Cincinnati Youth Collaborative
Board Retreat
Success After High School: Shaping Youth's Future
March 10, 2015
8:30 am to 2:30 pm
Crossroads Community Church

Tuesday, March 10, 2015

8:30 am to 9:00 am	**Breakfast and Welcoming Remarks** Kent Wellington, Graydon Head, CYC Board Chair
9:00 am to 10:30 am	**Panel Discussion:** What Does/Will the World/Our Community Look Like for Youth of CYC **Panel Moderator:** Harold Brown, President EDWorks, CYC Board Member **Panel:** Tom Lottman, Deputy Executive Director, Children Inc, Jillian Darwish, President, Mayerson Academy Gary Conley, President, Techsolve
10:30 am to 10:45 am	**CYC's Services: The Abridged Version** Jane Keller, CYC President
10:45 am to 11:45 am	**Breakout Discussion** Connecting CYC to the Realities and Opportunities That Lie Ahead
11:45 am to 12:30 pm	Lunch
12:30 pm to 1:45 pm	**Understanding and Selling Your Social Impact** Jason Saul, Founder and CEO, Mission Measurement
1:45 pm to 2:30 pm	**Reflective Discussion:** CYC's Social Impacts
2:30 pm to 2:45 pm	Wrap up and Adjourn

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Board Meeting Minutes
Cincinnati Youth Collaborative
January 20, 2015
Midway School
8:00-9:30AM

Board Members Present:	Kent Wellington, Dan Molina, Steve Condon, Dave Plogmann, Ken Cartwright, Kenneth Webb, Jim Sowar, Denise Thomas, Jeff Wampler, John Fickle and Harold Brown
Board Members Absent:	Mary Ronan, Amy Spiller, Judy Fimiani, John Pepper, Ralph Lee, Chris Dirksing, Sandra Degen, Stephen Avila, Sandra Degen, Toi Jones, Barbara Szucsik, Chuck Ackerman, Jeff Crull, Jim Price and Yvette Simpson,
Staff Present:	Jane Keller, Maurice Huey, Danielle Gentry Barth, Adria Whitlow, Chris Lipscombe, Kate Elliott, Maureen Heintz and Karen Connell

I. **Welcome and approval of minutes** Kent Wellington

- Called the board meeting to order at 8:10 and welcomed board
- Minutes will be approved at the next board meeting.

II. **Mission Moment**

- Victoria Nesbitt, CYC Mentor Coordinator introduced 6th grade mentee, Jasmine Carter.
- CYC welcomes Maureen Heintz as the New Gear-Up Site Director. She will lead the Norwood High School team for the next 7 years in college and career advising.

III. **Strategic Program Recommendations:** Harold Brown and Maurice Huey

Harold highlighted the recommendations process – Toi Jones assisted Maurice in facilitating the program committee/staff through a strategic planning process to review programs. Recommendations were made from this committee.

Maurice presented an overview of the program review and its goal to provide future direction for CYC programs. Items presented:

- CYC Base Business Model- Reviewed the current pilot program model being tested in 3 pilot schools this year. Assessment will occur after year end and shared with program committee for input and improvement.
- Shroder Middle School Pilot- Highlighted the 7th and 8th graders pilot that provides career exploration and awareness. The structure is currently based on the JAG middle school model. With CPS's My Tomorrow further work is being done to align CYC early career and college advising to this initiative.
- New Model Test- The GEARUP grant at Norwood provides us the opportunity to look at college and career advising as a coupled effort by CYC advisors. The grant also has a mentoring component. This model takes an integrated approach to services which can help us explore a different model for school districts.

- Expansion Strategy- With the Norwood expansion of almost 1,000 students and the new pilots being tested, CYC is not looking to expand in the near future (FY16 and FY17) to other districts. The committee did recommend that we currently stay within Hamilton County. However, if unexpected opportunities become available, the committee will review. By May 2018 we will decide whether base or new model is best for expansion.

Path Forward- FY 16

- Continue at Shroder and determine the model expansion or an adapted model based on school districts strategy and need. Funding assumptions will need to be developed for either expansion.
- Determine criteria for new school selection

FY 17

- In-process, decide whether the GEARUP model with some add-ons is the model to use for expansion.
- Continue to explore additional services that may be warranted

FY 18

- Decision point on new services model vs. base business model

Board discussed recommendations. Motion was made by Dan Molina to approve strategic program recommendations, motion seconded by Harold Brown and approved by board.

IV. **E-Mentoring Platform:** Adria Whitlow, Chris Lipscombe and Kate Elliott

Adria explained the purpose of the E-Mentoring Platform and its engagement opportunity for youth and their mentors. The E-Mentoring Platform provides mentors and mentees with another communication channel that can enhance the relationship between actual 1-1 time together.

Kate explained the website, the ability to tailor your own webpage with a mentee and the badge concept that will be curriculum based for mentors/mentees to work on specific goals within the context of social/emotional competencies or career/college. These are future inputs for the system.

Jane posed the question to the board about expansion capability of the system beyond CYC's program. The board discussed the use of the platform as an incentive for additional collaboration and partnerships between CYC and other organizations. The board saw this as an opportunity to keep CYC relevant with youth via technology as well as a differentiator to engage businesses with youth. The question was posed to consider whether the platform could be a revenue generator for other mentoring programs. Additionally, the board discussed risk liability including privacy of conversations and contingency plan for technology glitches.

V. **CYC Tomorrow Fund Update:** Danielle Gentry Barth, Jim Sowar and Kent Wellington

- Funds raised are at 67% of the $2 million dollar goal- $700K to go.
- Good progress is being made with the "A" circle of donors. We are creating a "B" circle and need all board members to provide names.
- Jim believes we are in good shape - we have a good plan, but we need more help from the broader board. Jim asked that all reach out to our company, friends and personal network to be part of the campaign. He is sending a personal letter to his networks and asked other to consider the same. Danielle can help with the letter composition. We have a great opportunity to lift the community with CYC services.
- Danielle reviewed the annual fund goal and explained the FY15 Fund Raising Summary Report

VI. **Dashboard-** Jane reviewed the dashboard. Overall YTD numbers are tracking to goals.

- We are working with CPS to determine an appropriate promotion benchmark. With the new districtwide tutoring initiative, CYC is helping with training and onboarding new members while CPS is responsible for the placements. We will be updating our numbers to reflect this partnership.

- Graph totals- numbers served, funding capacity and target served has been added to dashboard
- Average annual cost per student in CYC programs approx. $700.00 compared to national average $1,000

VII. President's report

- CYC's expansion at Norwood Schools with the GEARUP grant. It is a 7 year grant that will support close to 1,000 students, grades 7 -12.
- Reminder- the Board Retreat on March 10, 2015 at Crossroads. Theme is " Success After High School" The day includes a panel of experts who will talk about poverty, post-secondary education and workforce development and the effect on youth for their future. Jason Saul, founder and CEO of Mission Measurement and leading national expert on social impacts, will speak about education sector social impacts and their intersection with CYC's services.
- Board Engagement Plan- about 30% of board members have done it. Jane reminded board members to complete the on line engagement plan prior to your annual 1-1 meeting and she will resend the instructions to access the on line plan.

Adjourned-9:30am

CYC empowers vulnerable children and young adults to overcome obstacles and succeed in education, career and life.

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Board Meeting Minutes
Cincinnati Youth Collaborative
November 18, 2014 – CYC
8:00-9:30AM

Board Members Present:	Kent Wellington, Dan Molina, Steve Condon, Dave Plogmann, Ken Cartwright, Kenneth Webb, Ralph Lee, John Pepper, Jeff Crull, Jim Price and Harold Brown
Board Members Absent:	Mary Ronan, Amy Spiller, Judy Fimiani, Chris Dirksing, Sandra Degen, Denise Thomas, Stephen Avila, John Fickle, Sandra Degen, Toi Jones, Jim Sowar, Barbara Szucsik, Chuck Ackerman, Yvette Simpson, Jeff Wampler (Due to inclement weather meeting was relocated to CYC on short notice)
Staff Present:	Jane Keller, Maurice Huey, Danielle Gentry Barth, Adria Whitlow
Guest:	Laura Mitchell, Asst Superintendent, CPS.

I. **Welcome and approval of minutes**
- Kent called board meeting to order at 8:10
- September 12, 2014 board minutes approved.

II. **Mission Moment**
- Jane recognized Judith Moore Tucker and Adria Whitlow for their time and effort to make the Youth Summit successful. CYC collaborated with City of Cincinnati and Leadership Class 34 to support the 2nd annual Youth Summit. It was held on UC's campus with more than 400 students participating. This year's attendance double from last year and the workshops were designed with students who served as co facilitators.

III. **My Tomorrow:** Laura Mitchell presented an overview of CPS's initiative to have 100% of students career and college ready upon graduating from high school
- The initial launch is with 7 and 8 grades with upper grades being added next year.
- The components of the initiative include: on line personalized learning approach call a playlist that is customized to the student, career pathways, and engagement of businesses to provide hands on experiences and projects aligned to students' career interests, and technology including individual laptops, apps and on line software.
- My Tomorrow was created through benchmarking best in class including local high schools outside of CPS (Indian Hill, Country Day Summit, etc.)
- The premise/expectation of My Tomorrow is that all students achieve.
- Ken Cartwright asked what type of professional development (PD) supports teachers to accomplish the expected results. Laura explained that PD is a critical component for successful execution and includes intensive support that includes integration of technology in the classroom, building a culture that values students input, team collaboration, ongoing coaches for teachers, monthly PD with principals to support teachers, creating a career and college culture and a communication plan that keeps all informed of progress asking for ongoing input and feedback.

- John Pepper inquired about the collaboration with business to ensure their workforce experience as well as needs are incorporated in the initiative. Laura distributed a career map that will be used to build out career experiences with businesses. Businesses input and advisement will be key to build out career experiences that are engaging to students while building the essential workplace skills needed today. Jane is helping to lead that with the Chamber's Leadership Action Program. The idea is that by 10th grade students will prioritize their top 3 career interests so they can have career experiences that aligned with the career academic requirements. The vision is to have students seeing themselves successfully in their career choices and understanding the requisite requirements – academic, workplace skills and expectations – so they ready to transition to their next steps post high school.'
- Ralph Lee talked about TQL's program that interacts with students to help them see their future possibilities that makes their hope tangible.

IV. CYC Tomorrow Fund Update : Danielle and Kent

- Public Phase has begun beginning with top prospects that have been involved with CYC. Initial meetings are being scheduled with some good success out of the gate. The campaign team is working in sets of two to talk with prospects and make the "ask". A tier B list is being created and all board members are asked to provide additional prospects for the campaign. Currently the campaign is 76% of the $2 million goal.

V. Dashboard

- Jane reviewed the dashboard and said that indicators are on target. Dan Molina asked if it was possible to link the students not progressing as expected (not being promoted) to specific companies to help them ensure successful graduation as a specific action under the CYC Tomorrow Fund Campaign. Suggestions for the dashboard: tie the promotion rate to a weighted average % of the high schools we serve, compare the graduation rate to a CPS and the other districts graduation % vs Hamilton County and indicate the total number of students represented by graph bars.

VI. President's report

- CYC was the winner of the BBB Torch Award for Ethics in Marketplace – Nonprofit.
- Sandra Degen was the runner up for the WE Celebrate Corporate Woman of the Year.
- CYC is fielding many inquiries about mentoring partnerships as the result of the work with the Governor's advisory board for community connector.
- CYC welcomes Tiffany Hinton as the New College Access and Success Manager. Tiffany joins us from NKU.
- Danielle has been recognized as a Great Leaders under Forty by Venue Magazine.
- Please remember that March 10 is our retreat. Your calendars should have the outlook invite. Jason Saul, founder and CEO of Mission Measurement, will join us to talk about measuring social impact. Harold is working with Jane to design the day around the theme of What's next after High School – Career or College?
- Jane will be scheduling annual 1-1s with all board members to be completed by February. Please remember to complete your on line engagement plan prior to the 1-1. Jane's recent email provides instructions on accessing the engagement plan on line tool.

VII. New Business: Kent asked board members to remain to discuss Jane's performance evaluation. All CYC were dismissed

Adjourned-9:30am

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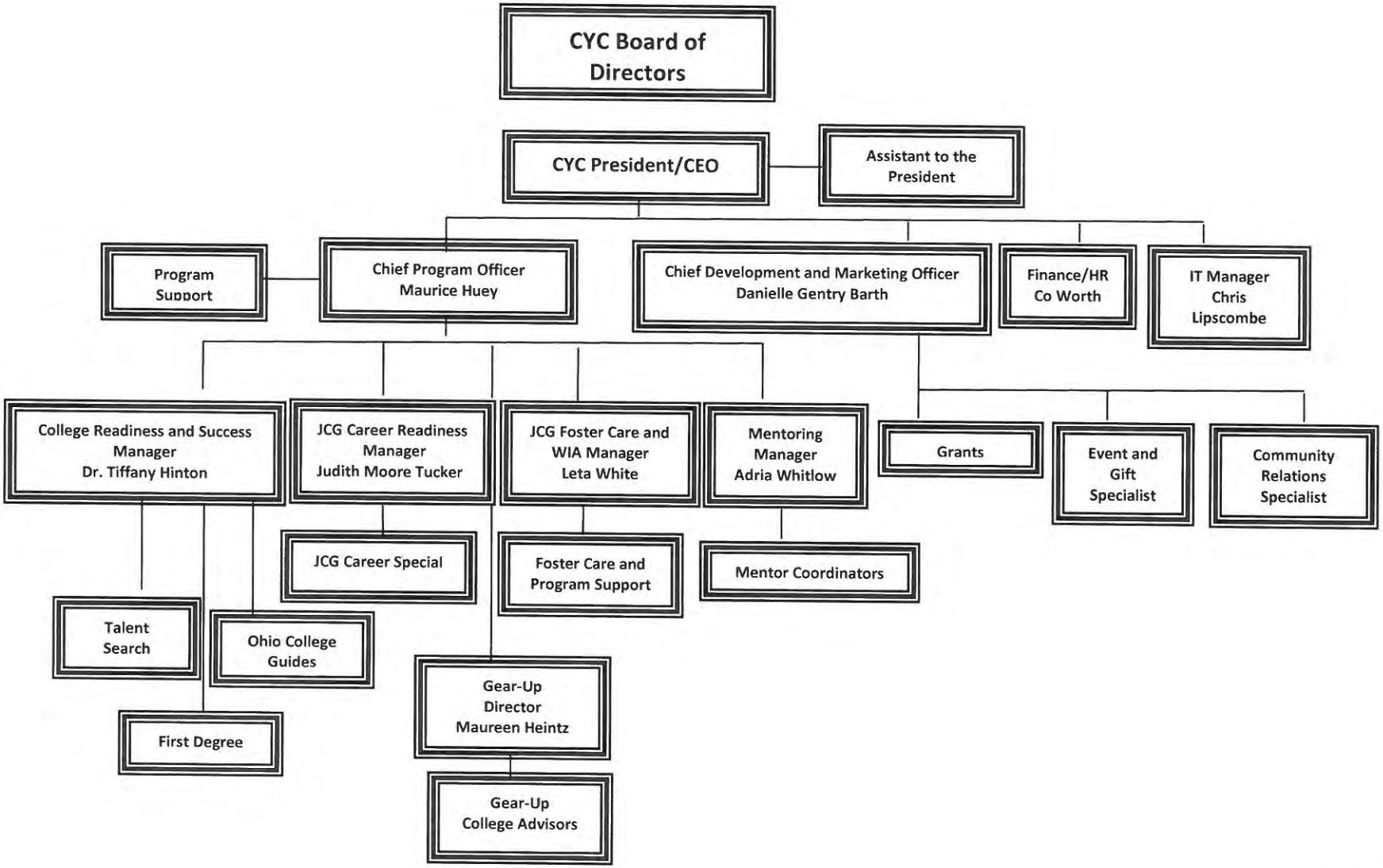
CYC Organizational Chart



02/10/2015

JASON SAUL

FOUNDER & CEO

Jason Saul is one of the nation's leading experts on measuring social impact. As the Founder and CEO of Mission Measurement, Jason helps corporations, nonprofits and public sector clients create value through social change. He has advised some of the world's largest corporations, government agencies and nonprofits, including: Walmart, Starbucks, McDonald's, Kraft, Levi Straus & Co., Easter Seals, American Red Cross, the Smithsonian and the U.S. Agency for International Development (USAID). Prior to founding Mission Measurement, Jason practiced as a public finance attorney at Mayer Brown LLP in Chicago.

In addition to his advisory work helping organizations measure and improve their social impact, Jason serves on the faculty of the Kellogg School of Management at Northwestern University, where he teaches corporate social responsibility and nonprofit management. He also serves on the Board of Directors of Net Impact and on the CMO Council's Academic Liaison Committee, and was appointed by Illinois Governor Pat Quinn to serve as a member of the Budgeting for Results Commission. Jason is the founder of the Center for What Works, a national nonprofit focused on benchmarking and performance measurement.

Jason is the author of numerous books and articles on social strategy and measurement, including: B*enchmarking for Nonprofits: How to Manage, Measure and Improve Performance* (Fieldstone Press 2006); *Social Innovation, Inc.: Five Strategies to Drive Business Value through Social Change* (Jossey-Bass, October 2010); and *The End of Fundraising: How to Raise More by Selling Your Impact* (Jossey-Bass, February 2011).

Jason was awarded the Harry S. Truman Scholarship for leadership and public service and was selected as a Leadership Greater Chicago fellow. In 2008, Jason was recognized as one of Crain's Chicago Business "40 under 40" business leaders, and in 2010, he was named by BusinessWeek as one of the Nation's 25 Most Promising Social Entrepreneurs.

Jason holds a J.D. from the University of Virginia School of Law, an M.P.P. from the John F. Kennedy School of Government at Harvard University, and a B.A. in Government and French Literature from Cornell University.

Gary N. Conley, TechSolve, Inc.

Gary N. Conley is President of TechSolve, Inc., a provider of innovation and productivity improvement consulting to manufacturers, healthcare providers and government agencies. Over the last ten years, TechSolve has enabled its clients to realize $422 million in cost savings and $2.6 billion in sales increases verified through independent customer surveys.

Mr. Conley has served as the Economic Development Director of Cleveland, Ohio, during the term of then Mayor George Voinovich, and President of the Los Angeles County Economic Development Corporation including oversight of the Los Angeles County Film Commission. He has provided leadership for the implementation of hundreds of public/private development projects representing billions of dollars of inyestment including the Rock and Roll Hall of Fame and the Great Lakes Science Center. He also served as the Co-Chair of the Building Committee of the Underground Railroad Freedom Center.

Mr. Conley served as a policy advisor to the US Department of Housing and Urban Development and US Conference of Mayors for development and implementation of the Housing and Community Development Act of 1974 that launched the Community Development Block Grant Program. He managed preparation of aerospace industry business development plans for both the Los Angeles basin and the State of Ohio, comprehensive housing and economic development plans for the cities of Cleveland and Dayton, and organizational assessments of Ohio economic development programs for the Ohio Legislature in support of the formation of JobsOhio and the Ohio Development Services Agency.

Mr. Conley has been awarded the International Economic Development Council's Lifetime Achievement Award for Excellence in Economic Development and the Society of Manufacturing Engineers' Donald C. Burnham International Manufacturing Management Award. Mr. Conley received a Bachelor's in Economics and Business from Centre College, Master's of City Planning from the University of Pennsylvania, and Master's of Economics degree from Wright State University.

BIOSKETCH TOM LOTTMAN

Thomas J. Lottman is the Deputy Executive Director of Children, Inc. and directs its Research to Practice Impact Area. This agency provides high quality early education and school-age services to over 2,000 children daily. He is also the Research Director for *Growing Sound* an affiliate that produces research-based musical products that promote social and emotional development. Prior to Children, Inc., he was with the University Affiliated Cincinnati Center for Developmental Disorders at Cincinnati Children's Hospital Medical Center and he has been a full-time faculty member at Loyola University in Chicago and at the University of Waterloo in Canada. He also directed a Children's Mental Health Center in Canada. His special interests include social and emotional learning and character development in young children.

MAYERSON
academy

2650 Highland Ave.
Cincinnati, OH 45219
mayersonacademy.org
513.475.4102

Jillian Darwish, Ed.D.

Jillian currently serves as president of Mayerson Academy, a professional learning services firm dedicated to transforming individual, team and organizational performance through extraordinary learning experiences, making it possible for everyone to be at their best every day. Prior to her current role, Jillian has held leadership positions across the education sector, including work in philanthropy, public television, service agencies, higher education and the K-12 system. In her work at KnoweldgeWorks, a national education foundation based in Cincinnati, she led the development of a highly regarded and internationally distributed future trends publication, consulted and advised hundreds of organizations across the education sector to construct future-oriented organizational visions and strategies, developed multiple state collaborations to transform education, and created a robust, state-wide, teacher-to-teacher learning community. In her former roles, Jillian led teams to create widely distributed multimedia educational products and services, and received national recognition for the design and implementation of an organizational learning system. She is an award-winning educator who has delivered more than a hundred national and regional keynotes and panel discussions on innovation, the future of learning, and character strengths to build social emotional competencies and vibrant organizational cultures for learners of all ages.

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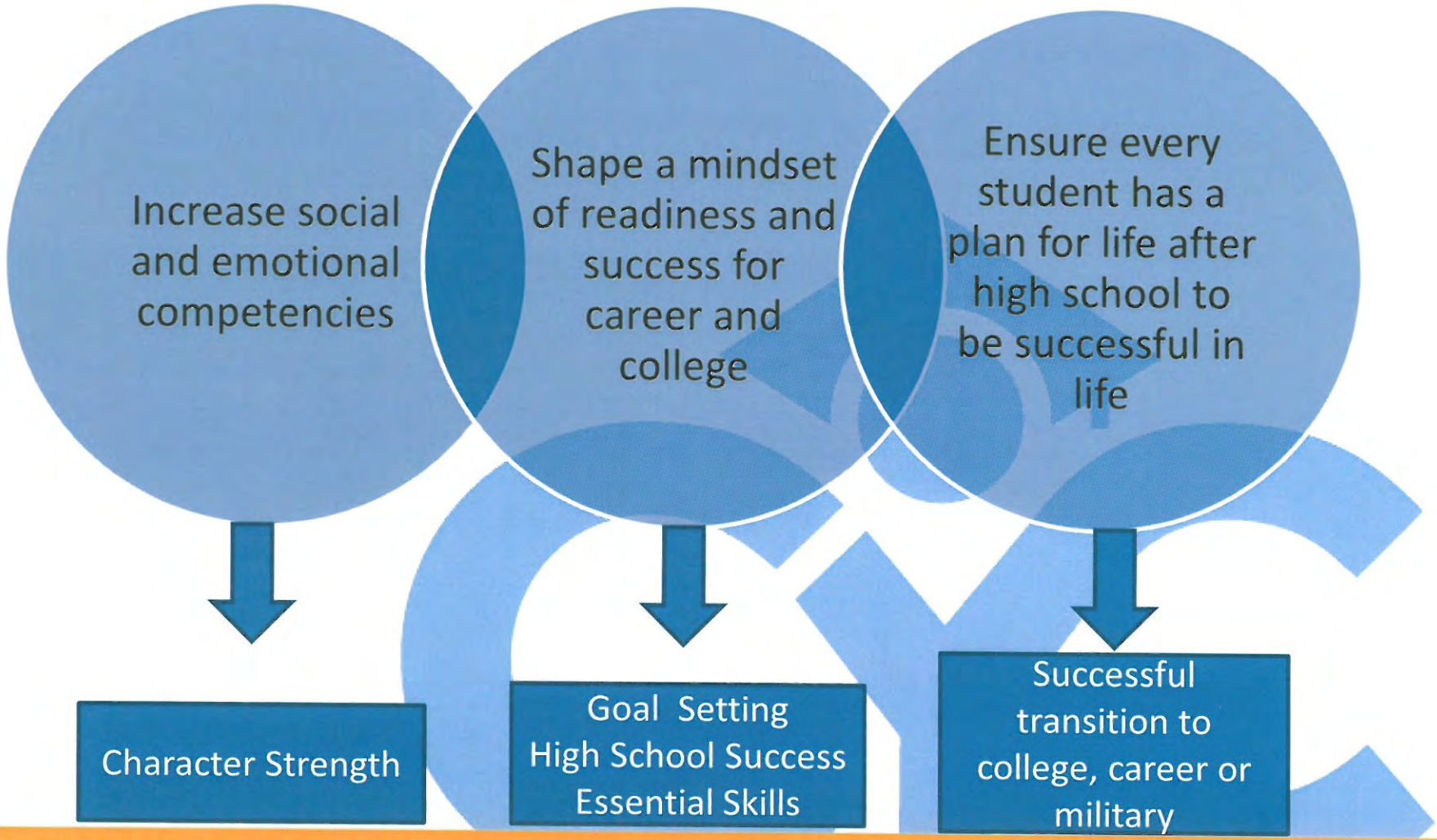
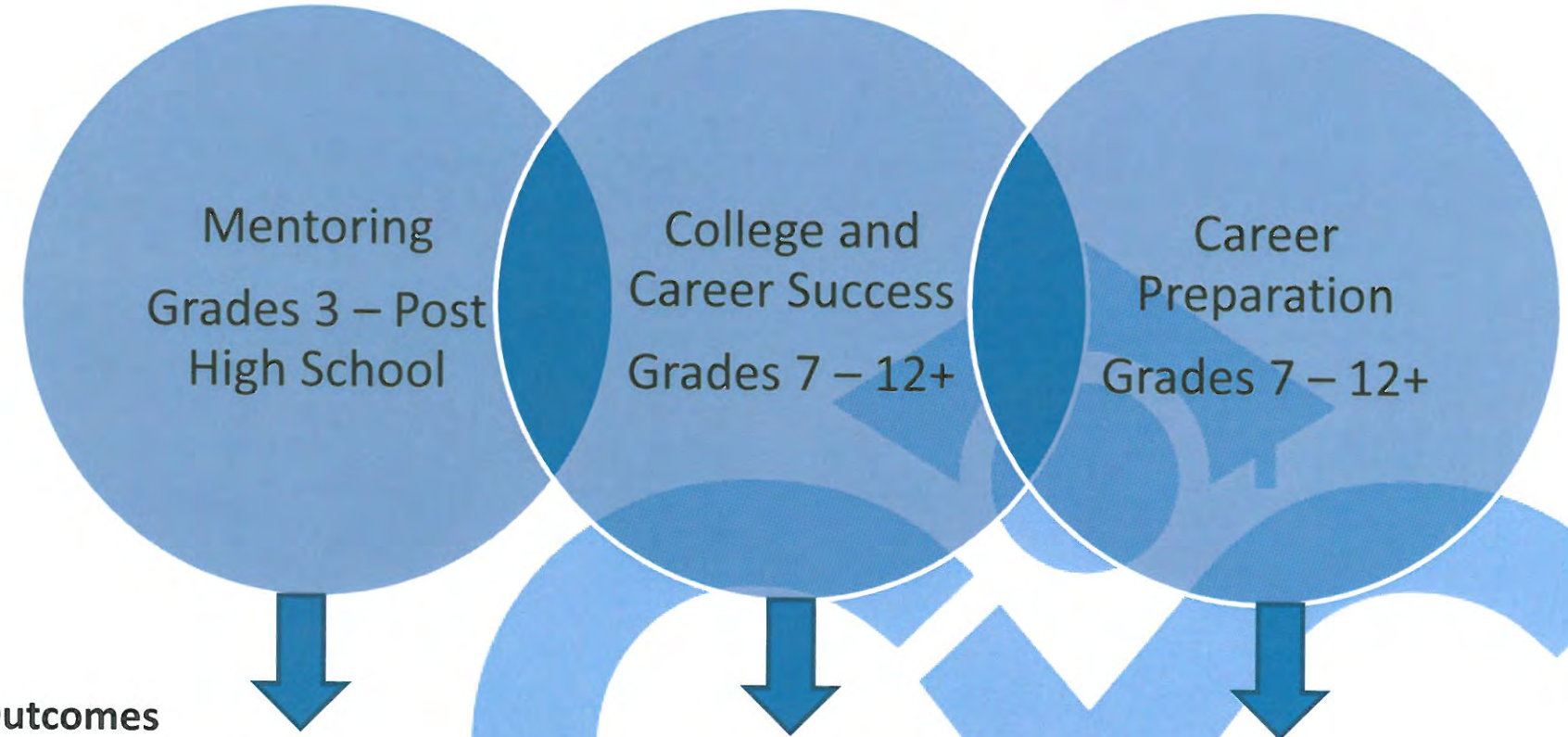
Board Retreat
March 10, 2015

Social Impacts



CYC Services



Outcomes

Character Strengthening
Engagement in Education

High School Graduation
Post Secondary Enrollment

High School Graduation
Workforce Ready
Transition Post High School

CYC Results

	2013-2014	5 Year Average	Benchmark
High School Promotion	83%	86%	In Progress
High School Graduation	96%	95%	81% Hamilton County
College Enrollment (2 or 4 year)	72%	78%	68% Nationally Center for Education Statistics
Transition to Job, Military or Post Secondary	88%	84%	77% Jobs for America Graduates

Future Focus for CYC

- Middle School Career awareness and exploration
- E-Platform that enhances mentoring relationships
- Career and College Mentors

Questions

Is CYC's mission and service relevant to what youth need in life? If so, why? If not, why?

Where are there the greatest opportunities for CYC?

The Future of Impact

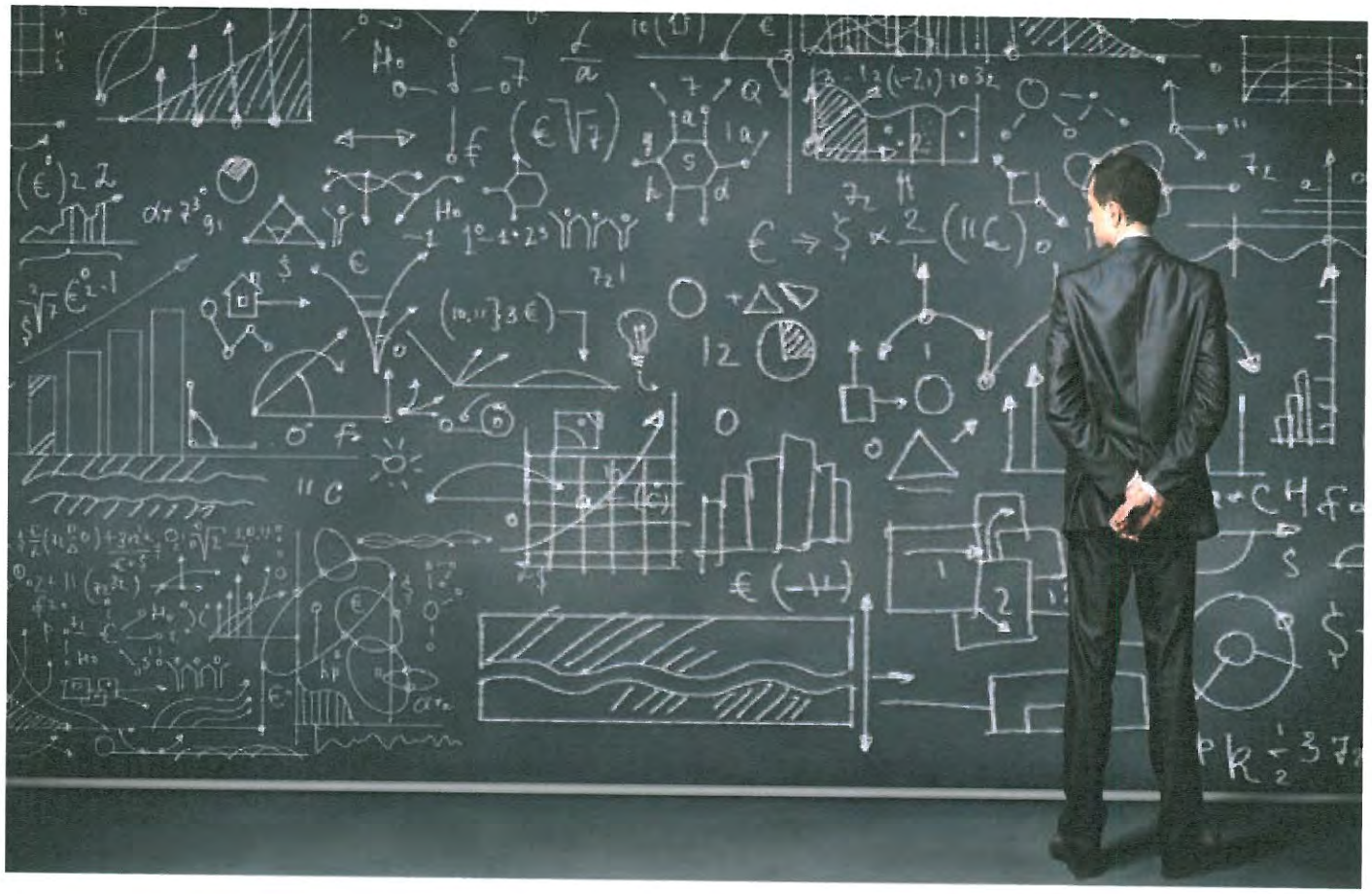
MISSION MEASUREMENT

Using **Big Data** to Predict **Social Outcomes**

We All Desire To Change The World...

MISSION MEASUREMENT

But Are We Doing It In the Most Efficient Way?



MISSION MEASUREMENT

Market for Outcomes

Governments

BUDGETING FOR RESULTS
Governor Pat Quinn

*"Resources are allocated based on how **effectively** a program or service achieves established goals and objectives rather than historical funding levels"*

Corporations

STEM Science, Technology, Engineering, Mathematics

Impact Investors

GIIN
GLOBAL IMPACT INVESTIN

MISSION MEASUREMENT

Driving A Different Inquiry

Accountability	ROI
Are we complying with standards?	What 'bang for the buck' will we get?
What outputs did the program produce?	How far can this particular intervention move the needle?
Was the program evaluated?	How does this compare to other interventions?

The Problem: We Don't Have The Right Tools

1 No Predictive Data

We measure after it's too late

2 No Standards

We can't compare programs

3 No Benchmarks

We don't know what 'good' means

Tech Stocks and long term stock performance trends

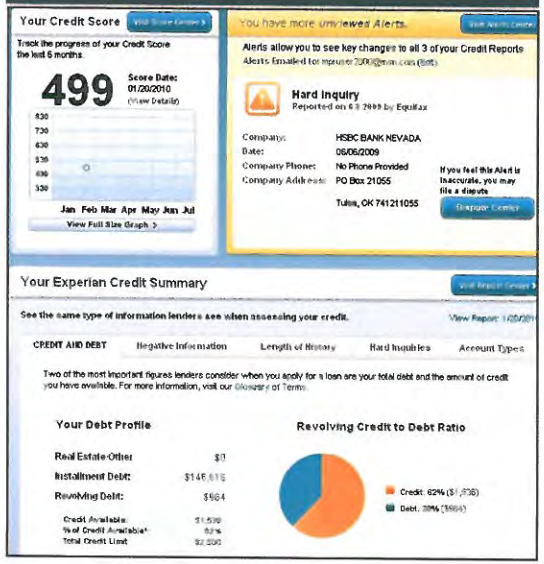
Amazon, Apple, Microsoft and Yahoo

	10-year stock performance	5-year stock performance	1-year stock performance	2012 YTD Performance
amazon.com	+1295%	+254%	+14%	+29%
	+4708%	+460%	+60%	+39%
Google	+451%	+27%	+10%	-7%
Microsoft	+25%	+1%	+20%	+19%
Y!	+105%	-51%	-14%	-6%

Source: author analysis. Based on data provided by Google finance, as of May 8th 2012.

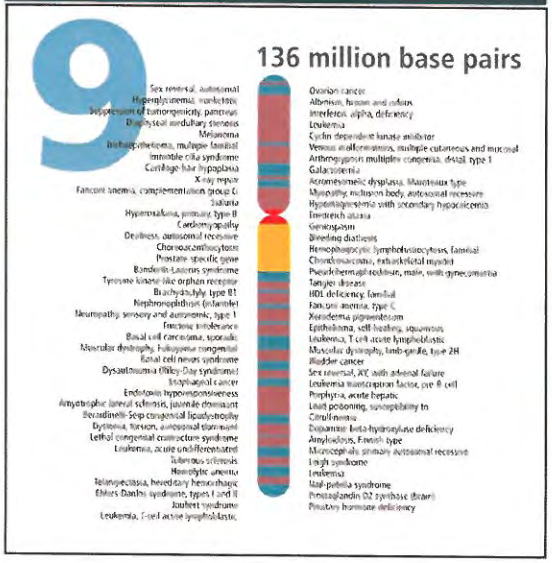
We're Not The First Sector To Do This...

Credit Scores



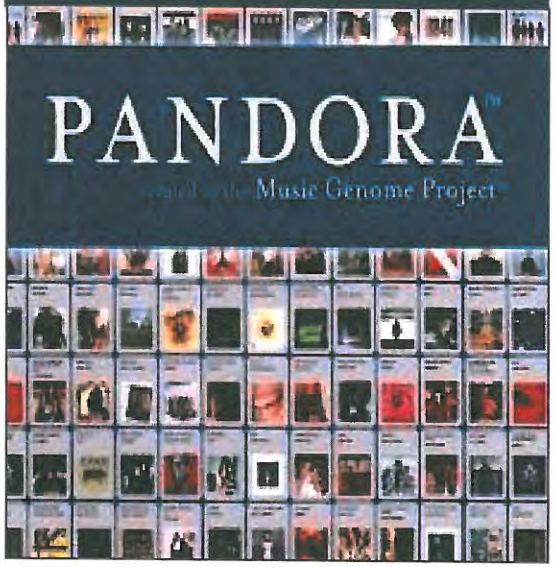
Predicts financial outcomes

The Human Genome Project™



Predicts health outcomes

The Music Genome Project™

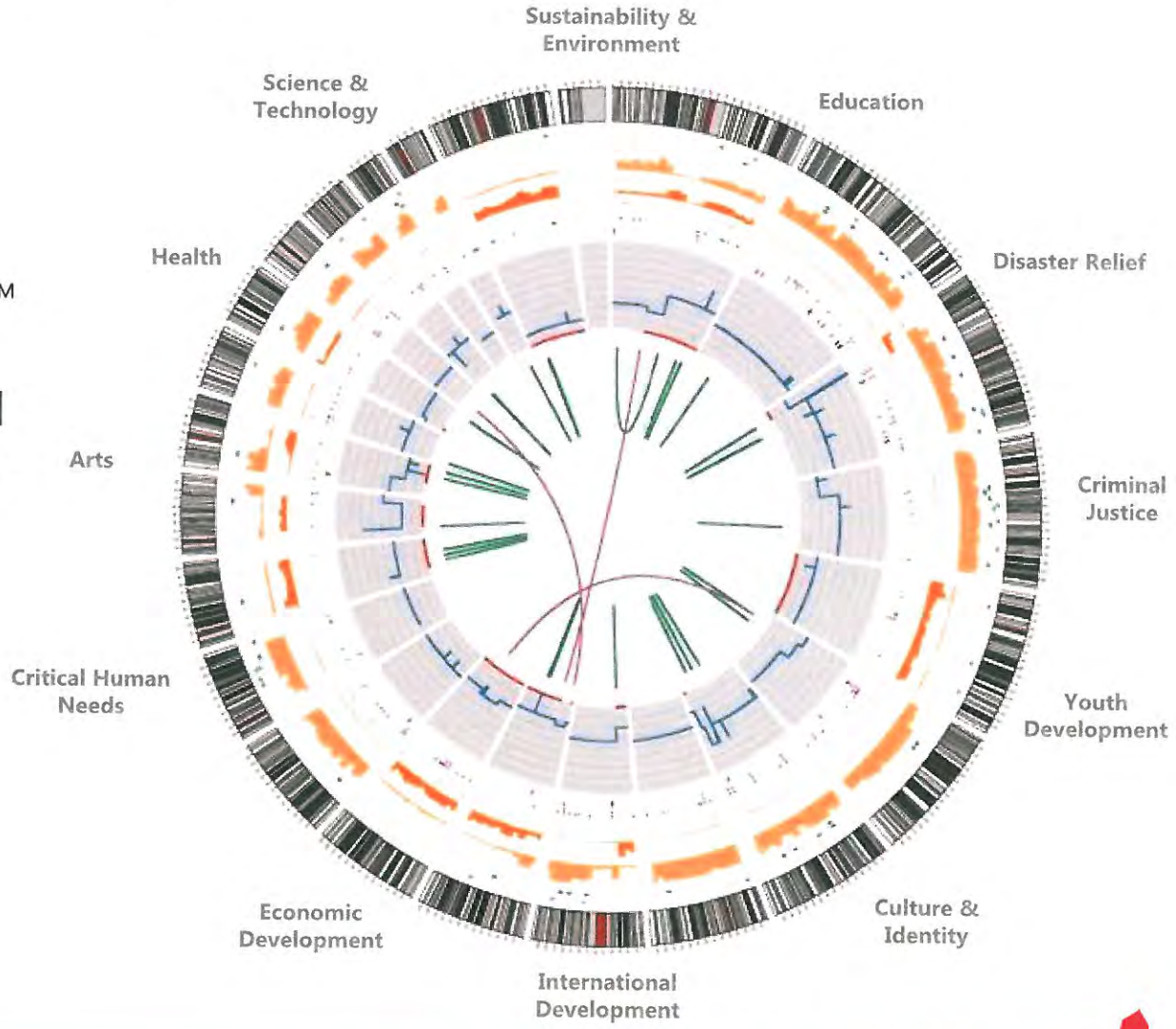


Predicts preference outcomes

MISSION MEASUREMENT

The Impact Genome Project™

The Impact Genome Project™ (IGP) is an effort to **systematically codify social science research** so that we can measure and predict common outcomes.



MISSION MEASUREMENT

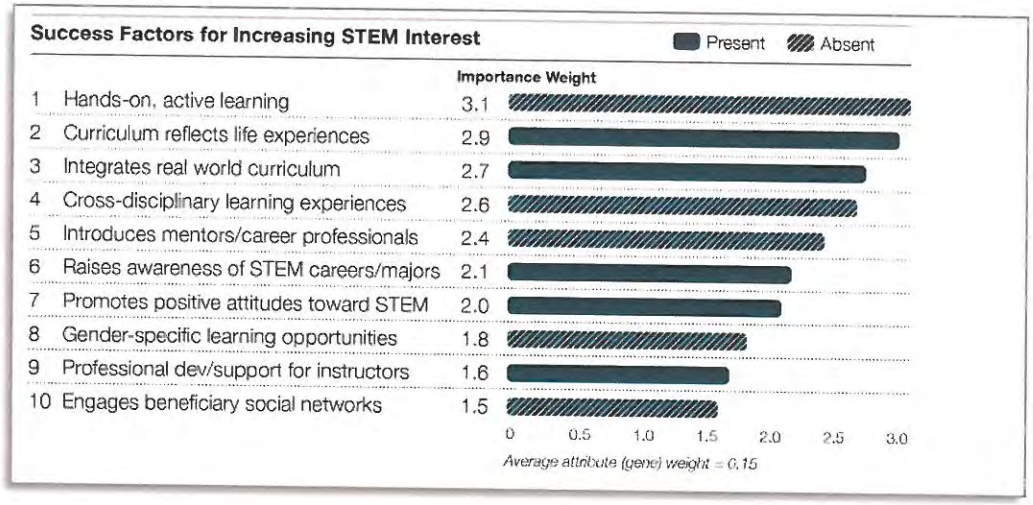
132 Outcomes

Programs may differ but we all share the same outcomes. We can compare 'apples to oranges' by measuring relative contribution to common outcomes.

MISSION MEASUREMENT

Meta-Analysis

We can quantify what we know from existing research and use that data to predict the results of future programs.



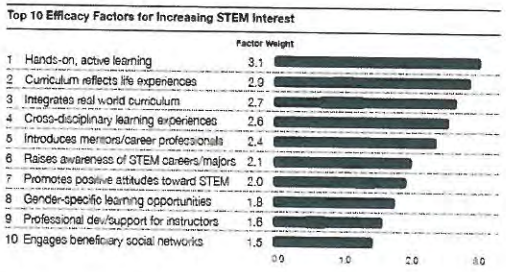
Answering Questions That Matter

How Do We Make Better Bets?

1

Universal Evidence

Use Past Research to Predict Future Outcomes

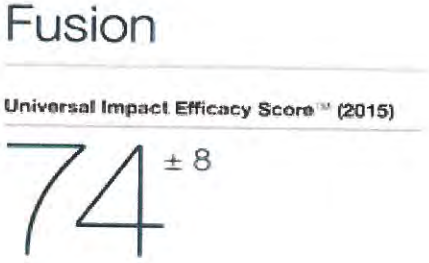


How Do We Measure Consistently?

2

Meta-Data

Derive a Common "Efficacy" Score

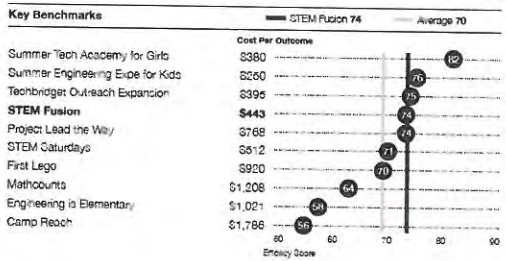


How Do We Know What "Good" is?

3

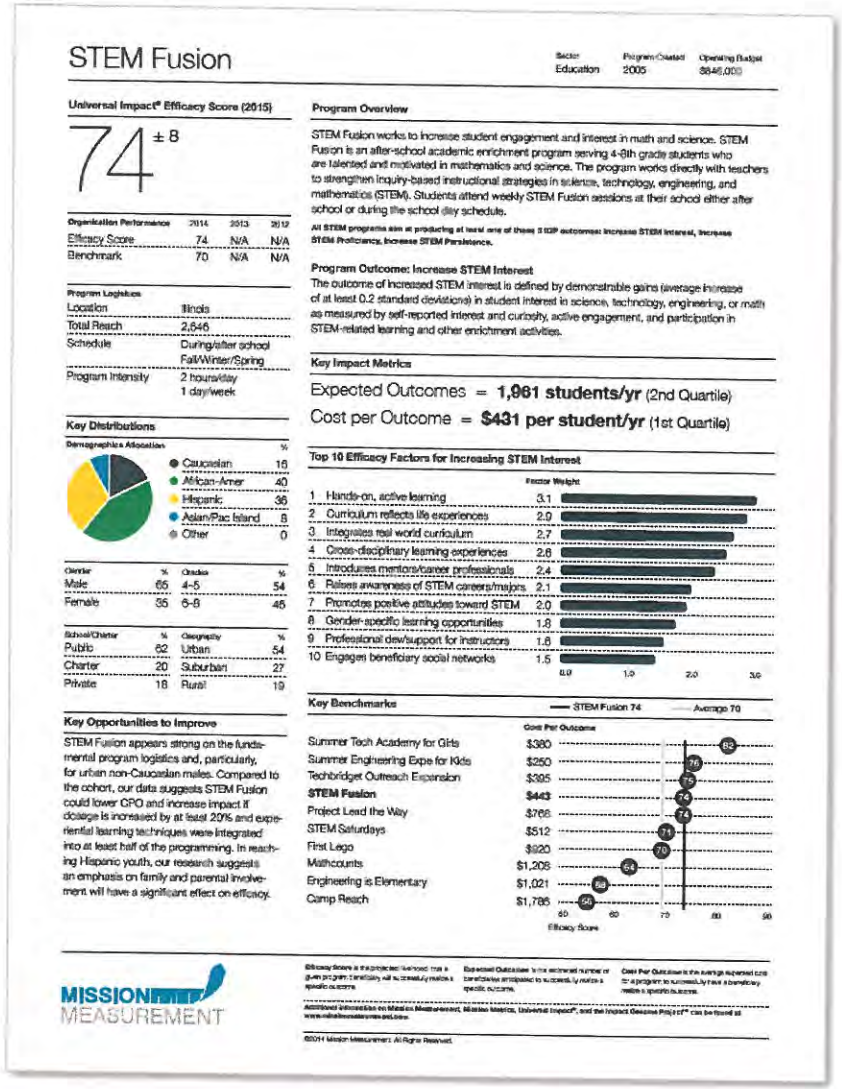
Benchmarks

Compare Efficacy and Cost-per-Outcome



MISSION MEASUREMENT

Impact Scorecards



STEM Fusion

Sector: Education | Program Started: 2005 | Operating Budget: $846,000

Universal Impact® Efficacy Score (2015)

74 ± 8

Organization Performance	2014	2013	2012
Efficacy Score	74	N/A	N/A
Benchmark	70	N/A	N/A

Program Logistics

Location	Illinois
Total Reach	2,646
Schedule	During/after school Fall/Winter/Spring
Program Intensity	2 hours/day 1 day/week

Key Distributions

Demographics Allocation

	%
Caucasian	16
African-Amer	40
Hispanic	36
Asian/Pac Island	8
Other	0

Gender	%	Grades	%
Male	65	4–5	54
Female	35	6–8	46

School/Charter	%	Geography	%
Public	62	Urban	54
Charter	20	Suburban	27
Private	18	Rural	19

Key Opportunities to Improve

STEM Fusion appears strong on the fundamental program logistics and, particularly, for urban non-Caucasian males. Compared to the cohort, our data suggests STEM Fusion could lower CPO and increase impact if dosage is increased by at least 20% and experiential learning techniques were integrated into at least half of the programming. In reaching Hispanic youth, our research suggests an emphasis on family and parental involvement will have a significant effect on efficacy.

Program Overview

STEM Fusion works to increase student engagement and interest in math and science. STEM Fusion is an after-school academic enrichment program serving 4-8th grade students who are talented and motivated in mathematics and science. The program works directly with teachers to strengthen inquiry-based instructional strategies in science, technology, engineering, and mathematics (STEM). Students attend weekly STEM Fusion sessions at their school either after school or during the school day schedule.

All STEM programs aim at producing at least one of these 3 SDP outcomes: Increase STEM Interest, Increase STEM Proficiency, Increase STEM Persistence.

Program Outcome: Increase STEM Interest

The outcome of Increased STEM interest is defined by demonstrable gains (average increase of at least 0.2 standard deviations) in student interest in science, technology, engineering, or math as measured by self-reported interest and curiosity, active engagement, and participation in STEM-related learning and other enrichment activities.

Key Impact Metrics

Expected Outcomes = **1,961 students/yr** (2nd Quartile)

Cost per Outcome = **$431 per student/yr** (1st Quartile)

Top 10 Efficacy Factors for Increasing STEM Interest

	Factor Weight
1 Hands-on, active learning	3.1
2 Curriculum reflects life experiences	2.9
3 Integrates real world curriculum	2.7
4 Cross-disciplinary learning experiences	2.6
5 Introduces mentors/career professionals	2.4
6 Raises awareness of STEM careers/majors	2.1
7 Promotes positive attitudes toward STEM	2.0
8 Gender-specific learning opportunities	1.8
9 Professional dev/support for instructors	1.8
10 Engages beneficiary social networks	1.5

0.0 1.0 2.0 3.0

Key Benchmarks

— STEM Fusion 74 — Average 70

	Cost Per Outcome
Summer Tech Academy for Girls	$380
Summer Engineering Expe for Kids	$250
Techbridget Outreach Expension	$395
STEM Fusion	**$443**
Project Lead the Way	$766
STEM Saturdays	$512
First Lego	$920
Mathcounts	$1,205
Engineering is Elementary	$1,021
Camp Reach	$1,785

60 70 80 90

Efficacy Score

MISSION MEASUREMENT

Efficacy Score is the projected likelihood that a given program beneficiary will successfully realize a specific outcome.

Expected Outcomes is the estimated number of beneficiaries anticipated to successfully realize a specific outcome.

Cost Per Outcome is the average expected cost for a program to successfully treat a beneficiary realize a specific outcome.

Additional information on Mission Measurement, Mission Metrics, Universal Impact®, and the Impact Genome Project™ can be found at www.missionmeasurement.com

MISSION MEASUREMENT

Big "Aha's"

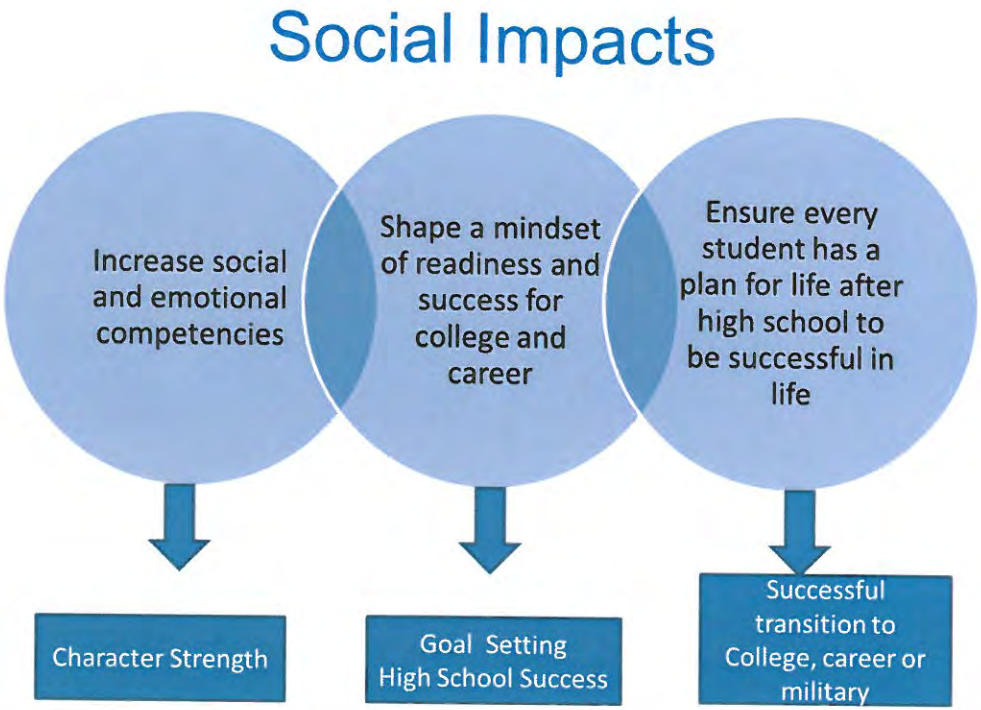
- Don't reinvent the wheel – an evidence base already exists for most outcomes
- Standardize outcomes, not metrics
- Measurement needs to be 'directionally right' – no such thing as perfect data
- Measure at the level of the outcome, not at the level of the activity
- Impact is a function of design: dosage, frequency and duration

What You Can Do

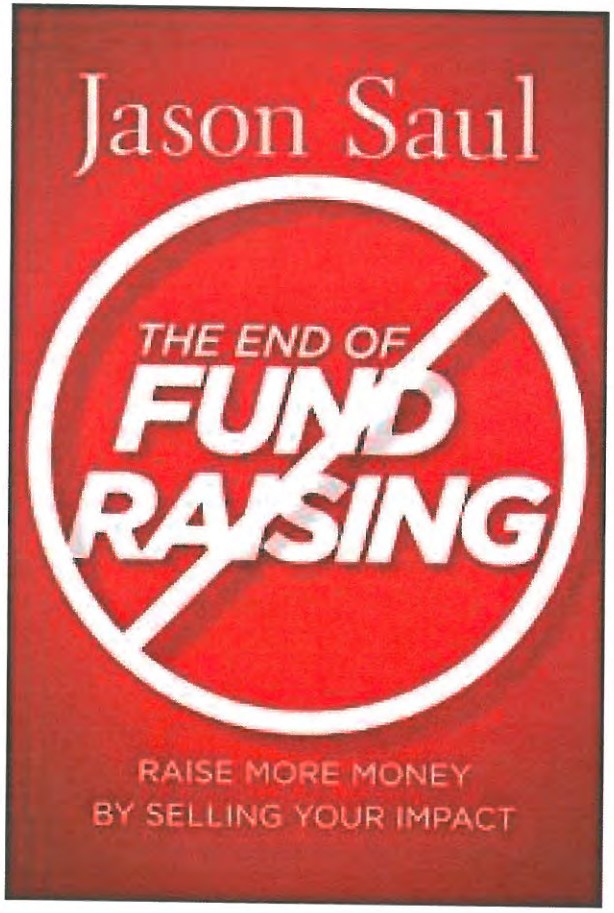
1. Use 'Known' Outcomes
2. Measure One Thing: Program's Efficacy Rate
3. Figure Out Your Cost Per Outcome

For CYC

- How can you predict outcomes before programs run their course?
- What is your cost per outcome?
- Can you use evidence to improve program design?



Implications for Nonprofits



MISSION MEASUREMENT

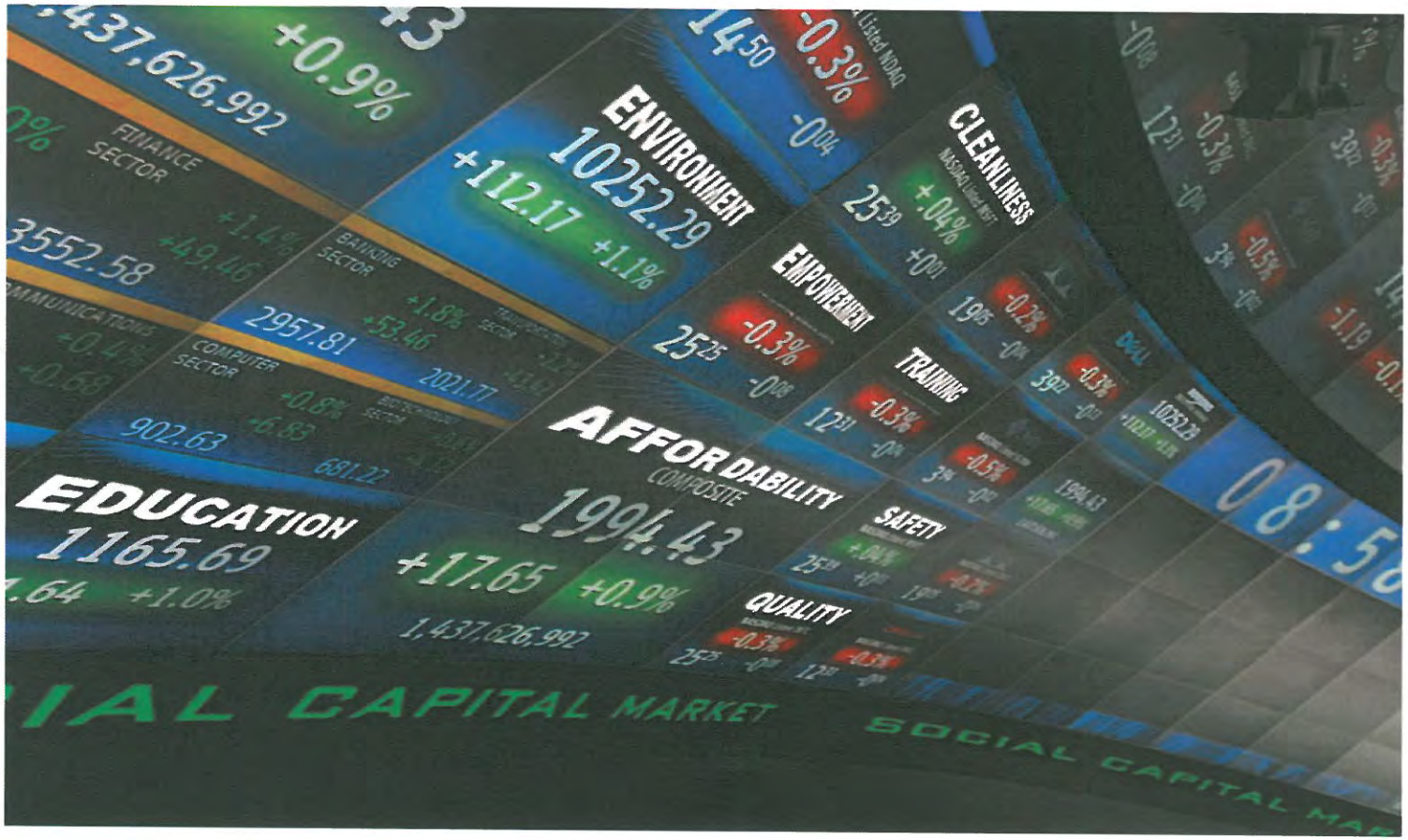
Implications for Government

MISSION MEASUREMENT

Today, The Market Is Not Rational

What If We Could 'Buy' Outcomes?

Now that we can value and benchmark social programs, a rational social impact market is within our reach.



MISSION MEASUREMENT

Illustrative

STEM Fusion

Sector	Program Created	Operating Budget
Education	2005	$846,000

Universal Impact® Efficacy Score (2015)

74 ± 8

Organization Performance	2014	2013	2012
Efficacy Score	74	N/A	N/A
Benchmark	70	N/A	N/A

Program Logisitics	
Location	Illinois
Total Reach	2,646
Schedule	During/after school Fall/Winter/Spring
Program Intensity	2 hours/day 1 day/week

Key Distributions

Demographics Allocation

	%
Caucasian	16
African-Amer	40
Hispanic	36
Asian/Pac Island	8
Other	0

Gender	%	Grades	%
Male	65	4–5	54
Female	35	6–8	46

School/Charter	%	Geography	%
Public	62	Urban	54
Charter	20	Suburban	27
Private	18	Rural	19

Key Opportunities to Improve

STEM Fusion appears strong on the fundamental program logistics and, particularly, for urban non-Caucasian males. Compared to the cohort, our data suggests STEM Fusion could lower CPO and increase impact if dosage is increased by at least 20% and experiential learning techniques were integrated into at least half of the programming. In reaching Hispanic youth, our research suggests an emphasis on family and parental involvement will have a significant effect on efficacy.

Program Overview

STEM Fusion works to increase student engagement and interest in math and science. STEM Fusion is an after-school academic enrichment program serving 4-8th grade students who are talented and motivated in mathematics and science. The program works directly with teachers to strengthen inquiry-based instructional strategies in science, technology, engineering, and mathematics (STEM). Students attend weekly STEM Fusion sessions at their school either after school or during the school day schedule.

All STEM programs aim at producing at least one of these 3 IGP outcomes: Increase STEM Interest, Increase STEM Proficiency, Increase STEM Persistence.

Program Outcome: Increase STEM Interest

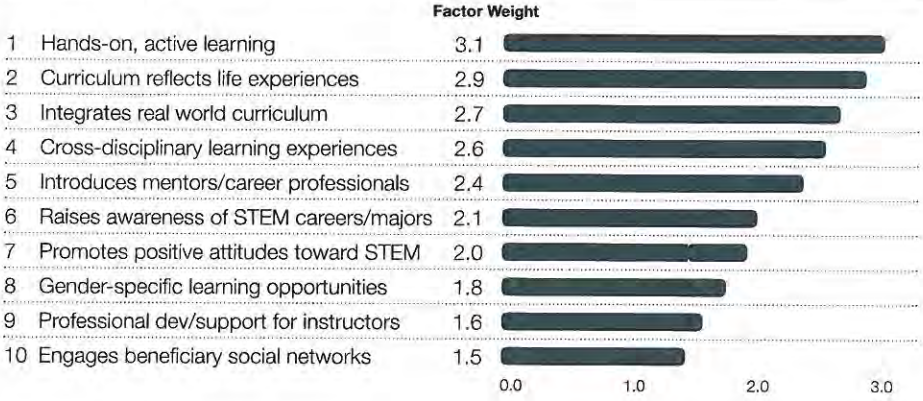
The outcome of increased STEM interest is defined by demonstrable gains (average increase of at least 0.2 standard deviations) in student interest in science, technology, engineering, or math as measured by self-reported interest and curiosity, active engagement, and participation in STEM-related learning and other enrichment activities.

Key Impact Metrics

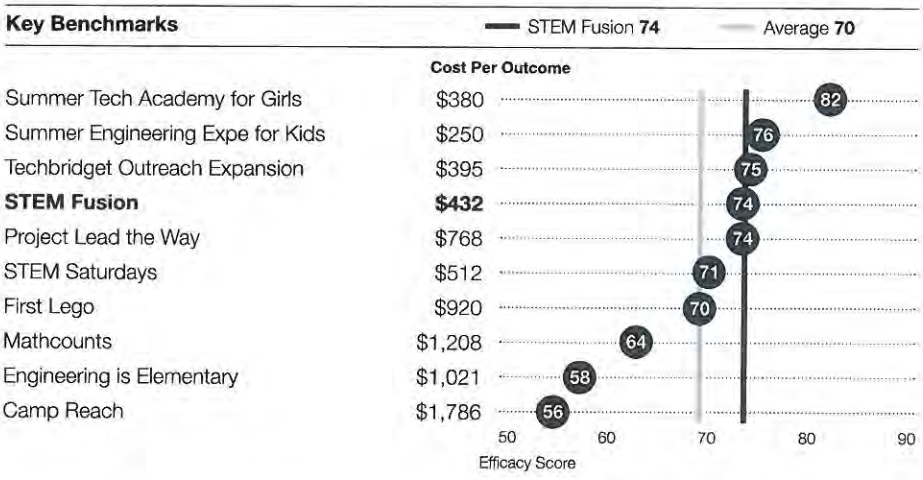
Expected Outcomes = **1,958 students/yr** (2nd Quartile)

Cost per Outcome = **$432 per student/yr** (1st Quartile)

Top 10 Efficacy Factors for Increasing STEM Interest



Key Benchmarks



MISSION MEASUREMENT

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Introducing

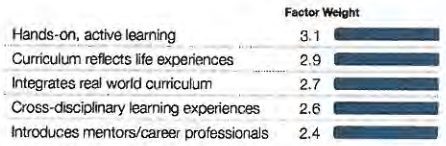
The Impact Genome Project™

The Impact Genome Project (IGP) is an effort to systematically codify social science research so that we can consistently measure and predict common outcomes.

The IGP helps governments, nonprofits, and foundations solve social problems more efficiently and create better outcomes to impact more lives.

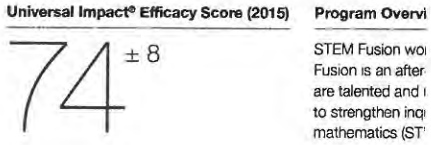
1 *How Do We Make Better Bets?*

Universal Evidence
We Codify Past Research to Predict Future Outcomes



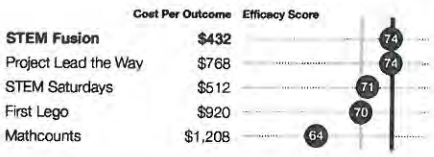
2 *How Do We Measure Outcomes?*

Synthetic Data
We Derive a Statistical Efficacy Score for Every Program



3 *How Do We Know What "Good" is?*

Benchmarking
We Compare Program Effectiveness and Efficiency



Be a Genome Sponsor
Sponsors help underwrite the R&D costs of the Genome.

- Early access to research findings
- Public recognition
- Pilot scorecards for select grants/programs

Be a Genome Member
Members share research and knowledge about their field.

- Seat at the table with sector leaders
- Early access to research findings
- Opportunity to beta-test Genome

Learn More
To find out more, contact Laura Kingsbury at **lkingsbury@missionmeasurement.com**

MISSION MEASUREMENT

Additional information can be found at www.missionmeasurement.com