

An innovative approach to evaluating a national network of collective impact initiatives

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Collective Impact and StriveTogether



Impact Tulsa



Evaluation Challenges

- ▶ Effects of collective impact on a broad level are difficult to measure
- ▶ Few systematic tools to measure collective impact and partnership strength
- ▶ Most attempts to date have been case study approaches

The Survey Tool

Survey Development and Tool

Item
Mapping

Survey
Piloting

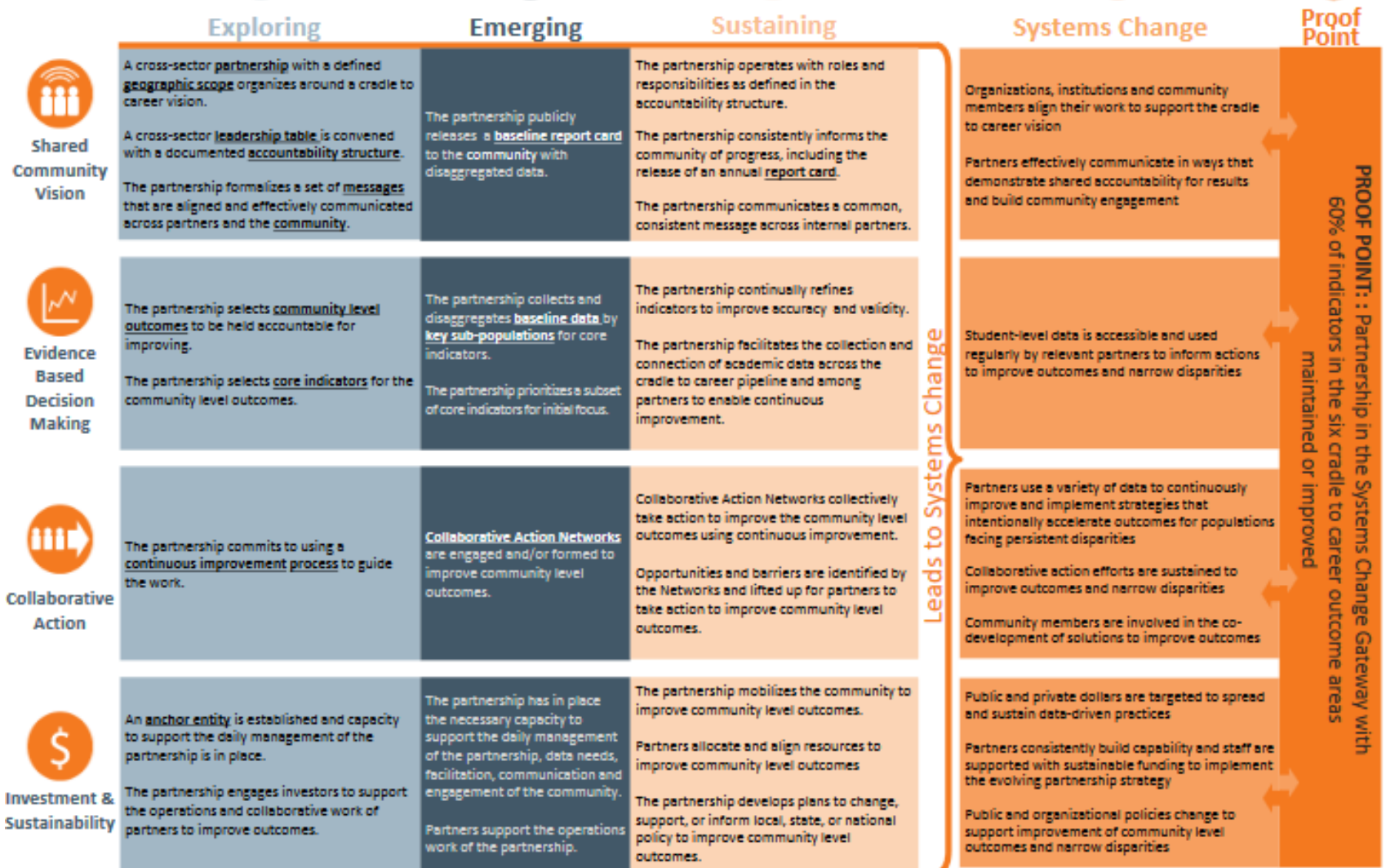
Factor
Analysis

Cognitive
Interviews

- ▶ 81 Likert-scale questions that span multiple areas of the partnership
- ▶ Categorizing questions that allow us to analyze data based on tenure with partnership, outcome area focused on, and level of involvement with the partnership
- ▶ Respondents receive different subsets of questions based on role in partnership
- ▶ Language is streamlined and definitions for various terms are included in the survey

StriveTogether Theory of Action

GATEWAYS:



Leads to Systems Change

Areas of Inquiry

Gateways

Exploring

Emerging

Sustaining

Systems Change

Principles

Engage the Community

Develop a Culture of
Continuous Improvement

Focus on Eliminating
Locally Defined Disparities

Leveraging Existing Assets

Equity

Components

Shared Vision

Partnership Capacity

Partner Commitment

Partnership Structure

Part. Communication

Partnership Action

Practice Change

Data Use

Community Engagement

Survey Administration

- ▶ Backbone staff/partnership leads send us a list of partner emails and community-specific outcomes
- ▶ We send personalized links to the survey (helps with response rate, tracking for targeted follow-up with non-completers)
- ▶ Both the evaluator and partnership lead send follow-ups to encourage survey completion

Data Analysis and Reporting

- ▶ Conduct analysis and develop both site-specific and cross-community reports
 - ▶ Longitudinal (shows year-by-year progress)
 - ▶ Break out results in conceptual categories (Strive TOA, principles, components)
 - ▶ Shows areas of strength and potential improvement
 - ▶ Offers evaluative analysis and questions for partnerships to consider
 - ▶ Exploring/understanding the trajectory of collective impact partnership development

Reflecting back and looking forward

Lessons Learned – Survey Development

- ▶ Using multiple terms and having definitions in survey
- ▶ Different subset of questions based on role in partnership
- ▶ Slightly customized survey for each partnership

Lessons Learned – Survey Administration

- ▶ “Goldilocks” number of survey respondents
- ▶ Survey follow-ups from multiple sources

Lessons Learned – Survey Reporting and Analysis

- ▶ Site-specific reports help with **continuous improvement and strategic planning**
- ▶ Results by outcome area/workgroup, role, etc. provide broader insight and helps explain results or changes over years
- ▶ Systematic survey administration and data collection allow for exploration of collective impact partnership development

Evaluating Collective Impact Initiatives

- ▶ Operationalize collective impact
- ▶ Determine what the outcomes are
 - ▶ Partnership development only?
 - ▶ Outcomes in goal areas only?
 - ▶ Linkage between the two?
- ▶ Identify an appropriate and consistent universe



FINDING
PROMISE

FUELING
CHANGE

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