By the Community, for the Community:
A Collective Impact Approach in the Promise Neighborhoods

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ABSTRACT

Geared towards individuals with all levels of experience with service-learning, this session focuses on how we've built up a program based on strong community partnerships rather than a large budget. The University of Oregon's Service-Learning Program and United Way of Lane County have created a collective impact approach in the Promise Neighborhoods, which are two local areas that have been identified as high needs. With the support of Oregon Campus Compact and the local schools, our program facilitates UO student volunteer efforts in the local Promise Neighborhood schools. Participants will hear from three individuals of diverse backgrounds and will learn about building and sustaining community partnerships and the collective impact approach.

5 ELEMENTS OF COLLECTIVE IMPACT

1. Common Agenda

2. Shared Measurement Systems

3. Mutually Reinforcing Activities

4. Continuous Communication

5. Backbone Support Organizations

COMMON AGENDA

Participants have a common vision and understanding for change.

GUIDING QUESTIONS

1. What are you trying to change and who is involved?

2. Who else is addressing this problem?

3. What are ways you can collaborate?

TO DO:

SHARED MEASUREMENT SYSTEMS

Participants agree on the ways success will be measured and reported.

GUIDING QUESTIONS

1. What data do you have? What data do you need?

2. What data do your community partners have? Where are the intersections?

3. Do all participants agree on these measures?

TO DO:

MUTUALLY REINFORCING ACTIVITIES

Each participant undertakes specific, mutually reinforcing and beneficial activities that lead to the desired result.

GUIDING QUESTIONS

1. What specifically does each participant contribute to the project?

2. Do these actions support the participants' shared goal?

3. Should duties and responsibilities be revised?

TO DO:

CONTINUOUS COMMUNICATION

Participants are in continuous communication with one another and have a scheduled, regular meeting time.

GUIDING QUESTIONS

1. In what ways do participants communicate with one another?

2. Is there a scheduled time for meetings?

3. Is the current communication system working for all participants involved?

TO DO:

BACKBONE SUPPORT ORGANIZATIONS

The backbone support comes from a separate organization and staff who support the initiative through ongoing facilitation.

GUIDING QUESTIONS

1. Do you have backbone support?

2. If yes, who? What do they do to support your efforts? If not, who could be your backbone support?

3. Do any changes need to be made in how the initiative is facilitated?

TO DO:

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Suggested Reading:

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