

# Creating a Common Agenda

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# Agenda

- ❖ Introduction to Collective Impact components, particularly Creating a Common Agenda
- ❖ Key Components of a Common Agenda
- ❖ Setting your own Common Agenda
- ❖ Example of Local Common Agenda

# Pillars of Collective Impact

## Common Agenda

Partners share a vision for change, including a common understanding of the problem and a joint approach to solving it.

## Shared Measurement

Partners collect data and measure results consistently, using a shared list of community-level and organization-specific indicators.

## Mutually Reinforcing Activities

Partners undertake a specific set of activities in a way that supports and is coordinated with the actions of others.

## Continuous Communication

Partners regularly meet as a cohort to engage in shared learning and problem solving.

## Backbone Support

A separate organization provides dedicated staff who can support the initiative through facilitation, data collection, and communication management.

# Differences in Approach

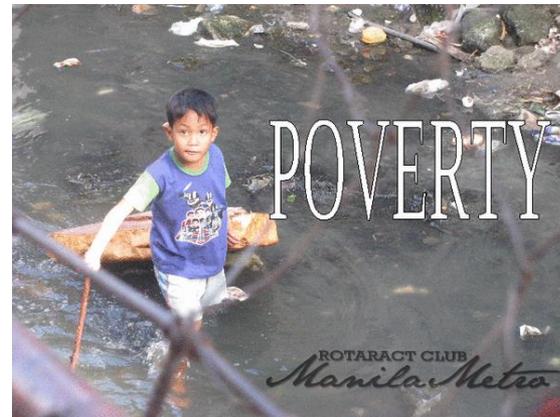
## Isolated Impact

- Nonprofits work separately and compete
- Evaluation attempts to isolate a particular organization's impact
- Large scale change is assumed to depend on scaling organizations
- Corporate and government sectors are often disconnected from foundations and non-profits

## Collective Impact

- All players work toward the same goal and measure the same things
- Cross-sector alignment occurs with government and corporate sectors as essential partners
- Organizations actively coordinate their actions and share lessons learned

# What is THE Problem to Be Solved?



# Establishing Boundaries and Strategic Framework

## Creating Boundaries

- What's "in" and What's "out"
- No Set Playbook
- Loosely-Defined and Malleable
- Apply to Geography

## Developing a Strategic Action Framework

- Molding the "Mental Model"
- Flexibility
- Key Components
  1. Description of the Problem
  2. Clear goal for change
  3. Portfolio of key strategies
  4. Set of principles to guide group's behavior
  5. Approach to evaluation

# When Setting Boundaries Determining Potential for Greatest Impact is Key

Economic  
Development

Education

Food  
Supports

Housing  
Providers

Mental  
Health  
Providers

# Flexibility Must Be Built In

- While the project boundaries and strategic action framework must be clearly defined, they also require flexibility to adjust to changing project dynamics

# The Common Agenda

High Level Goal  
(Vision of the Project)

Specific Sub-Goals

Sub-  
Goal

Key Levers  
to Advance  
Agenda

Key Lever

Key Lever

# Example

**SNOHOMISH COUNTY**  
HEALTH LEADERSHIP COALITION



# Example

Everett<sub>WA</sub>