Collective Impact: The Strategies and Realities of Implementing a ‘Shared Youth Vision’

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Collective Impact

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Rutgers Cooperative Extension - Office of Continuing Professional Education
• This workshop will discuss the emerging trend among funders towards a results-oriented and collaborative approach to service delivery among community organizations, and the innovative ways in which community organizations can make this approach better work for them.

• This workshop will demonstrate innovative approaches to partnership and funding models in urban youth programming, and how the connectivity among agencies, partners and people can advance diverse missions.

• We will highlight successful work within the Rutgers University network, with emphasis on engaging one of America’s largest but under-recognized networks of community outreach and service provision: Cooperative Extension System.
Collective Impact Defined

Collective Impact occurs when organizations from different sectors agree to solve a specific social problem using a common agenda, aligning their efforts, and using common measures of success.

• www.fsg.org
Workshop Objectives:

Address effective strategies for…

– pursuing diverse funding streams
– developing and maintaining healthy partnerships
– utilizing tools in data collection, school enrollment, student retention, administration and program evaluation

…to best support the work of promoting academic engagement among urban youth.

Highlight the successful work of Rutgers T.E.E.M. Gateway, Rutgers Cooperative Extension and others within the Rutgers University network, with emphasis on work to engage University Cooperative Extension.
A Cross-Systems Approach to Building, Strengthening, and Funding Programs, Partners and Products
• Collective Impact is a significant shift from the social sector’s current paradigm of "isolated impact," because the underlying premise of Collective Impact is that no single organization can create large-scale, lasting social change alone.

www.fsg.org
• There is no "silver bullet" solution to systemic social problems, and these problems cannot be solved by simply scaling or replicating one organization or program. Strong organizations are necessary but not sufficient for large-scale social change.

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Collaboration allows partners to share:
• Both tangible and information-based resources
  • Specialized skill sets

Collaboration offers its partners:
• A chance to meet with and learn from diverse groups and gain an improved understanding of the community
• The chance to reduce overlap in services offered
• The chance to conduct more comprehensive research and analyses

...COLLECTIVE IMPACT
Collectively Acknowledge Domains, Challenges and Opportunities
Collectively Identify Needs & Solutions
Collectively Identify Needs & Solutions

“It Takes a... _ I _ L_ _ GE”
So What Does This Look Like?
“Building Productive Futures for the Youth of Camden”
So How Does This Work?
A Strong & Growing Partner Network

Rutgers T.E.E.M. Gateway
So How Does This REALLY Work?
SUCCESS?

MENTOR

LEAD BY EXAMPLE

MOTIVATE

COACH

INSPIRE

VISION

TEAM WORK

TEACH
WHO
WHAT
WHEN
WHERE....and
WHY
“What’s in it for ME?”

WHAT’S IN IT FOR ME?
So How Does This REALLY… REALLY Work?

It’s a difficult game of

REVERSE POKER …. ???
Youth Education and Employment Success Centers

Focusing on a Shared Youth Vision

“Building Productive Futures for the Youth of Camden”
These are fine, but what's in it for me?
It’s all about the Lens!

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And... keeping it clear and focused
Yet can you listen?
Think. Act. Talk. Like a Coach

Think
- Open-minded
- Solution, not blame
- Look for alternatives
- See possibilities
- Value diversity
- Manage emotions

Act
- Intimate
- Accountable
- Courageous
- Humility
- Empathy
- Engaging

Talk
- Listen well
- Ask, don’t Tell
- Stay away from ‘why’
- Speak up early & often
- Say it like it is, not mean
- Do what you say
- Gain commitment
- Check back

Bring it Up!
Talk it Up!
Wrap it Up!
Follow it Up!
Like a Coach

Think:
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- Solution, not blame
- Look for alternatives
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Bring it Up!
Talk it Up!
Wrap it Up!
Follow it Up!
Critical Things to SHARE

The 5 V’s

• Vision
• Vocabulary
• Vulnerabilities
• Value Adds

And…

Vacation Schedules
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...COLLECTIVE IMPACT
Key success factors in a collaboration include:

- Mutual respect, understanding and trust
- Members all see the collaboration “In their Lens” - in their self-interest (WIIFM)
- Ability to compromise
- Development of clear roles and policy guidelines (CPE…TIMELINES)
- Open and frequent communications
  - Shared Vision
  - Shared Vocabulary
- Skilled leadership
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www.teemgateway.org
www.youthsuccesscenter.org
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youtube.com/theyescenter
THANKS FOR LISTENING