Engaging Community in Collective Impact: Design Thinking and Community Engagement
Who We Are

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Workshop Agenda

• Introduction – 10 mins
• Community Engagement Plan – 20 mins
• Story Boarding -40 mins
• Reflection – 10 mins
Workshop Goals

• Participants will learn about UWMC’s Collective Impact Initiatives
• Participants will learn about the community engagement ladder
• Participants will create a community engagement plan
• Participants will utilize and learn about storyboarding to help bring their community engagement plan to life
Shift to Collective Impact

**Need:** the United Way of Metropolitan Chicago identified the need to work differently: both in how community organizations work with each other, residents and in how the United Way works with service providing organizations.

**Approach:** Through a Collective Impact framework, the United Way is working with nonprofits, business and community leaders, government, schools and residents to make a real and lasting improvement in peoples’ lives.

**Impact:** Ten neighborhood specific collective impact initiatives.
The Five Conditions of Collective Impact Success

Collective Impact is the commitment of a group of important actors from different sectors to a common agenda for solving a specific problem. Collective Impact is more rigorous and specific than collaboration among organizations.

- **Common Agenda**: All participants have a shared vision for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions.
- **Shared Measurement**: Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable.
- **Mutually Reinforcing Activities**: Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.
- **Continuous Communication**: Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation.
- **Backbone Organization**: Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations and agencies.
LIVE UNITED Neighborhood Networks (LUNN): Reaching 10 Communities By 2020

United Way's Collective Impact model supports community driven programs and strategies in education, income and health.

GUIDE VISION AND STRATEGY WITH PARTNERS
IMPLEMENT AND ENHANCE SHARED MEASUREMENT
SUPPORT AND COORDINATE ALIGNED PROGRAMMING
STRENGTHEN COMMUNITY ENGAGEMENT

LUNN PROGRAMMING

BRIGHTON PARK (YEAR 2) IMPLEMENTATION
- Parent Mentors in Classroom
- Tax Assistance
- Health Promoters
- Early Learning
- Afterschool programs

WEST CHICAGO (YEAR 1) IMPLEMENTATION
- Parent Mentors in Classroom
- Tax Assistance
- Health Promoters
- Mental Health Services

Together, we can change the story.
Collective Impact Network Spectrum

- Collective Impact Networks – networks led by collective impact organizations and implementing all elements of collective impact
- Primed Networks – Networks implementing some elements of collective impact but positioned to move towards full implementation
- Collaborative Networks – Traditional networks implementing one or two elements of collective impact
- Forming Networks – Networks in the forming or reforming stage
Why Engage Community?
Why Engage Community?

- “Genuine collective impact requires community members to be “at the table” in some way”
- Service-providing organizations often advocate for power on behalf of those they serve, NOT for power for those they serve

Sources: Raderstrong, 2015; Why Involve Community in Collective Impact at all
Community Engagement Ladder

Source: Collective Impact Forum, adapted from Tamarack Institute and IAP2
New Skills for a New Approach to Serving Communities
Design Institute

The two-day Design Summit had three key objectives to help the organizations start to work differently:

- Create an environment and interactions that facilitate reflection on current ways of working across organizations
- Teach new skills to support organizations in their move towards Collective Impact
- Introduce and familiarize participants with content associated with Collective Impact
gravitytank’s Six Principles for Working Differently

• SEE AND EXPERIENCE
• DIMENSION AND DIAGRAM
• QUESTION AND REFRAME
• IMAGINE AND MODEL
• TEST AND SHAPE
• PITCH AND COMMIT
Imagine & Model

• Visualize one-dimensional ideas for others to build on during ideation
• Prototype initial solutions to explore ideas fully and inform future research and ideation
• Brainstorm research approaches and anticipated outcomes
Storyboarding

• Storyboards are a great way to show existing or future participant experiences. They put problems and solutions in context and make them easier to communicate and assess