



TOOL | SHARED MEASUREMENT MAPPING

A rigorous commitment to identifying and tracking our progress using an agreed upon set of shared measures is one of the features that distinguishes Collective Impact from other forms of collaboration. Beyond agreement on a small number of population-level indicators that your Collective Impact effort intends to impact, the condition of shared measurement also requires that the Collective Impact initiative has established systems for regularly gathering, analyzing and making sense of your data.

DESCRIPTION

Collaborative community change efforts are distinct because they involve many partners, engaged at different levels, working toward a shared outcome and measurable progress on a complex issue like poverty or infant mortality rates. Knowing that it can sometimes take more than a year to demonstrate impact on a population-level indicator, it is important for leaders to also consider how other measures can be identified and regularly monitored as “milestones” that demonstrate progress on the journey towards, longer-term, population-level change. This Shared Measurement Tool can be used to generate an initial set of benchmarks or targets for the work of your collaborative. The Outcomes Diary Tool, another Collective Impact Tool, offers a simple and effective means of monitoring and reporting on our identified indicators of progress.

HOW-TO

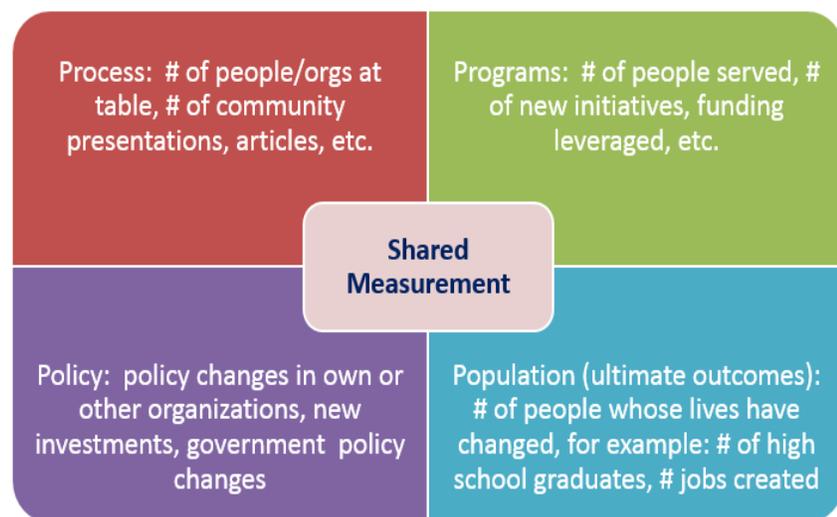
Step 1. Using your Common Agenda as a starting point, individually or in small groups, brainstorm the measures your collaborative would be demonstrating if you were making progress on your issue. (20 min)

Step 2. Using the attached shared measurement worksheet to identify benchmarks for the various progress measures you might monitor to illustrate your progress towards the population-level change your Collective Impact initiative is ultimately striving for. (20 min)

DEBRIEF

- Generate criteria for assessing potential benchmarks or targets. These might include: correlation to population level impact; ease of monitoring; etc.
- Dialogue and agree on a set of benchmarks to monitor regularly.
- Agree upon a process to collect, analyze, make sense of; and, share results of these measures regularly.

EXAMPLE



Step #2 Shared Measurement Mapping Worksheet

Our Intended Impact: _____

