



Scoping a Common Agenda

Engaging Underrepresented Youth –
Collective Impact Webinar Series
Webinar #1

Engaging Underrepresented Youth A Collective Impact Webinar Series

This webinar is sponsored by Employment and
Social Development Canada – Learning Branch
and Tamarack Institute

In the Tamarack **Learning Centre** we support our learners in the **five interconnected practices** that we believe lead to impactful **community change**.



CITIES
REDUCING POVERTY

CITIES
DEEPENING COMMUNITY

Vibrant Communities

In **Vibrant Communities** we support **cities and local leaders** to implement large-scale change initiatives to **reduce poverty** and **deepen community**.

Goals for the Webinar

1. Review the Collective Impact Framework
2. Learn more about the common agenda
3. Be introduced to tools that will help you scope your common agenda and strategy for change

Collective Impact Defined

A disciplined, **cross-sector** approach to solving **complex** social and environmental issues at **scale**.

FSG – Collective Impact Forum

Pre-Conditions of Collective Impact

- Influential Champions
- Urgency of Issue
- Adequate Resources

Collective Impact

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

Diverse Voices * Responsive * Community Aspiration

Shared Measurement

Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable

Exploring * Alignment * Tracking Progress * Results

Mutually Reinforcing Activities

Participant activities must be **differentiated while still being coordinated** through a mutually reinforcing plan of action

Weaving * System * Supportive * Centered

Continuous Communication

Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation

Trust * Transparency * Ongoing * Engagement

Backbone Support

Creating and managing collective impact requires a dedicated staff and a specific set of skills to **serve as the backbone for the entire initiative and coordinate participating organizations and agencies**

Facilitate * Convener * Coordinate * Movement

Source: FSG

The background of the slide is a collage of festive decorations. The top half shows several strings of colorful pom-poms in shades of red, blue, white, black, and yellow, hanging from thin wooden sticks. The bottom half features a colorful patchwork banner with various colored squares (red, green, purple, white, yellow) and a small pom-pom on the left. A dark blue semi-transparent rectangle is overlaid on the left side of the image, containing the title text.

Scoping a Common Agenda

Common Agenda Elements

1. Guiding Principles
 - Agreed upon values that will guide the group in making decisions
2. Common Problem Definition
 - A common understanding of the problem including reviewing data, understanding root causes and defining the boundaries of the change effort
3. Goal
 - A measurable, population level goal that will demonstrate progress
4. Framework for change
 - The structure to divide the workload – working groups, backbone roles, etc
5. Plan for Learning
 - A plan for defining how progress will happen, be tracked and how learning will be integrated into each step

Guiding Principles

- Promote shared values
- Set the rules of engagement
- Draw on best practices for collaboration in your community

Hamilton Roundtable for Poverty Reduction – Guiding Principles

- *We will move from the alleviation of poverty to the prevention of poverty.*
- *We will seek to tackle the root causes of poverty.*
- *We will work collaboratively across sectors.*
- *We will abandon blame recognizing that all can be part of the solution.*
- *We will emphasize innovation, risk taking and long term change.*

Setting Boundaries for the Common Agenda

- Geographic scope of work: Region, City, Specific Neighbourhoods
- Population Focus: specific demographic focus
- Systems, Policy, Environmental Focus: What to consider?
- Access to Relevant Data/Current Indicators
- Leverage opportunities for quick wins
- Other boundaries to consider?

Setting the Goal for Change

- Choose a population goal that can be measured
- Make it audacious and inspiring
- Add considerations for issues of equity

Example: Seattle Road Map Project

To double the number of students in South King County and South Seattle who are on track to graduate from college or earn a career credential by 2020.

We are committed to nothing less than closing the unacceptable achievement gaps for low income students and children of color, and increasing achievement for all students from cradle to college and career.

The Framework for Change

- Identifies and prioritize the strategies to be worked on first
- Build action teams or working groups to take specific actions
- Determine reporting requirements for the action teams
- Understand that these groups will change over time

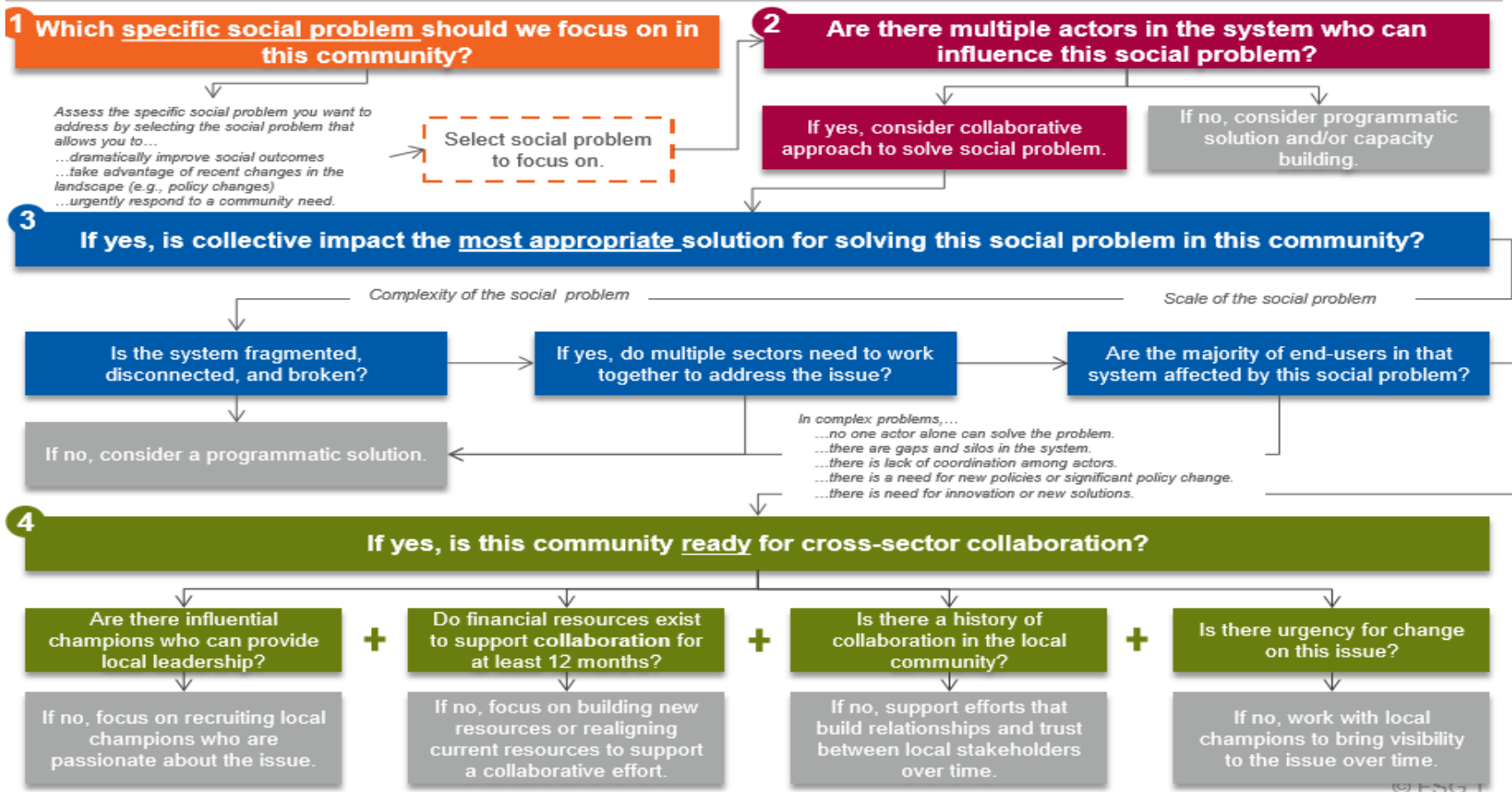
Learning and Evaluation

- Incorporate the information that has already been reviewed by the group including data, community mapping and shared measurement
- Note that change occurs on different scales – program change is shorter term and population level change takes longer to occur
- Build learning into all that you do – ask the questions:
 - What are we learning?
 - What is important to pay attention to right now?
 - What trends are we seeing?
 - How do we incorporate our learning into our current work?

The background of the slide is a vibrant, bohemian-style collage. The top half features several strings of colorful pom-poms in shades of red, blue, white, black, and yellow, hanging from thin wooden sticks. The bottom half shows a close-up of a patchwork quilt with various colored squares in shades of teal, purple, red, and yellow. A large, semi-transparent blue rectangle is overlaid on the left side of the image, containing the title text.

Tools for Scoping a Common Agenda

Collective Impact Feasibility Framework



Source: www.collectiveimpactforum.org

Scoping Our Work: What's in and what's out?

	What's In	What's Out
Beneficiaries or Target Population		
Geography		
Timeline		
Activities and Outcomes		
Draft Intended Impact Statement		
Source: http://www.tamarackcommunity.ca/library/scoping-our-work-tool		

Common Agenda – Strategy Planning Canvas

Pre-Planning	Strategy Development		Engagement	
Relevant Data:	Potential Actions /Strategies:	Assumptions:		Government
		Problem / Issue / Opportunity	Desired Results, Outputs, Outcomes	Community Stakeholders
Ongoing Work:	Influential Factors:	Community Needs / Assets		Other Stakeholders

Adapted from Kellogg Foundation, 2004

For More Collective Impact Resources
visit: www.tamarackcommunity.ca



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