



PLAN | IMPLEMENT | EVALUATE

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# Research & Evaluation: Tools for Strategic Planning & Consensus Building in Collaborative Initiatives

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# Introductions

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● Hello!

● PIE:

● Chicagoland research and evaluation consultancy

● “Help organizations identify, measure, and report outcomes”

● Primarily work with social service agencies, educational institutions, and foundations.

● Currently work with 5+ collective impact initiatives

● Served 50+ organizations over past 3 years




# Introductions

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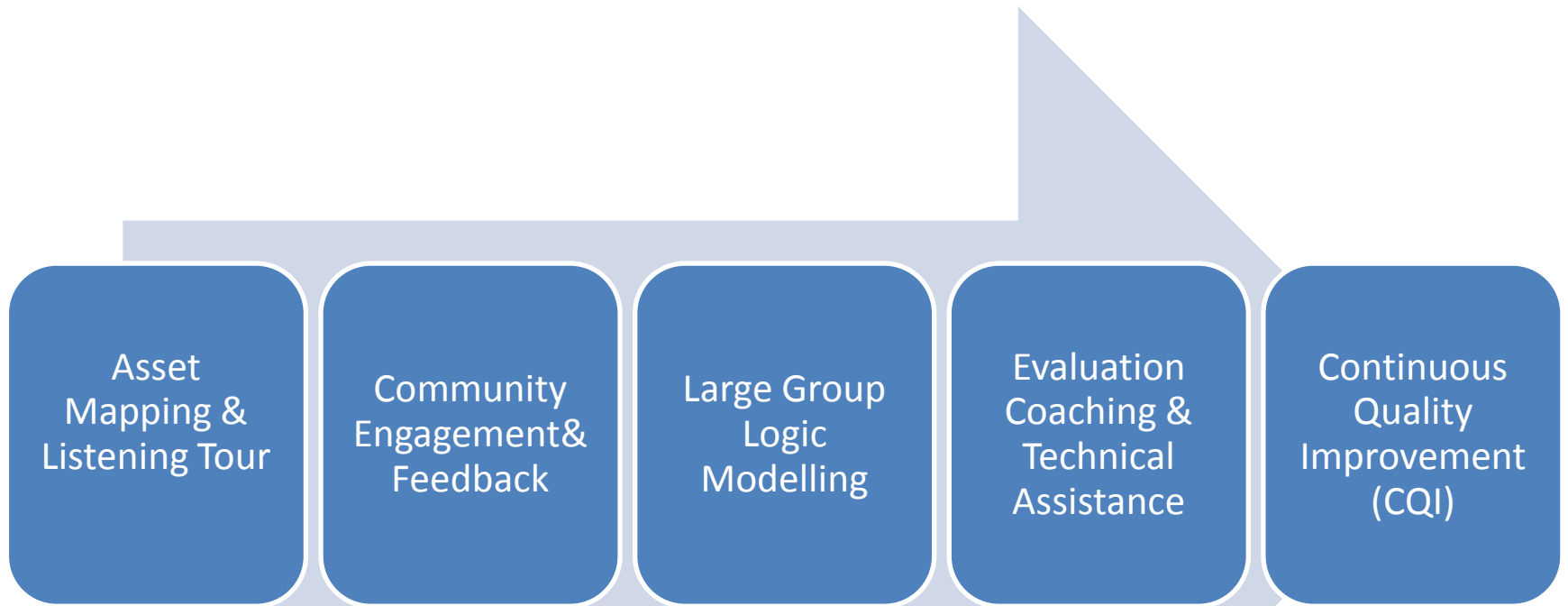
 Now let's get to know each other better....

# Today's Objectives

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1. Learn about a framework for building consensus and program planning for collective impact initiatives
1. Learn practical tips and tricks for implementing each stage of the framework
2. Apply the framework to your own work
  -  Successes
  -  Failures
  -  Needs & Next Steps

# Strategic Planning & Consensus Building Framework



# Assets Mapping & Listening Tour

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1. Interview key leaders in community
  - Community-based organization executive directors
  - Principals and superintendents
  - Government officials
2. Parent & family focus groups
3. Review publicly available data
  - Education, health, and safety data sets

# Community Engagement & Feedback

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- Analyze key findings from the interviews and public data.
- Create 2-3 community-wide events to discuss findings in small groups
  - Focus group-like format
  - Have note takers and each small group and aggregate notes across all small group conversations
  - These conversations will reveal priority areas shared by leaders and families, supported by data

# Logic Modelling

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- Bring together collective impact leaders to create strategic plan based on assets mapping and community engagement findings.
  - Usually takes 2-3 2 hour meetings to finalize a plan



# Logic Modelling, cont.

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- Prior to meeting, share findings from assets and community engagement.
  - Where was their robust agreement?
  - Where do community resources already exist?
    - Survey members about priorities if there are multiple areas of need identified.

# Logic Modelling, cont.

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- “*Start with the end in mind....*”
  - What outcomes do you all want to achieve?
    - Knowledge, attitudes, behavior, status
  - Outcomes should be based on data from earlier steps in framework
  - Identify which **specific** activities that will **directly** impact identified outcomes
    - Create shared evaluation plan and timeline

# Logic Model Examples

## North Lawndale Home Visiting Network

Draft Logic Model

**Bold Goal:** Effective, universal home visiting services for every in-need family in the North Lawndale community.

Who We Target	Philosophy of Service	Inputs	Program Service Areas	Program Activities	Outputs	Outcomes	Measurement
<p>... Families in the North Lawndale (NL) community who have children ages, 0-3.</p>	<p>We believe....</p> <p>... that the most vulnerable families deserve <u>high quality child development</u> services.</p> <p>... that a healthy parent-child relationship is essential for child development</p> <p>... that all parents deserve the opportunity to see their child develop and flourish</p>	<p>Partner organizations:</p> <ul style="list-style-type: none"> <li>Steans Family Foundation</li> <li>Illinois Action for Children</li> <li>Catholic Charities</li> <li>Family Focus</li> <li>Carole Robertson Center for Learning</li> <li>Mount Siani</li> <li>Healthy Families Chicago</li> <li>Gads Hill</li> <li>PIE Org</li> </ul> <p>Home Visiting Staff</p> <p>Program Funders</p> <p>Program Models &amp; Curriculum</p> <p>Data Systems</p> <p>Referral Systems</p> <p>Transportation</p>	<p>1. Recruitment</p> <p>2. <u>Retention &amp; Efficacy</u></p> <p>3. Coordinated Intake</p>	<p>1a) Incentivize referrals</p> <p>1b) Create community partnerships</p> <p>1c) Marketing Campaign and events</p> <p>2a) <u>HV</u> participation incentives</p> <p>2b) HV professional development</p> <p>2c) HV Professional Development</p> <p>2d) <u>Shared HV</u> spaces in neighborhood via schools and NLHVN organizations</p> <p>3) Creation of a North Lawndale Coordinated Intake system for all participating HV organizations</p>	<p>1abc) # NL families recruited</p> <p>1abc) # NL families enrolled</p> <p>1b) #Hospital, school, and CBO partnerships</p> <p>1c) # NL recruitment events/ ads</p> <p>2abc) # families retained until they age out of program or no longer need services</p> <p>2abc) # families served; #home visits; #homework completed</p> <p>2d) # shared HV spaces</p> <p>3) Hired Intake position</p> <p>3) # referrals and enrollments from Intake</p>	<p>1abc) Increase in NL enrollment in home visiting programs to full capacity for participating organizations.</p> <p>1d) Increase in long-term, sustainable partnerships between community health and education organizations to support home visiting programs and child development.</p> <p>2abc) Increased retention for recruited families.</p> <p>Increase service efficacy by...</p> <p>2bcd) Increase in positive parent-child relationships</p> <p>2bcd) <u>Increase</u> in children meeting developmental milestones</p> <p>2bcd) Increase PreK preparedness</p> <p>3) Improved intake systems and <u>work-flow</u> processes for participating NL HVN organizations</p>	<p>1) <u>Tracking &amp; Reporting</u></p> <ul style="list-style-type: none"> <li>*Referral and retention documentation</li> <li>*Current tracking systems</li> </ul> <p>2) <u>Quality Services</u></p> <ul style="list-style-type: none"> <li>*Ages and Stages Questionnaire (ASQ)</li> <li>*Parents-as-Teachers Observation Form</li> <li>*Edinburgh Postnatal Depression Screen</li> <li>*Focus groups/ interviews</li> </ul> <p>3) <u>Organizational Impact</u></p> <ul style="list-style-type: none"> <li>*Interviews/ focus groups with service providers about impact of intake system and <u>SFF funds</u></li> </ul>



# Evaluation Coaching & Technical Assistance

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- “What gets measured gets done”
- Work with collaborative organizations on data gathering and reporting
  - Streamline data analysis and reporting as much as possible.
  - Use shared measurement
  - Create timeline that aligned with collaborative and organizations work flow

# Work Plan Example

**Strategy 1:** Create a coordinated, collaborative, high-quality network of Early Childhood providers

Activities	Output Metric	Domain	Outcome	Measurement
1.1 Improve coordination among home family visiting programs to streamline referrals	100% of EC2C early childhood partners will report increased referrals and easier communication; Home Visiting usage rate and qualitative measures	All	-Increased enrollment in home visiting & early childhood programming. -Increased referrals & enrollments to support services -Increase in quality indicators of home visiting and early childhood partners -Increased child learning	-Fall & Spring Referral Benchmarking -Fall & Spring Data Review (SEL, Cognition, Language, Literacy, Numeracy, Physical) as indicators of quality and child learning
1.2 Increase understanding and communication between early childhood providers, kindergarten teachers, and parents	# of K teachers/# of EC teachers participating; # of each participating in 2+ events	Parent Engagement/ ECE	-Increase in parent knowledge around importance and expectations of early childhood education/ Kindergarten -Increase in at-home learning activities with child -Increased communication & knowledge between early childhood/ Kindergarten providers	Parent Engagement Survey (Spring) Staff Survey (Spring) Professional Development Survey (ongoing, as needed)
1.3 Encourage trauma-informed practice provision by Early Childhood providers and provide access to affordable trauma support for families	80% of EC2C early childhood partner staff formally trained in trauma-informed practices in 2019; # of counselors/org	ECE/ SEL Development	-Increased knowledge of trauma informed best practices by partner staff -Increased trauma informed behavior/ best practice by staff -Decrease in number of kids excluded from programs as a result of behavior	Staff Survey (Spring) Professional Development Survey (ongoing, as needed)
1.4 Expand other joint training opportunities for early childhood providers	# of new trainings attended by multiple providers, # of new opportunities for cross collaboration; qualitative data to discuss process and effect	ECE/ SEL Development	-Improved knowledge, attitude, and behavior of staff, aligned to specific trainings -Increase in diverse, culturally competent staff trained by diverse, culturally competent trainers, to serve a diverse community.	Professional Development Survey (ongoing, as needed) -Documentation of shadowing activities and documentation of data review discussion among collaborative participants

# Continuous Quality Improvement

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- Ongoing meetings to discuss progress
- Review of data at critical points of program implementation
  - Mid year or quarterly review of progress
- Make corrections and change programming as needed, based on data.
  - Elementary ambassador example
- Continue to revisit logic model and program plan each year.

# Helpful Tips & Tricks

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- Use outsider consultant/ contractors
  - Outsiders can bring new perspectives, bridge divides, and help move projects forward since it's a primary responsibility
  - Local university faculty are a great resources
- Appeal to & reflect community values/ language
- Validate progress
- Set realistic, achievable goals

# Examples

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- Evanston
  - Leverages existing programming and uses collective impact strategies to
- North Lawndale & Cicero
  - Created new programming as a result of identification of community needs and gaps in service



# Examples

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- Evanston
  - Need for outsider to push group forward and
- Cicero
  - Outsider as helpful bridging divides and bringing together district and CBOs based on values
  - Setting achievable goals to build success and momentum

# Discussion & Planning

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- What issues are you all experiencing in the planning and implementation phase?
- What aspects of this framework are the most applicable?
  - Which aspects of this framework will your project need help with?
- Work time!

# Contact Me

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Reach out if you all have any questions!

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