

# Collective IMPACT®

*The catalyst for great results*

## IMPACT REFLECTIONS

Quarterly - March 2018

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### *Developing a Culture of Child Safety and Preventing Child Fatalities*

#### **West Virginia Three Branch Institute (TBI), Charleston, West Virginia**

The **Three Branch Institute (TBI)** is a partnership between the National Conference of State Legislatures and the National Governors Association. The Institute is designed to bring the three branches of government together to develop action plans to address the most pressing child welfare issues. This is accomplished with a national convening of all the teams, as well as regular in-state meetings among the three branches.

The purpose of TBI on Improving Child Safety and Preventing Child Fatalities is to help participating states develop an integrated and comprehensive approach for improving the safety of children known to the child welfare system or at risk of child welfare involvement by aligning the work of the executive, legislative and judicial branches of state government. TBI encourages partnerships between child protection agencies and community partners also responsible for child welfare - including mandatory reporters (such as medical/health professionals and school personnel), law enforcement and service providers. TBI is an opportunity for state teams comprising representatives from the executive, legislative and judicial branches of state government to identify ways to strengthen, coordinate and enhance existing safety efforts through cross-system collaboration and by leveraging a variety of federal and state funding streams to support effective practice.



With support from **Casey Family Programs**, Collective Impact helped to plan and facilitate the West Virginia TBI convening focused on Developing a

Culture of Child Safety. Participants worked in breakout sessions on the following topic areas: access to evidence-based prevention and early intervention services for children and families, identification of children and families at earliest signs of risks with priority on children under 1 years of age, and multi-agency planning to prevent child maltreatment deaths. Within each breakout session, participants engaged in strategic conversation around the following questions:

1. What does a culture of safety look like in West Virginia?
2. What assets do we currently have in place to promote a culture of safety in West Virginia?
3. What opportunities do we have to develop a stronger culture of safety in West Virginia?
4. Connecting our assets and opportunities ... what are the 2-3 activities that our TBI Workgroup could undertake in the next year to develop a stronger culture of safety in West Virginia?

A summary report capturing the results of the convening and breakout session discussions was provided to help guide the work into the future.

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## ***Building Capacity with Community Action Agencies to Help Eliminate Poverty***

### **Various Community Action Agencies - National**

Just like so many of you, we at Collective Impact want to see all of the citizens and communities in our great nation have access to opportunities that often only those at the top income brackets enjoy. Community Action's efforts in hitting poverty "head-on" creates these types of opportunities and in doing so, improves the communities and lives of so many.

In the United States and its territories, **Community Action Agencies (CAA)**

are local private and public non-profit organizations that carry out the Community Action Program (CAP), which was founded by the 1964 Economic Opportunity Act to fight poverty by empowering the poor as part of the War on Poverty.



CAAs are intended to promote self-sufficiency, and they depend heavily on volunteer work, especially from the low-income community. The **Community Services Block Grant (CSBG)** is the agencies' core federal funding. Agencies also operate a variety of grants that come from federal, state and local sources. These grants vary widely among agencies, although many CAAs operate Head Start programs, which focus on early child development. Other programs frequently administered by Community Action Agencies include Low-Income Home Energy Assistance (LIHEAP) utility grants and Weatherization Assistance Program (WAP) funded through the U.S. Department of Energy (DOE).

Collective Impact, LLC has extensive experience working with local Community Action Agencies and state-wide Associations over the years in several states, including New York, North Carolina, Ohio, Pennsylvania, and West Virginia. Some of the work we have engaged in includes:

- In-service trainings on community-level work, collaboration, and the "collective impact" approach
- Professional development training workshops, team-building, and staff and Board development
- Comprehensive Community Needs Assessments
- Organizational Strategic Planning

- Intake and Referral System Redesign and Alignment
- Early Childhood Coalition Building and Community Collaborative Development

Testimonials from some satisfied Community Action clients ...

*"Mid-way through our organizational 5 year strategic plan, we felt we needed to ask the tough questions to ensure we were on the right track to accomplish our goals. We turned to Collective Impact. Bruce researched our organization, presented it to us in a way we had not considered, and we have a much better perspective on our direction as a result. We are on track; thanks to Collective Impact." ~ Jeffrey Fondelier, Vice President of Operations, Community Action Southwest, Washington, Pennsylvania*

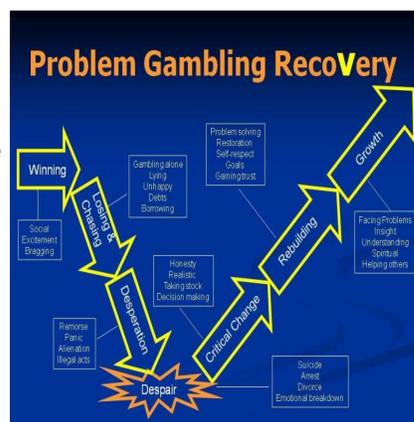
*"Collective Impact facilitated a great strategic planning process for our agency. Activities and interactive discussions kept staff engaged and focused on the process resulting in a comprehensive three year plan. For fun yet productive strategic planning sessions, I would definitely recommend Bruce Decker and Collective Impact." ~ Robin Kees, West Virginia State Director, Telamon Corporation, Martinsburg, West Virginia*

*"Doing work that changes the circumstances in a community is not only difficult to do, it is also hard to talk about. What is needed to make the change happen? What partners and what activities? What will the change look like? How will we know if we are making progress? These are the questions that our group (professionals working with Community Action Agencies across the country) had at our last annual in-service. Collective Impact was able to clarify the relationships and the dynamics of this community approach so that we left with greater knowledge, increased understanding, and a much better perspective on all the issues. Thanks so much, Bruce!" ~ Barbara Mooney, Director, Association of Nationally Certified ROMA Trainers, Harrisburg, PA*

## Assisting Pennsylvania Communities Address Problems Associated with Gambling

Various Pennsylvania Counties: Butler, Greene, and Washington

Collective Impact recently began working with [Greene County Human Services Drug and Alcohol Program](#) to help assess, plan, implement, and evaluate efforts related to problem gambling in the community. While the problem gambling work in Greene County is relatively new, Collective Impact continues its work with [Washington Drug and Alcohol Commission \(WDAC\)](#) and [Butler County Drug and Alcohol Program](#) on their problem gambling initiatives. Work around problem gambling with these two organizations has been underway since June, 2011.



Gambling is defined as "risking money or something of material value on an activity with an uncertain outcome in hope of winning additional money or material goods" A problem gambler is defined as "a person whose gambling has caused significant problems for the person or someone close to him/her (such as the person's family) and has impaired or lost control over his/her gambling."

With the increased availability of legalized gambling in Pennsylvania has

come increased concern regarding the individual and social costs of problem gambling. The **Pennsylvania Department of Drug and Alcohol Programs (DDAP)** is addressing this concern by increasing problem gambling prevention, education and outreach efforts throughout the state. Problem gambling prevention activities are intended to increase awareness of problem gambling within the general public; inform teachers, policy makers, and other professionals about the impact of problem gambling on the family unit, schools and communities; and educate at-risk populations such as college students, youth, and older adults about risk and protective factors in an effort to prevent problem gambling.

Some facts about gambling in the United States:

- 2-3% of adults are considered to be problem gamblers, and 1% of adults are considered to be pathological gamblers - 15 million people display some form of problem gambling.
- A major depressive disorder is likely to occur in 3 in 4 (76%) problem gamblers.
- 1 in 5 (20%) problem gamblers have attempted suicide. That rate is 20 times higher than for non-gamblers.
- 65% of problem gamblers commit crimes to support their gambling habit.
- Annual social cost of problem gambling is an estimated \$7 billion.

Collective Impact provides an array of services in the three Pennsylvania counties to help implement and measure the impact of their problem gambling efforts including coalition development, secondary data research, surveys, key informant interviews, stakeholder discussions, educational events and town hall meetings, project evaluation, and strategic planning.

### ***Identifying Tourism Trends and Strategies in Appalachia***

**University of Tennessee Knoxville, Knoxville Tennessee - Appalachian Regional Commission (ARC), Washington, D. C.**

Collective Impact is working in partnership with **University of Tennessee Knoxville's Center for Sustainable Business and Development** and **Institute for a Secure and Sustainable Environment** to implement an **Application Regional Commission (ARC)** research grant focused on

tourism throughout the ARC Region. In general, the project is examining the tourism industry in the thirteen states that make up Appalachia through in-depth quantitative and qualitative analysis. Specifically, the research will document, analyze, and map data on industry trends and activity, with particular focus given to sub-sectors and issues relevant to the Region.



The various types of tourism enterprises to be examined in the project include cultural attractions (historical sites, archeological sites, cuisine, monuments, industrial sites, museums, ethnic concerts and theatre), natural attractions (landscape, parks, mountains, flora, and fauna), events (community events, festivals, religious events, sports events, trade show, film festivals), recreation (golf, hiking, biking, and sightseeing), and entertainment attractions (amusement parks, theme parks, shopping facilities, performing arts centers, and sports complexes).

The project consists of an extensive literature review, qualitative analysis of

regional, state, and local data sets, an Application Industry Survey, an Appalachian Visitors Survey, public participation engagement and input activities to develop community, business, and social media case studies, and the development of a comprehensive project report including digital stories to illustrate notable case study findings.

The following types of project findings are anticipated to be identified from the various research activities. This information will be included in the research project final report.

- What common barriers (i.e., access to capital, perceptions, skills deficits, etc.) did Appalachian communities and entrepreneurs face in their development efforts?
- What resources and strategies did Appalachian communities use, employ, or develop to overcome these barriers?
- What replicable best practices can be found among the case studies?
- What types of innovation were found?
- How did successful businesses and communities leverage local assets?
- How did communities and businesses build on local success?
- What role did other investments, including ARC investments, play in these success stories?
- What leadership qualities contributed to these success stories?
- What emerging trends and markets hold the most potential for Appalachia entrepreneurs and communities?
- How have Appalachian communities and entrepreneurs used social media and digital technologies to promote their tourism development efforts?

*\* A post-project follow-up "reflection" will be written and included in the December, 2018 Impact Reflection edition.*

## ***Measuring the Impact of AmeriCorps Community Service Program***

### **United Way of Central West Virginia, LifeBridge AmeriCorps Program, Charleston, West Virginia**

Collective Impact worked with the [LifeBridge AmeriCorps Program](#) to conduct an independent impact evaluation for the organization. The program is sponsored by [United Way of Central West Virginia](#). The required evaluation was designed to provide evidence of a causal relationship between program activities and identified outcomes.

[AmeriCorps](#) engages more than 80,000 Americans in intensive service each year at 21,600 unique sites including nonprofits, schools, public agencies, and community and faith-based groups across the country. LifeBridge AmeriCorps is a statewide AmeriCorps program whose members provide four distinct types of program services throughout West Virginia.



1. Education Corps members provide a variety of mentorship services to disadvantaged Preschool, K-12 and college students in order to improve academic performance and student attitudes and behaviors related to school and education.
2. Economic Opportunity Corps members work with disadvantaged adults to increase job skills, employment opportunities and financial literacy.
3. Healthy Futures Corps members work with local agencies to

- organize, stock, and run food pantries, baby pantries, clothing closets, and baby closets; provide health literacy services; and educate the public about nutrition and healthy lifestyle choices.
4. Vet Corps members provide training in soft job skills, coaching, and mentoring services to at risk veterans transitioning from military service to civilian life.

Collective Impact focused the current LifeBridge AmeriCorps evaluation on the Education Corps component of the overall program and specifically on the impact of the mentoring and tutoring services provided by the Education Corps AmeriCorps members to students enrolled in grades K through 8.

The evaluation included two phases. Phase 1 consisted of a review of the program logic model and the various measures and tools used and data being collected by the AmeriCorps Program with recommendations for improvement being provided. Phase 2 of the project consisted of a one-year review of data, including the analysis of data and development of an evaluation report. Two primary evaluative tools were used to assess changes in (1) oral reading skills and (2) student attitudes, behaviors, and relationships affecting school and learning.

Some of the key evaluation findings include:

- The program is effective in improving oral reading skills among those students served.
- Mentored students made significantly more gains in nine attributes conducive to success in school over the course of the school year.
- There was a particularly notable increase in the number of parents who reported their child "Reads for Fun".
- Parent participation in their child's school and learning increased during the school year.
- The majority of parents (80%) reported improved levels of child behaviors, attitudes, and relationships.
- More than half parents (57%) indicated they saw improvement in their child's school attendance and participation in extra-curricular activities.
- Teachers for each student served by AmeriCorps members indicate the teacher believes the services were beneficial in 96.9% of the cases.

Overall, the evaluation helped the organization meet the federal requirements for impact evaluation and also demonstrate the successful impact made by the program in order to help LifeBridge make necessary changes to its program for future implementation and greater impact.

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### *Impact Resources*

Here are a few resources that might help you think about things through a different "lens" and ultimately help you make a greater impact in the work that you do with the children, youth, families, and communities that you serve:

**Changing Paradigms in Education** - Award winning Sir Ken Robinson has presented informative and ground-breaking speeches on Changing Paradigms in Education. The RSA has produced an animated version of highlights of this presentation. [Here it is!](#)



**Choice** - Fusing sociology, psychoanalysis, and philosophy, Professor Renata Salecl shows that individual choice is rarely based on a simple

rational decision with a predictable outcome. Watch the RSA Animate video by [clicking here!](#)

**100 Things Every Presenter Needs To Know** - Great presenters understand how people think, learn, and react. [In this video](#) Dr. Weinschenk shares 5 Things from her book, "100 Things Every Presenter Needs to Know about People".

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### *Talk About Us!*

We want you to gossip and spread rumors about us!



Seriously though, word of mouth and testimonials from satisfied clients are the best ways that our work gets promoted. If you are involved with a group or partnering with another organization in need of capacity building services, please consider us and let others know about our work! We would very much appreciate you speaking on our behalf. Just a reminder, we provide an array of capacity building services in the following areas:

- Planning, Development, and Change Management
- Assessment, Research, and Evaluation
- Branding, Marketing, and Communication
- Financial Resource Development
- Training, Facilitation, and Stakeholder Engagement
- Venue Web & IT

To learn more about our work, [visit our website here!](#)

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For more information about Collective Impact, email us at [emailus@collectiveimpact.com](mailto:emailus@collectiveimpact.com), call us at 724.728.3368, or visit our website at [www.collectiveimpact.com](http://www.collectiveimpact.com)

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