

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

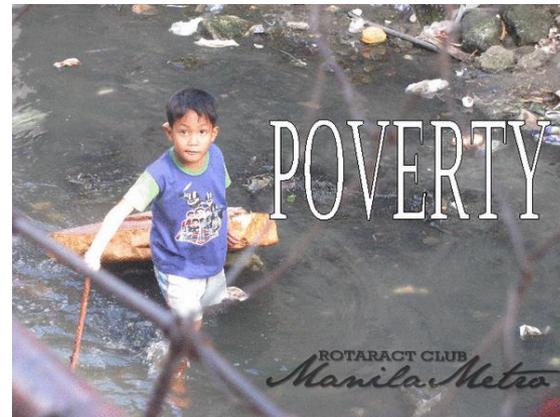
Isolated Impact

- 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_{WA}