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The Journey Towards Social Impact Evaluations

Tech Forward 2022 – Denver, Colorado

Héc Maldonado-Reis

INTRODUCTIONS

HÉC MALDONADO-REIS

Director, Data Lab, Tech Impact

Héc oversees research and analytics at Tech Impact's Data Lab, where they leverage data for social good. The Data Lab works with non-profit, government and industry partners across diverse sectors (from education and healthcare to housing and workforce development) on matters spanning from data governance & strategy to data modeling & reporting.

GOALS & TAKEAWAYS

1. Become familiar with social impact concepts

2. Understand the assets that influence social impact evaluation

3. Consider your organization's social impact readiness

4. Explore your organization's progress in the social impact journey
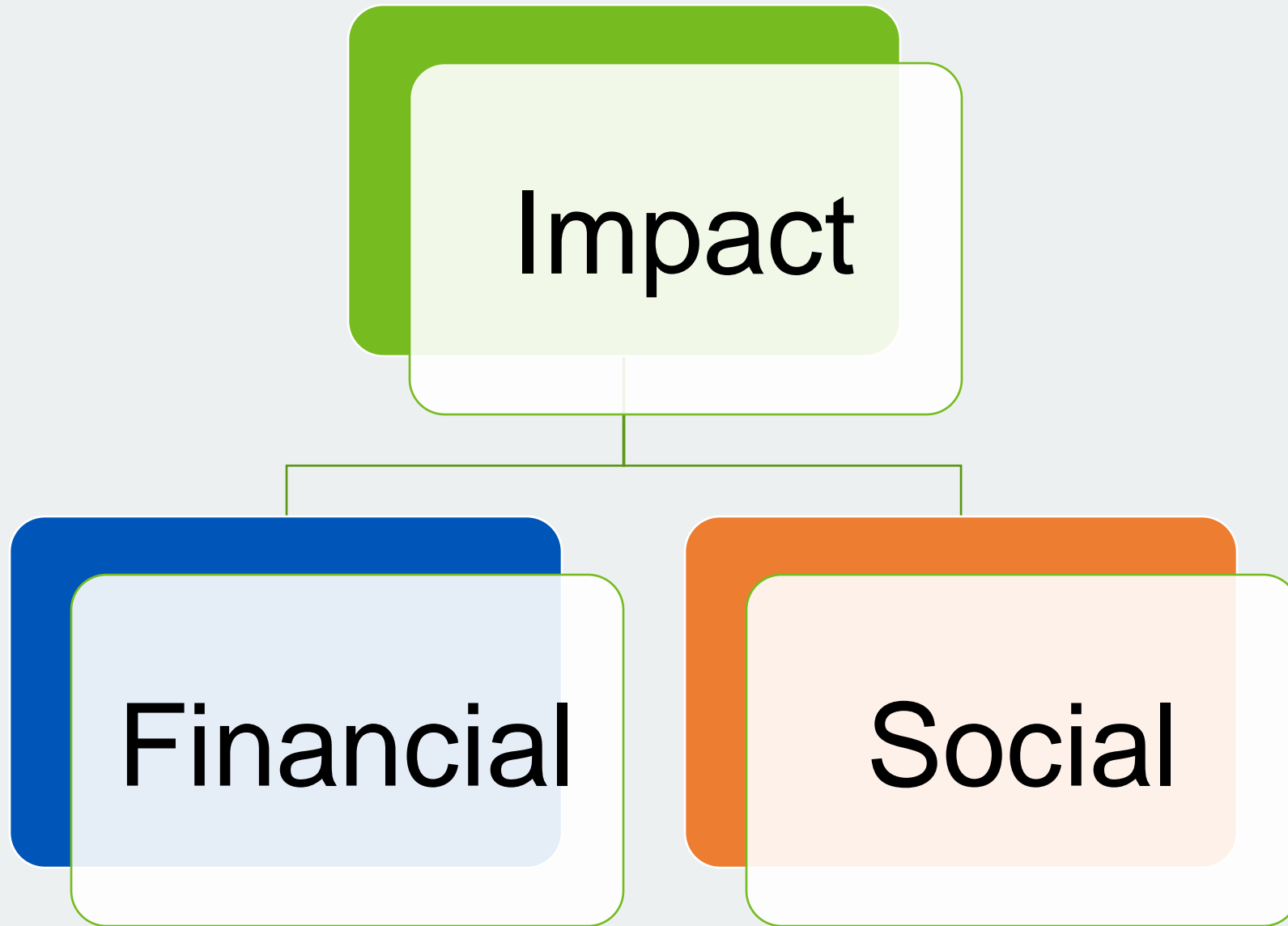
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AGENDA

1. WHAT IS SOCIAL IMPACT?

2. RELEVANCE OF SOCIAL IMPACT

3. SOCIAL IMPACT READINESS

4. CASE STUDY

5. Q&A

What is Social Impact?

What is Impact?

What is *Social* Impact?

OUTPUT vs OUTCOME vs SOCIAL IMPACT

Social Impact

We trained 30 unemployed persons in our workforce development program and within 90 days 100% of were employed. <u>After 6 months, all trainees report not missing a single monthly rent payment and 70% of them report an improved feeling of financial safety</u>.

Output

We trained 30 unemployed persons in our workforce development program

Outcome

We trained 30 unemployed persons in our workforce development program <u>and within 90 days 100% of them were employed</u>

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Relevance of Social Impact

WHY DOES SOCIAL IMPACT MATTER?

Strategic Planning Guidance
Fundraising and Grant Writing
Focused Story-telling
Enhancing Community Relationships
Process Evaluation
Continuous Improvement

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WHAT ARE THE *ADVANTAGES* OF UNDERSTANDING OUR SOCIAL IMPACT?

- Support recurring and novel funding opportunities

- Align Theory of Change and storytelling

- Develop sustainable evaluation(s) of internal programs and offerings

- Enhance internal and external facing communications

- Centralize broad and siloed processes/systems

- Increase partnerships with funders, other organizations and the community

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WHAT ARE *CHALLENGES WITH SOCIAL IMPACT?*

- There is a fast-changing market across sectors
- Communities change in composition and occurrences
- There are costs associated with measurement and evaluation
- An organization may need to build capacity for this effort
- Ability to follow-up with clients/partners might be limited

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Social Impact
Readiness

READINESS MODEL

Strategy	Culture & Willingness	Resources & Capacity
• Plan • Vision • Process • Definitions	• Intentionality • Motivation • Optimization • Ability	• Funds • Personnel • Systems • Tools

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SOCIAL IMPACT ASSETS

Administration

Technology

Social Impact

Data

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SOCIAL IMPACT ASSETS:

Community

Funders

Staff

Administration

Board

Managers

C-suite

SOCIAL IMPACT ASSETS:

Culture

Access

Internal

External

Measurement Tools

Evaluation Capacity

Data

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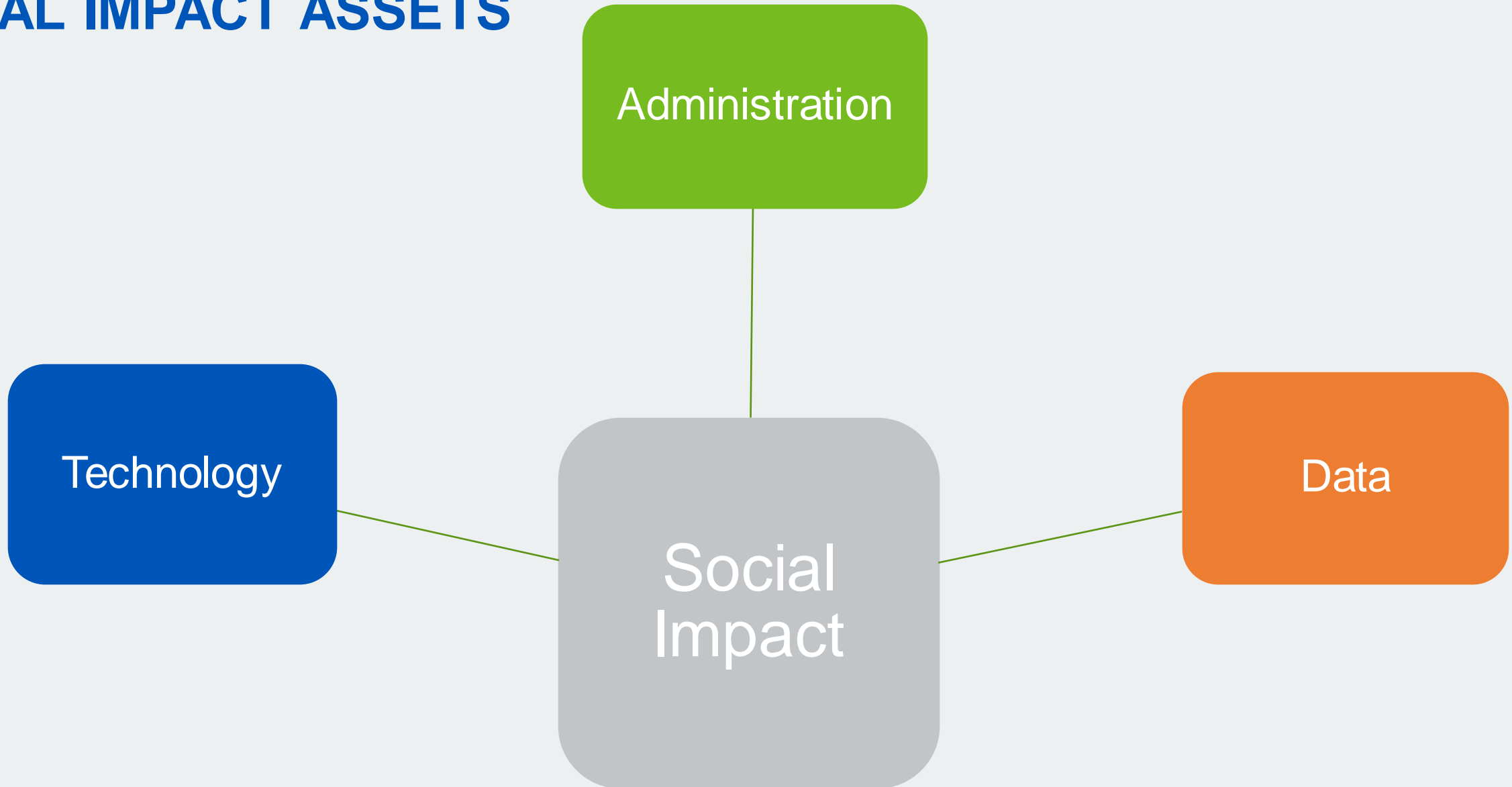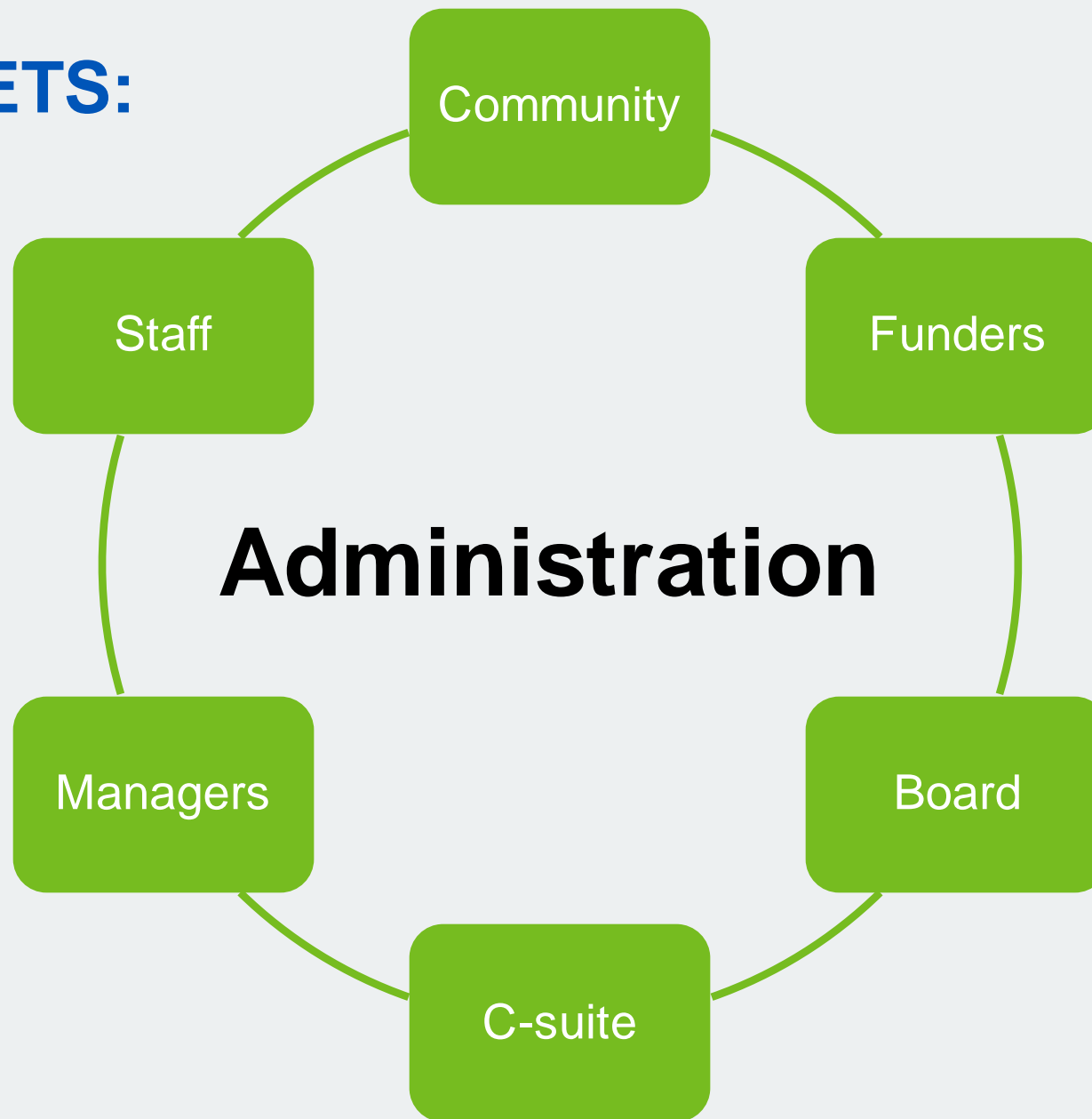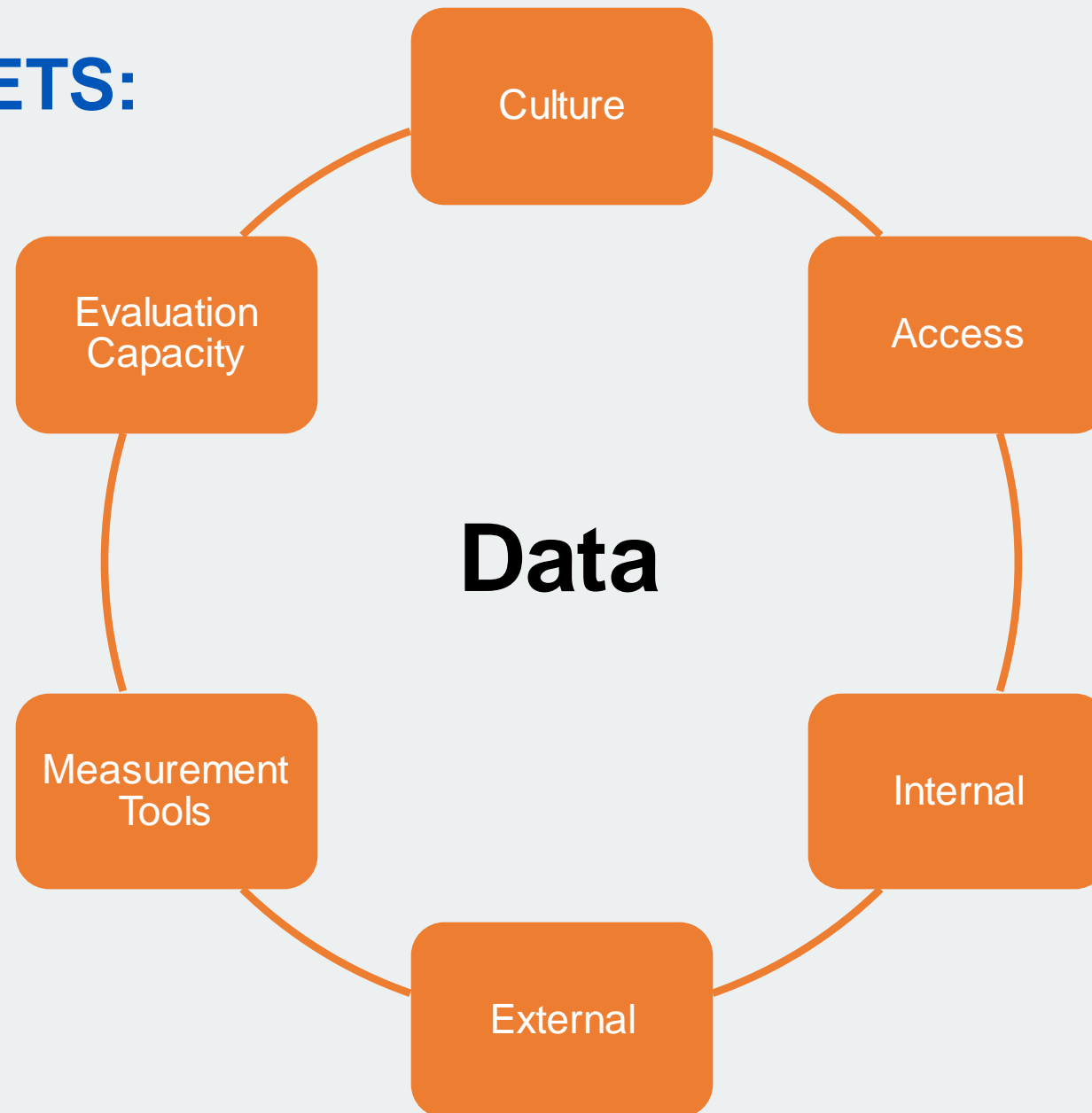
SOCIAL IMPACT ASSETS:
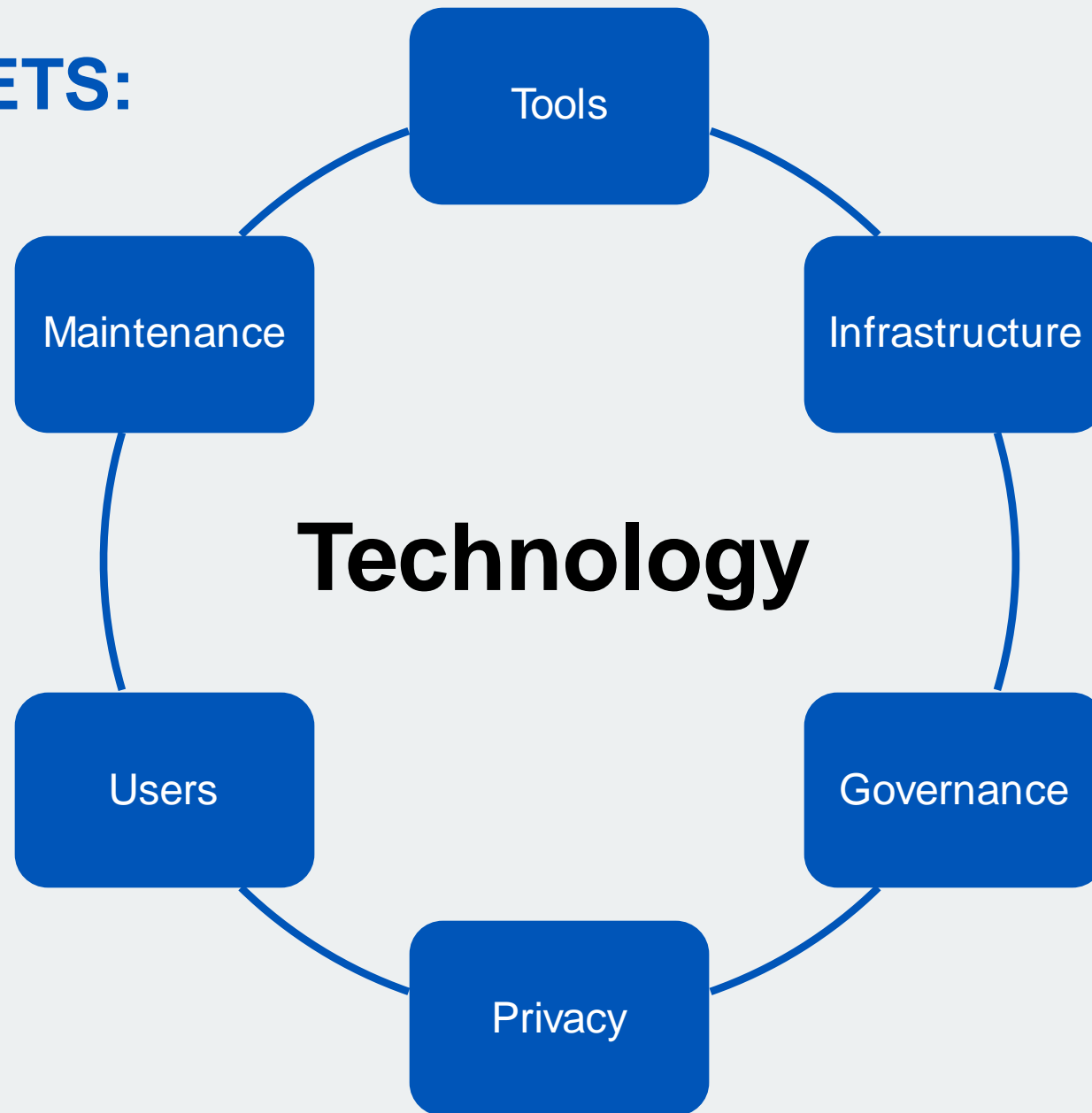
YOUR SOCIAL IMPACT JOURNEY CHECKLIST

❑ Have we identified a need for social impact reporting?

❑ Have we consulted with all stakeholders and developed a strategy?

❑ Do we understand any gaps or needs for our intervention(s)?

❑ Are we aware of and have access to all the data and tools necessary to evaluate impact?

❑ Have we planned processes to make data collection and follow-up with clients/partners efficient?

❑ Do we have/are hiring internal resources, or do we contract external services?

❑ Has our follow-up with clients/partners been successful for collecting information?

❑ Are we at the analytics & reporting phase?

❑ Can we narrate our story to funders and other stakeholders?

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**Case Study:
The WRK Group**

OUR PARTNER & THEIR SECTORS

- **19th of 28 total members of the Purpose Built Communities Network**

- **Located in Wilmington, Delaware**

- **Programs span 3 entities/facilities**
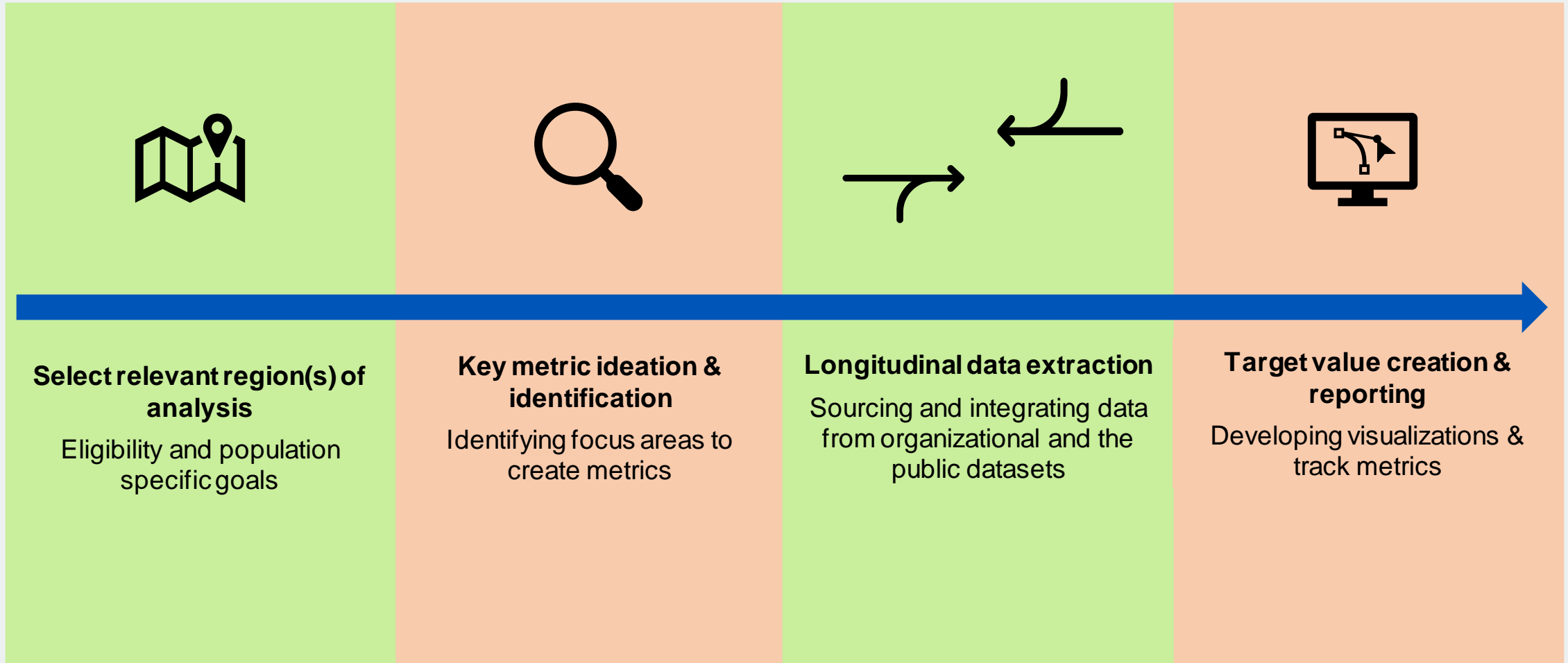
Crime & Safety	Education	Events	Housing	Workforce

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THE WRK GROUP'S BASELINE

✓	YES
▪	PARTIALLY
❑	NO

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PROJECT MILESTONES

Select relevant region(s) of analysis

Eligibility and population specific goals

Key metric ideation & identification

Identifying focus areas to create metrics

Longitudinal data extraction

Sourcing and integrating data from organizational and the public datasets

Target value creation & reporting

Developing visualizations & track metrics

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[The WRK Group's Social Impact](#)

THANK YOU!

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