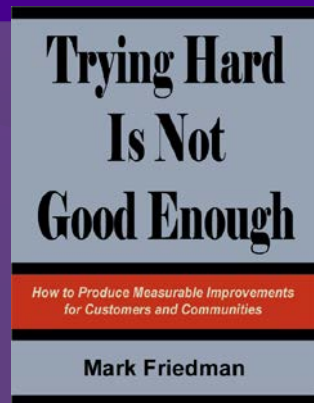
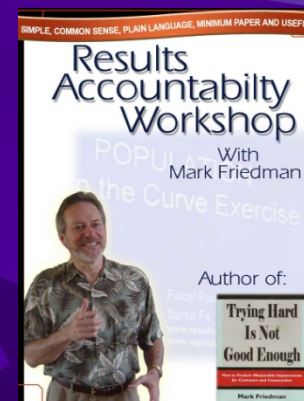


# Collective Impact Using Results- Based Accountability (RBA)

The Fiscal Policy Studies Institute



[Websites](#)  
[raguide.org](http://raguide.org)  
[resultsaccountability.com](http://resultsaccountability.com)



## Review from Board Meeting of September 13th

Collective Impact is a framework to tackle deeply entrenched and complex social problems. It is an innovative and structured approach to making collaboration work across government, business, philanthropy, non-profit organizations and citizens to achieve significant and lasting social change.

Collective impact initiatives involve a centralized infrastructure, a dedicated staff, and a structured process that leads to:

- Common Agenda
- Shared Measurement Systems
- Continuous Communication
- Mutually reinforcing activities
- Backbone Support Organizations (United Way)

Review from Board Meeting of September 13<sup>th</sup> Cont.

## Bold Goals Take Us.....

| FROM this...                       | To this...                              |
|------------------------------------|---|
| A fundraising organization         | A collective impact model               |
| Individual Program Outputs         | Community Wide Outcomes                 |
| Funding based on agency strategies | Investing based on Bold Goal strategies |
| A short to mid-term perspective    | A mid to long-term perspective          |

Review from Board Meeting of September 13<sup>th</sup> Cont.

## Examples of Bold Goals

### THIRD GRADE READING

65% of APS third-graders reading at or above grade level by 2025.

### COLLEGE & CAREER READY

90% of APS high-schoolers graduating in four years, with 60% college/career ready by 2025.

### FINANCIAL EMPOWERMENT

Financially empower 11,000 people by 2025.

# Results Based Accountability

is made up of two parts:

Population Accountability  
about the well-being of

**WHOLE POPULATIONS**

For Communities – Cities – Counties – States - Nations

Performance Accountability

about the well-being of

**CUSTOMER POPULATIONS**

For Programs – Agencies – and Service Systems

# DEFINITIONS

Population

## RESULT or OUTCOME

A condition of well-being for children, adults, families or communities.

Children born healthy, Children ready for school, Safe communities, Clean Environment, Prosperous Economy

## INDICATOR or BENCHMARK

A measure which helps quantify the achievement of a result.

Rate of low-birthweight babies, Percent ready at K entry, crime rate, air quality index, unemployment rate

Performance

## PERFORMANCE MEASURE

A measure of how well a program, agency or service system is working.

Three types:

1. How much did we do?
2. How well did we do it?
3. Is anyone better off?

= **Customer Results**

# From Ends to Means From Talk to Action

Population

**RESULT or OUTCOME**

ENDS

**INDICATOR or BENCHMARK**

Performance

**PERFORMANCE  
MEASURE**

MEANS

Customer result = Ends

Service delivery = Means



# POPULATION ACCOUNTABILITY

For Whole Populations  
in a Geographic Area





# Every Child Matters – Children Act Outcomes for Children and Young People

**Being Healthy:** enjoying good physical and mental health and living a healthy lifestyle.

**Staying Safe:** being protected from harm and neglect and growing up able to look after themselves.

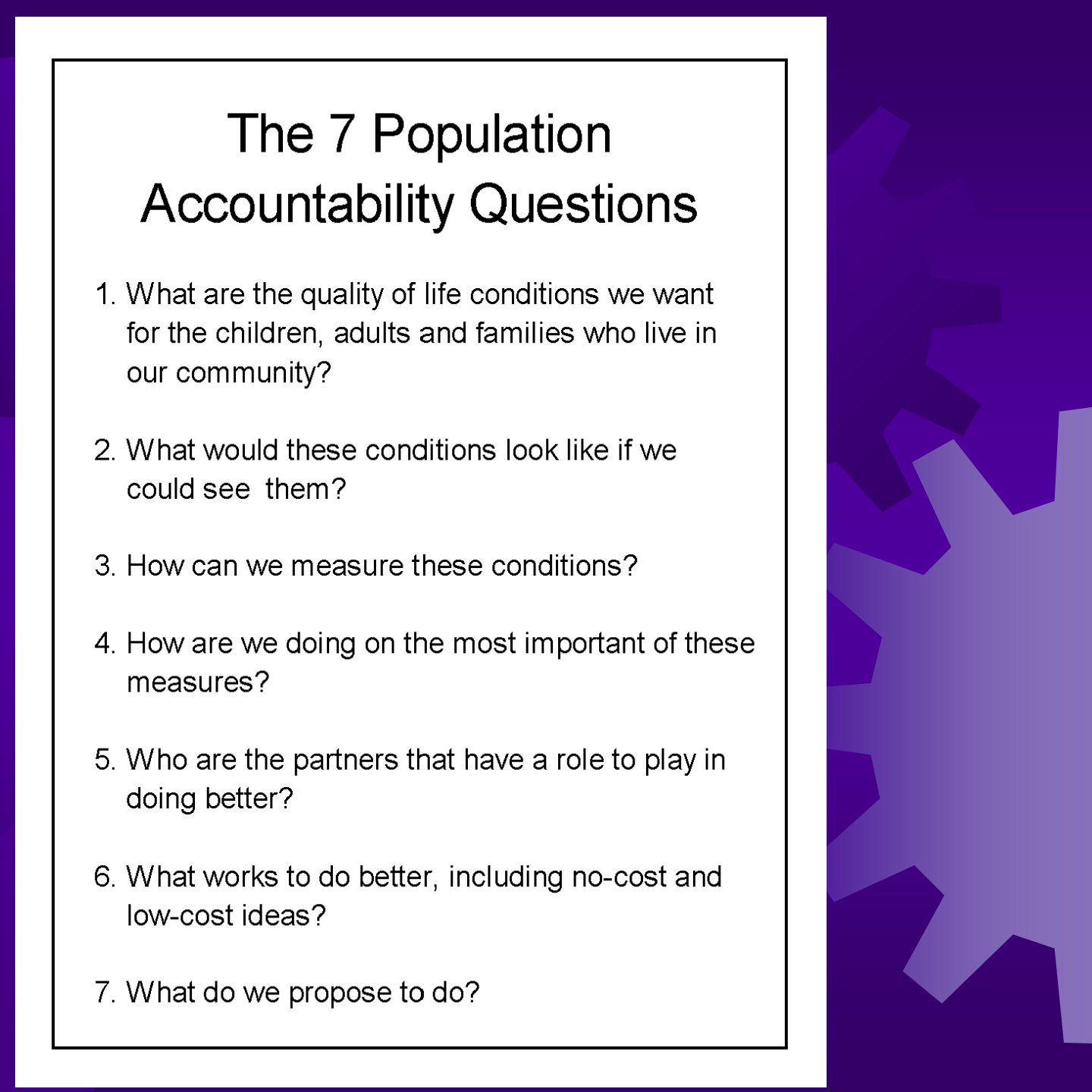
**Enjoying and Achieving:** getting the most out of life and developing broad skills for adulthood.

**Making a Positive Contribution:** to the community and to society and not engaging in anti-social or offending behaviour.

**Economic Well-being:** overcoming socio-economic disadvantages to achieve their full potential in life.



# The 7 Population Accountability Questions

1. What are the quality of life conditions we want for the children, adults and families who live in our community?
  2. What would these conditions look like if we could see them?
  3. How can we measure these conditions?
  4. How are we doing on the most important of these measures?
  5. Who are the partners that have a role to play in doing better?
  6. What works to do better, including no-cost and low-cost ideas?
  7. What do we propose to do?
- 



# Performance Accountability

For Services, Agencies and  
Service Systems

# Program Performance Measures

Quantity

Quality

Effort

How much  
did we do?

How well  
did we do it?

Effect

Is anyone  
better off?

#

%

# Drug/Alcohol Treatment Program

How much did we do?

Number of  
persons  
treated

How well did we do it?

Unit  
cost of  
treatment

Is anyone better off?

Number of clients  
off of alcohol &  
drugs

- at exit
- 12 months after exit

Percent of clients  
off of alcohol &  
drugs

- at exit
- 12 months after exit



How  
Population  
&  
Performance  
Accountability  
**FIT TOGETHER**

# THE LINKAGE Between POPULATION and PERFORMANCE

## POPULATION ACCOUNTABILITY

### Healthy Births

Rate of low birth-weight babies

### Stable Families

Rate of child abuse and neglect

### Children Ready for School

Percent fully ready per K-entry assessment

POPULATION  
RESULTS

## PERFORMANCE ACCOUNTABILITY

Child Welfare Program

|                               |   |
|-------------------------------|---|
| # of investigations completed | % initiated within 24 hrs of report               |
| # repeat Abuse/Neglect        | % repeat Abuse/Neglect<br><b>CUSTOMER RESULTS</b> |

Contribution relationship


Alignment of measures

Appropriate responsibility



IN CLOSING






“If you do what you  
always did,

you will get what  
you always got.”

Kenneth W. Jenkins  
President, Yonkers NY NAACP



Never be afraid to try something new.  
Remember that a lone amateur  
built the Ark.

A large group  
of professionals built the Titanic.

- Dave Barry

# THANK YOU !

**Trying Hard  
Is Not  
Good Enough**

*How to Produce Measurable Improvements  
for Customers and Communities*

Mark Friedman

## Websites

[raguide.org](http://raguide.org)

[resultsaccountability.com](http://resultsaccountability.com)

## Book - DVD Orders

[amazon.com](http://amazon.com)

[resultsleadership.org](http://resultsleadership.org)

