The Journey Towards Social Impact Evaluations

Tech Forward 2022 – Denver, Colorado

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INTRODUCTIONS
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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
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?
Impact

- Financial
- Social
What is Social Impact?
Output

We trained 30 unemployed persons in our workforce development program.

Outcome

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

Social Impact

We trained 30 unemployed persons in our workforce development program and within 90 days 100% of them were employed. After 6 months, all trainees report not missing a single monthly rent payment and 70% of them report an improved feeling of financial safety.
Relevance of Social Impact
WHY DOES SOCIAL IMPACT MATTER?

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<td>Continuous Improvement</td>
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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
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
Social Impact Readiness
READINESS MODEL

Strategy
- Plan
- Vision
- Process
- Definitions

Culture & Willingness
- Intentionality
- Motivation
- Optimization
- Ability

Resources & Capacity
- Funds
- Personnel
- Systems
- Tools
SOCIAL IMPACT ASSETS
SOCIAL IMPACT ASSETS:

Administration

- Community
- Funders
- Managers
- Board
- C-suite
- Staff
SOCIAL IMPACT ASSETS:
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?
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
THE WRK GROUP’S BASELINE

✓ 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?
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
The WRK Group’s Social Impact
THANK YOU!

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