necessary to make progress in economic prosperity and quality of life through **four** connected initiatives: (1) **economic development**, (2) **education**, (3) **public safety**, and (4) **government efficiency**



Further Common Agenda Examples (2 of 3)

Common Agenda

- **Problem Definition:** In 1990s, Chicago high rises were infamous as most dangerous places to live in within the U.S.
 - In 2000, CHA began \$1.6 billion, 15-year plan to replace high rises with mixed-income developments. New residents needed skills for economic and personal growth
- **Solution:** Opportunity Chicago established urgency for helping 5,000 residents prepare for and find work in 5 years and created partnership for doing so



Common Agenda

- **Problem Definition:** In 1993, realization that Lafayette River's infamous pollution and use as dumping ground for waste needed addressing
- **Solution:** The Elizabeth River Project, was formed to restore the river's environmental quality through government, business and community partnerships. **Goals are:** (1) swimmable river, (2) healthy river life, and (3) citizens making a difference



Further Common Agenda Examples (3 of 3)

Common Agenda

- **Problem Definition:** In 2006, Worcester served 2,000 homeless adults, 10-20% chronically homeless. Past attempts to use Housing First model unsuccessful
- **Solution:** Five non-profits came together with funding from The Health Foundation of Central Massachusetts to end adult chronic homelessness in Worcester using collaborative Housing First model (offering permanent homes as first step, followed by community-based support)



Common Agenda

- **Problem Definition:** 8,200 young Philadelphians drop out of school annually, increasing federal spending on support services, as well crime
- **Solution:** Project U-Turn established to understand, focus public attention on and, resolve Philadelphia's dropout crisis

